

# DIALOGUE FOR ACTION

## Transactions for Change in Cancer Prevention

**F**or nearly two decades, the Cancer Research and Prevention Foundation (formerly the Cancer Research Foundation of America) has been a leader in cancer prevention research and education in the United States, dedicating its resources to improving the public's health. In 1999, the Foundation founded National Colorectal Cancer Awareness Month in collaboration with 50 partner organizations in the United States and Canada. The Month is aimed at reducing the risk of colorectal cancer by increasing colorectal screening rates.

The *Dialogue for Action* program is based on the Foundation's highly successful national colorectal cancer conferences — innovative, creative forums for improving colorectal cancer screening rates. The Foundation is now providing its expertise in the design and delivery of this novel cancer prevention educational program to public and private organizations within the United States and internationally.

The key to the success of the *Dialogue for Action* program is its lively format. It ensures that conversations will lead to real transactions for change. The *Dialogue for Action* program is tailored to meet your unique goals and to reach the key decision-makers from your target audience. Through the specially designed educational program, the audience will not simply talk about problems, but will identify solutions and receive the tools they need to take action for positive change.

### CONTACT US:

If you are interested in considering a *Dialogue for Action* program, contact Karen J. Peterson, Ph.D., Managing Director of Programs at the Cancer Research and Prevention Foundation by phone at 703.837.3680 or email at [Karen.Peterson@preventcancer.org](mailto:Karen.Peterson@preventcancer.org).

## CONSULTATION AND TECHNICAL ASSISTANCE

The *Dialogue for Action* team works closely with your conference planning team to develop and implement a successful educational experience. They can assist with identifying stakeholders and assessing their needs, attracting key leaders, clarifying your conference outcome and the action steps necessary to achieve your short- and long-term goals, and helping form local and regional coalitions.

### We can help your planning team in:

- Defining conference goals and learning objectives.
- Identifying the target audience for successful program implementation.
- Researching target audience needs to ensure active participation.
- Developing the conference agenda.
- Obtaining speakers of national and international stature and identifying key local speakers.
- Developing speaker outlines and preparing speakers for conference.
- Providing a list of suggested take-home products.
- Creating educational materials for special needs, such as low literacy.
- Monitoring the event for evaluation and follow-up.
- Developing a conference-marketing plan.
- Providing conference logistical support.

