

The International Conference on Cancer Advocacy for African Countries (CAAC)
Cancer Advocacy: Nuts and Bolts of Advocacy in Your Community

Tuesday, November 29, 2011; 13:00 – 17:30
 InterContinental City Stars Hotel, Cairo, Egypt

Time	Agenda
13:00 – 14:00	Working Lunch 13:00 Program Overview Virgil Simons, MPA – Founder & President – The Prostate Net (USA) Folakemi Odedina , PhD – Professor & Director - University of Florida (USA)
13:15	Developing a successful model for advocacy programs in Africa: Round table discussions with experts** R. Thomas Hudson – Executive Director – Europa Uomo - Invited Others - TBA
14:00	Mixing the Message: Global Strategies in Men’s Health Virgil Simons
14:30	Partnering with Elected Officials to Advocate Cancer-related Policies: Senator Anthony “Tony” Hill, Sr., The Florida Senate (USA)
15:00	Understanding Your Community and Assessing your Community Health Assets and Needs Folakemi Odedina, PhD
15:30	The Prostate Cancer Roundtable: Gaining Political Advantage Jimmy Boyd – Executive Director Men’s Health Network (USA) - Invited
16:00	Finding the Lethal Phenotype: Research Partnership Needs Tim Rebbeck, PhD / Oliver Sartor, MD - Invited
16:30	Engaging the Media & Promoting Your Program Renee Reams, PhD
17:00	African Advocacy Consortium/Network Folakemi Odedina , PhD & Virgil Simons, MPA
17:30	Evaluation & Adjourn Richard Segal, PhD

*** Sample topics are: Building leadership; Creating a community action plan; Recruiting volunteers; Collaboration strategies to partner with academic institutions and health organizations; Developing partnerships and endorsements in the community; Outreach strategies; Planning your community event; Fund-raising for your program; Promoting your programs; and Improving your Program based on assessment.*