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2016 World Cancer Congress Master Courses

Master Course N°1: Evidence-based tobacco cessation and relapse prevention for cancer systems

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Course description:

Improving the quality of care through implementation of evidence-based tobacco cessation and relapse prevention services for cancer patients has considerable potential to decrease the burden of cancer. Yet, cancer diagnosis and treatment is often unappreciated by health professionals as a teachable moment where tobacco cessation interventions can be implemented (Weavera et al., 2012; Simmons et al., 2012; Gritz et al., 2006). Moreover, interventions by health care professionals have been shown to be effective in increasing the tobacco abstinence rate among cancer patients (Elyse et al., 2011).

Continued tobacco use by cancer patients reduces the effectiveness of many cancer treatments and increases the likelihood of morbidity, disease-specific and overall mortality. Evidence suggests that risk of dying from cancer could be lowered by 30–40%, by quitting smoking at the time of diagnosis. For some cancer diagnoses, the benefit of smoking cessation may be equal to, or even exceed, the value of state-of-the-art cancer therapies. For those undergoing cancer treatments, tobacco cessation improves post-surgical wound healing and therapy response, lowers the risk of respiratory complications, and may decrease the possibility of recurrence of a second primary cancer (Warren et al. Int. J. Cancer 2013).

Offering evidence-based tobacco cessation and relapse prevention services represents an opportunity to improve the quality of cancer care, as evidenced by the American Society of Clinical Oncology's (ASCO) Quality Oncology Practice Initiative (QOPI) now including four core quality indicators related to tobacco (e.g., documenting tobacco use status, recommending cessation counselling, administering/referring cessation counselling, cessation services administered appropriately). While evidence-based approaches to tobacco cessation and relapse prevention exist, these services are rarely offered to cancer patients and/or their families/caregivers in cancer care settings.

This workshop will promote the uptake, improvement, and expansion of evidence-based, systems approaches to tobacco cessation and relapse prevention in cancer care systems.

Course objectives:

As a result of participating in the Master Course, participants will gain relevant knowledge and skills to adopt an evidence-based, systems approach to tobacco cessation and relapse prevention for cancer patients, or expand/enhance existing tobacco cessation and relapse prevention programs for cancer patients.

By the end of the course, participants will be able to apply the following in their own jurisdiction:

- Describe the importance of evidence-based tobacco cessation and relapse prevention for cancer patients, as well as for cancer care quality improvement
- Identify challenges and opportunities to integrate evidence-based tobacco cessation and relapse prevention within cancer care settings
- Apply lessons from early adopters to initiate, expand or enhance evidence-based tobacco cessation and relapse prevention programming for cancer patients

Participants will take away:

- Evidence on the benefits of evidence-based tobacco cessation and relapse prevention for cancer patients
- Approaches and strategies (e.g., business case, policies etc) to integrate evidence-based tobacco cessation and relapse prevention within cancer care systems
- Tools to support development of evidence-based tobacco cessation and relapse prevention programs for cancer patients (e.g., stakeholder mapping, indicators, environmental scans)

Target audience:

Cancer system administrators, Quality improvement specialists, Clinical care leaders, Cancer control professionals

Teaching methods:

Pre-Course Learning Period:

- Needs Assessment Survey
- Reading Material
- Webinar

In-Course Learning:

- Lectures
- Case Study Exercises
- Group Work

Course leaders:

Ms. Michelle Halligan (Program Manager, Prevention, Canadian Partnership Against Cancer)

Ms. Deb Keen (Director, Prevention and Research, Canadian Partnership Against Cancer)

Other faculty:

Dr. Mary Argent-Katwala (Director, Diagnosis and Clinical Care, Canadian Partnership Against Cancer)

Dr. Heather Bryant (Vice-President, Cancer Control, Canadian Partnership Against Cancer)



Michelle Halligan
Program Manager, Prevention, Canadian Partnership Against Cancer

Michelle Halligan is a Program Manager at the Canadian Partnership Against Cancer (CPAC) in Toronto, Canada. She leads work with partners on pan-Canadian cancer prevention initiatives including the integration of cancer control and tobacco control, and evidence-informed healthy public policy development.

