



International Cancer Education Conference

*Revolutionizing Cancer Education Globally  
Through Technology Across Generations*

18-20 September 2019 • Salt Lake City, Utah, USA

# Review of ICEC 2019

암교육팀 이아영

# ICEC(International Cancer Education Conference) 2019

## *- Revolutionizing Cancer Education Globally Through Technology Across Generations*

◆ 장소: Salt lake City, Utah, USA

◆ 일정: 2019.09.18~2019.09.20

◆ 주최: American Association for Cancer Education (AACE)

The Cancer Patient Education Network (CPEN)

The European Association for Cancer Education (EACE)



◆ 스폰서



# ICEC Attendees Are...

- Oncologists
- Physicians
- Surgeons
- Nurses
- Allied Health Professionals
- Social Workers
- Patient Navigators
- Health Educators
- Librarians
- Public Health Professionals
- Pharmacists and Pharmacology Professionals
- Residents, Fellows, and Students
- Survivors





# Day 1.

**12:00pm** • Workshop 4: Cancer Education Communications:  
Emphasizing Culture, Health Literacy, and Theory and Incorporating  
Technology

**9:30am** • Transitional Break

**11:30am** • Lunch (on your own)

**10:00am** • Workshop 2: Empowering Educators: Tips to Optimize  
Videos for Teaching

**12:00pm** • Workshop 5: Concept Mapping in Cancer Education and  
Care Planning

**2:00pm** • Opening Plenary and Keynote Presentation: Innovative  
methods for providing cancer education across generations to a five-  
state region

**3:30pm** • Patient Panel: Information Needs of Individuals with  
Inherited Cancer Predisposition

**5:30pm** • Cancer Center Tour (buses leave at 5:00 PM)

**6:00pm** • Special Joint Reception (buses leave at 5:45 PM)

**8:00am** • NCI R25 Training Workshop: Supporting Cancer Education  
Projects Through the NCI R25 Grants Program

**10:00am** • Workshop 1: The Art of Journal Writing and Reviewing:  
Keys to Success



# Day 2.

**9:15am** • Session 1A - Survivorship/Care Across the Cancer Continuum

**2:00pm** • Session 2A - Student Training in Cancer and Health Sciences

**7:00am** • Continental Breakfast and Networking with Exhibitors

**11:00am** • Poster Session A and Networking with Exhibitors

**8:00am** • Plenary Presentation: Emerging Technologies and Digital Compassion: Embracing a Grand Challenge for Cancer Education

**9:15am** • Session 1D - SYMPOSIUM - Cancer education addressing the needs of diverse underserved communities

**12:30pm** • Lunch with Roundtable Discussions

**3:45pm** • EACE Plenary Presentation: Through the looking glass: developments in cancer education and within EACE over the past decade

**9:15am** • Session 1B - Healthcare Professional Education

**2:00pm** • Session 2B - Integrating Technologies and Multimedia into Cancer Education

**9:00am** • Transitional Break

**10:45am** • Transitional Break

**3:30pm** • Transitional Break

**5:30pm** • Special Dinner Event in Temple Square

**9:15am** • Session 1C - Patient and/or Family Education

**2:00pm** • Session 2C - SYMPOSIUM - Who's on First? The nuts and bolts of creating, storing, updating and disseminating high quality cancer patient education



# Day 3.

**9:15am** • Session 3A - Health Literacy and Communication across the Cancer Spectrum

**2:00pm** • Session 4A - Integrating Technologies and Multimedia into Cancer Education

**7:00am** • Continental Breakfast and Networking with Exhibitors

**11:00am** • Poster Session B and Networking with Exhibitors

**8:00am** • Samuel C. Harvey Lecture: An Ethics Lens on Education about Cancer or Cancer Education

**9:15am** • Session 3D - SYMPOSIUM - Prior Experience Influences Student Success in R25 Summer Program

**12:30pm** • AACE Business Luncheon and Awards

**3:45pm** • Plenary Presentation: Family Cancer Histories and the Utah Population Database

**5:00pm** • Closing Plenary: Best Oral Abstract Presentations

**9:15am** • Session 3B - Patient and/or Family Education

**2:00pm** • Session 4B - Health Equity and Underserved Populations

**12:30pm** • CPEN Business Luncheon and Awards

**7:00am** • JCE Editorial Board Breakfast Meeting

**9:00am** • Transitional Break

**10:45am** • Transitional Break

**3:30pm** • Transitional Break

**9:15am** • Session 3C - Health Equity and Underserved Populations

**2:00pm** • Session 4C - Genetics and Precision Medicine



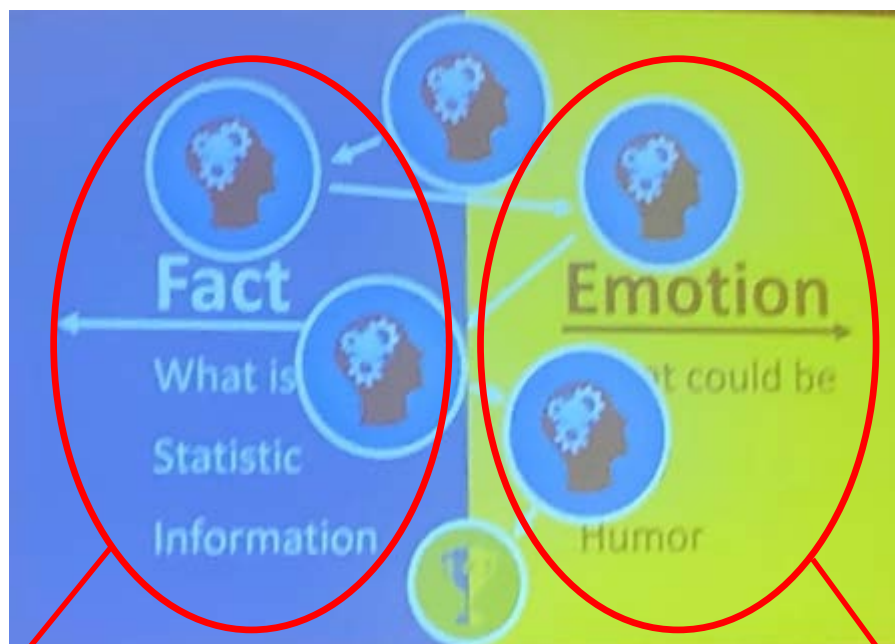
# Workshop.

## Empowering Educators: Tips to Optimize Videos for Teaching



# Why are Stories so effective?

- “What is” statements
  - Data/Statistic
  - Information



- “What if” statements
- Stories
- Humor & other tools

뇌의 일부분(언어, 이해)  
활성화됨

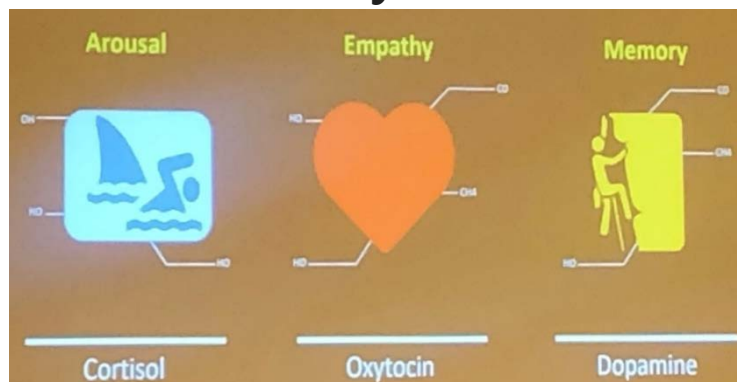
- Cortex activity
- Brain Chemistry
- Neural Coupling



# Why are Stories so effective?

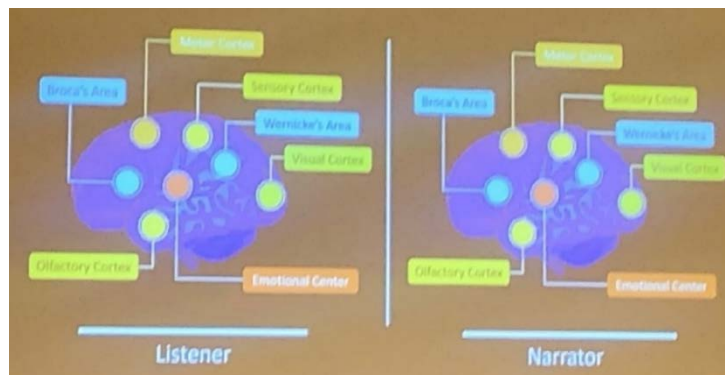
## ► Cortex Activity

## ► Brain Chemistry



- Cortisol → Arousal
- Oxytocin → Empathy
- Dopamine → Memory

## ► Neural Coupling-brains synchronized



- 청중은 이야기하는 사람(강사, 내레이터)과 비슷한 생각과 감정을 갖게 한다.



*Increasing cancer prevention  
awareness through It's My Life!,  
an interactive online tool*

**LIFE**  
IS BIGGER  
THAN CANCER



Canadian  
Cancer  
Society

# It's My Life!

STOP CANCER BEFORE IT STARTS

Learn about the impact of cancer  
and how to reduce your risk.



READ ON, SPREAD THE WORD, AND  
STOP CANCER BEFORE IT STARTS!

BEGIN >



How many people in your life have had cancer?



0



Now let's figure out how likely it is that someone like you will get cancer.



Want to guess your likelihood of getting cancer?