Michelle has worked in cancer and chronic disease prevention and evaluation at both national and provincial levels. Before arriving at CPAC, Michelle worked for the Heart and Stroke Foundation, the University of Western Ontario, and Cancer Care Ontario. Michelle holds a Master of Science in Health Sciences from the University of Western Ontario, and an Honours Bachelor of Science in Biochemistry from the University of Toronto.



Deb Keen
Director, Prevention and Research, Canadian Partnership Against Cancer

Deb Keen is the Director of Prevention and Research at the Canadian Partnership Against Cancer (CPAC), Toronto, Canada. In her role, she is responsible for large scale projects focused on the development of evidence informed prevention programs and policies in provinces and territories in Canada including engagement of First Nations, Inuit and Métis populations. In addition, Deb is working to further develop the cancer research system in Canada including support for the Canadian Cancer Research Alliance and the Canadian Cancer Clinical Trials Network.

Before coming to CPAC, Deb was Director of Prevention at Cancer Care Ontario, the cancer agency for the province of Ontario and also worked in chronic disease prevention in local public health. Deb is on the Cancer Care Ontario Prevention Advisory Committee the Board of Directors for the Ontario Public Health Association.

Deb has worked in program and policy development at municipal, provincial and national levels with significant experience in tobacco control including municipal bylaw development. She has a Bachelor of Science in Nursing and a Masters in Public Administration from Western University, London, Ontario.



Mary Argent-Katwala
Director, Diagnosis and Clinical Care, Canadian Partnership Against Cancer

Mary Argent-Katwala is the Director, Diagnosis & Clinical Care at the Canadian Partnership Against Cancer where she leads the development and implementation of evidence-based tools, standards and guidelines that address key issues in the diagnosis and treatment of cancer. A specific area of focus is improving quality and standardization of reporting and care in the areas of pathology and surgery.

Mary has spent the last ten years providing analytical recommendations to stakeholders in both the commercial and non-profit sectors, working with key opinion leaders in oncology. Prior to joining the Partnership, Mary

worked for the Canadian Cancer Society as Director of Research where she acted as scientific advisor and implemented key aspects of CCS's nationwide strategic plan. Mary also worked at Decision Resources during which time she was Director, Oncology before transferring to its sister company Millennium Research Group as its Vice President, Therapy where she was responsible for improving the quality of analysis and therapeutic knowledge.

Mary holds a PhD in Cancer Biology from the Institute of Cancer Research, University of London, UK, and an MA (Hons.) degree in Biological Natural Sciences from Cambridge University, UK.

Heather Bryant

Vice-President, Cancer Control, Canadian Partnership Against Cancer



Heather Bryant joined the Partnership in January 2008, and as Vice President, Cancer Control leads a portfolio of pan-Canadian cancer control programs throughout the cancer continuum, and has led in the development of cancer system performance reporting in Canada.

Dr. Bryant has chaired many national cancer or research committees and currently chairs the Pan-Canadian Lung Cancer Network. She was the inaugural chair of the Institute of Cancer Research's Advisory Board (Canadian Institutes for Health Research) and the National Colorectal Cancer Screening Network. She currently serves as a Board Member for BioCanRx a Canadian Network Centre of Excellence.

Dr. Bryant was elected to the Union for International Cancer Control (UICC) Board of Directors in 2012 and re-elected in 2014. She co-chaired the scientific program committee for the UICC's World Cancer Congress held in Montreal in 2012 and in Melbourne, Australia in 2014. She is also the chair of the International Cancer Benchmarking Program, an international comparison of cancer survival and its antecedents carried out by Cancer Research UK.

Dr. Bryant studied medicine at the University of Calgary, followed by a fellowship in community medicine and a PhD in epidemiology. She is a Clinical Professor in the departments of Community Health Sciences and Oncology at the University of Calgary. In 2015, she was named one of the 100 Most Powerful Women in Canada by the Women's Executive Network.