The average risk of someone like you getting cancer is

47%

YEARS

0

10



0%

Your guess

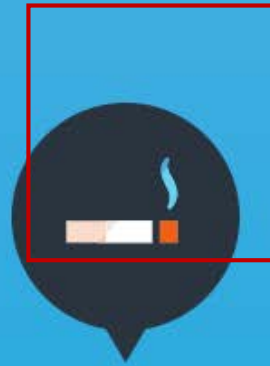


CANCER

Your guess

0%

## What affects your cancer risk?



of Canadian women are smokers.

Quitting smoking is the best thing you can do for your health. Within 10 years of quitting, an ex-smoker's risk of dying from lung cancer is cut in half.

### Smoking

 increases the risk of cancer  may increase the risk of cancer



HOW CAN I LOWER MY RISK? >

# Results

- IML increased knowledge about cancer prevention and inspired commitment to change behavior
- IML led users to support the Society's mission
- Individual responses suggest behavior change
- IML is a tool that can increase awareness and encourage behavior change.



# *Digital Oncology Education for Patients Undergoing Infusion Chemotherapy and Immunotherapy*





# Background

- Processing a cancer diagnosis and treatment plan is difficult.
- Patient fear, anxiety and confusion can result in postponed appointments, delayed therapy and less optimized outcomes.
- Clinical staff repeatedly communicates basic information and reminders to patients to ensure they're prepared.



# MyCareCompass(MCC)



**Educate, support, and empower your oncology patients  
with engaging content.**

The MyCareCompass educational videos were created with health literacy guidelines in mind and have been reviewed and approved by an oncology content advisory committee consisting of patients, oncology nurses and oncologists. Their purpose is to help patients understand what to expect and how to prepare for their cancer procedures and treatments.

# Purpose and Objectives

01

Decrease  
cancer patient  
fear/anxiety

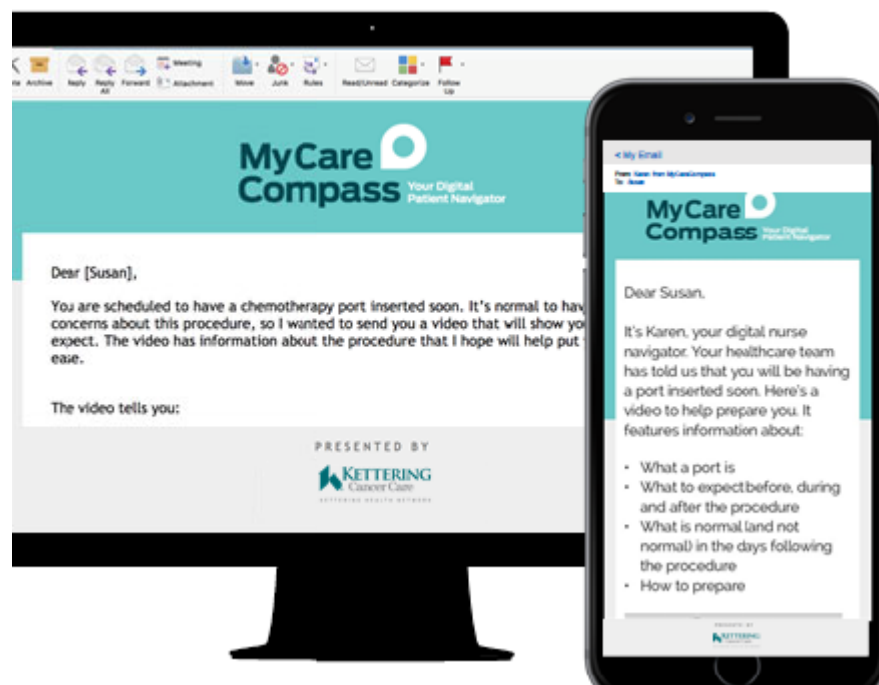
02

Improve  
patient  
satisfaction  
and outcomes

03

Decrease  
healthcare  
resource  
utilization &  
costs

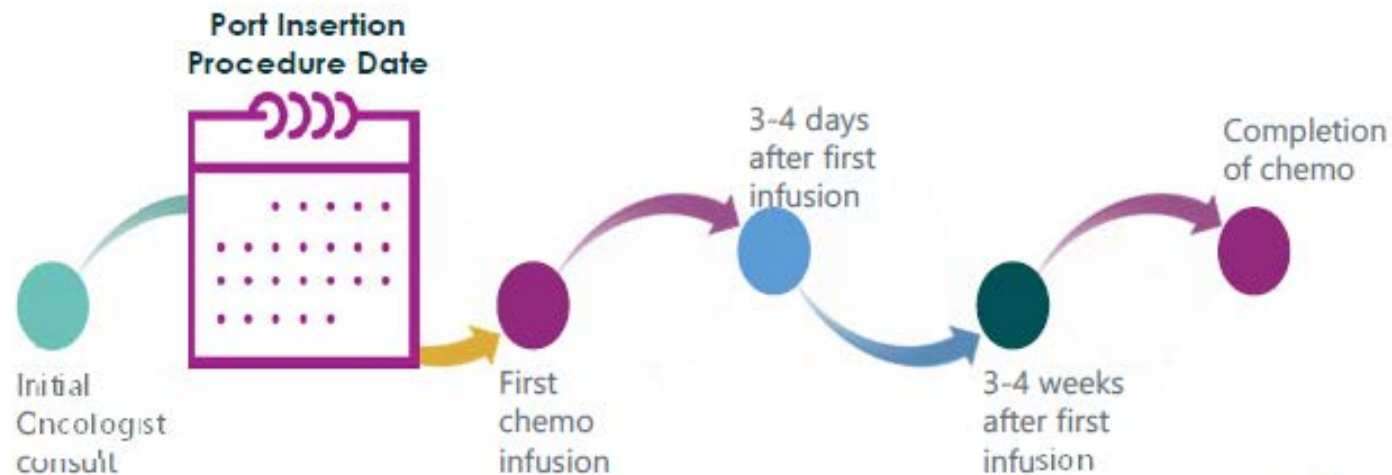
# KHN Communications



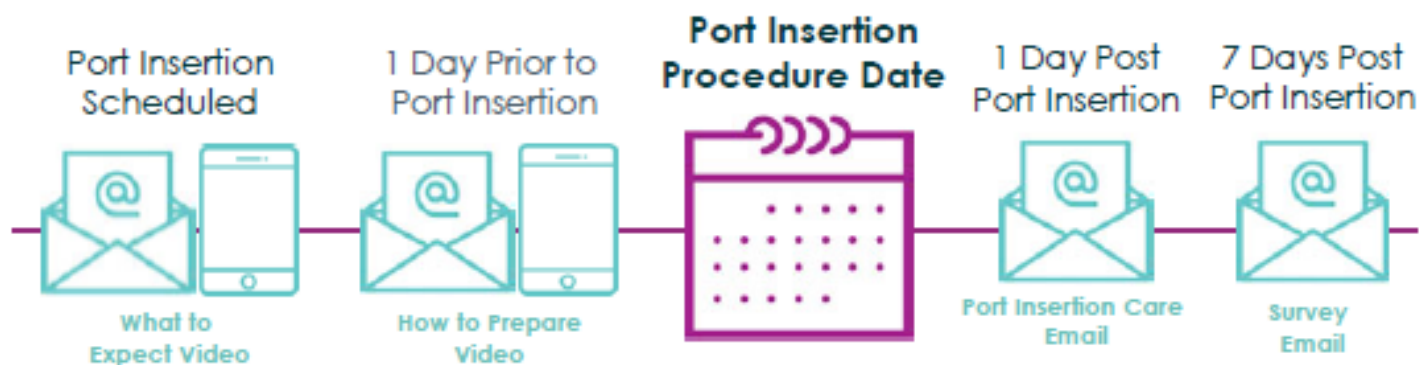
- **Email & SMS are automatically deployed to patients** with supportive information and instructions when port insertions, infusion chemo or immunotherapy appointments are scheduled
- Communications include short, **educational videos** that follow health literacy best practices and engage visual learners
- Communications come from Kettering Health Network (KHN) & display institution's contact info.



# Preparation Every Step of The Way is Key to Successful Outcomes



# Detail: Port Insertion Preparation





# Video



## Having A Chemo Port Inserted Part 1

Overview of a port insertion procedure and what to expect. Explains what a port is, why a patient may need a port, where it is placed, and how it works.



## Having A Chemo Port Inserted Part 2

More information about how to prepare and what to expect in the week after a port insertion procedure.



## Your First Chemo Infusion

Explains what a chemo infusion is, why an oncologist prescribes it, how long an infusion may take, what the infusion process is like, and how to prepare for it.



## What to Expect After Your First Chemo Infusion

Explains what to expect after chemo begins, common side effects, tips for managing side effects at home, and when patients should call their healthcare team.



## Your First Immunotherapy Infusion

Detailed overview of what the immunotherapy infusion experience will be like and tips to help patients prepare for treatment.



## What to Expect After Your First Infusion

More detailed information about immunotherapy side effects and guidelines for how to manage them.



## How to Get Support During Cancer Treatment

Additional information about getting support from loved ones, support groups and healthcare professionals during Cancer Treatment





# Results: Consistently Proven Clinical Benefits

- Increases **patient satisfaction**
- **Decreases patient anxiety** about treatment
- Relieves educational **burdens for providers**
- **Reduces administrative tasks** for Oncology Care Team