2014 DEC 3–6 MELBOURNE AUSTRALIA | JOINING FORCES – ACCELERATING PROGRESS | UICC global cancer control WORLD CANCER CONGRESS

e-Poster Presentation

Lunch and Learn Break

Date: Thursday 4th December

Time: 12:00 - 13:15

Room: ePoster Pod 1

Session Title: e-Posters - 1.2 Advocacy & Awareness; Systems; Survivorship

Presentations:

1. **Cervical Cancer Prevention: Educating young adults on the importance of cervical cancer awareness and the importance of HPV Vaccination**
Sangeetha Nair, National Cancer Society Malaysia, (Malaysia)
Abstract number: 589

2. **Role of Private Enterprise in Cancer Control in Low to Middle Income Countries**
Chukwumere Nwogu, Roswell Park Cancer Institute, (United States)
Abstract number: 590

3. **Shifting U.S. global health policy to provide international development assistance for cancer control in low- and middle-income countries**
Loyce Pace, LIVESTRONG Foundation, (United States)
Abstract number: 591

4. **An exploration of the relationship between funding and patient accrual to oncology clinical trials: Additional Funding Intervention Trial (AFIT)**
Cat Parker, Cancer Council Victoria, (Australia)
Abstract number: 592

5. **Challenges in times of austerity**
Nicolas Philippou, The Cyprus Association of Cancer Patients and Friends (PASYKAF), (Cyprus)
Abstract number: 593

6. **The Experience of Gharbiah Population-Based Cancer Registry (GPBCR) in Egypt**
Mohamed Ramadan, Gharbia Cancer Society, (Egypt)
Abstract number: 594

7. **Challenges to attend patients with gynecologic cancer after the implantation of the Regulatory System at the Cancer Hospital II, National Cancer Institute, Brazil**
Marcos Renni, Hospital of Cancer II/INCa, (Brazil)
Abstract number: 595

8. **Sustainable cancer care in Africa: present status of policies and funding?**
Daniela Cristina Stefan, Stellenbosch University/Tygerberg Hospital, (South Africa)
Abstract number: 596

9. **Building a pan-regional network to foster best practice exchange and a bottom-up approach to advocating quality measures in cancer care**
Julie Torode, UICC, (Switzerland)
Abstract number: 597

10. **Strategies for indepth involvement of national accrediatialing programs in cancer care the Turkish experience**
Nazim Serdar Turhal, Marmara University, (Turkey)
Abstract number: 598

11. **Enhancing cancer control in primary health care: A system response**
Megan Varlow, Cancer Institute NSW, (Australia)
Abstract number: 599

12. **Adherence to surveillance guidelines for early breast cancer in Croatia**
Damir Vrbanec, University Hospital Zagreb, (Croatia)
Abstract number: 600

13. **Developing a service capability framework: a guide for health services providing care to children and adolescents with cancer**
Jane Williamson, Paediatric Integrated Cancer Service, (Australia)
Abstract number: 601

14. **Structuring Cancer Research in Morocco**
Ahmed ZIDOUH, Lalla Salma Foundation, (Morocco)
Abstract number: 602

15. **Working through cancer programme**
Jenny Ritchie-Campbell, Macmillan Cancer Support, (United Kingdom)
Abstract number: 604

16. **MaxSmiles: Blood Cancer and Rare Cancer Patient Support Group**
Wirat Sae-Kuai, The Max Foundation, (Thailand)
Abstract number: 605

Room: ePoster Pod 2

Session Title: e-Posters - 2.2 Advocacy & Awareness - Survivorship

Presentations:

1. **Patient empowerment workshop**
Bertha Aguilar, president, (Mexico)
Abstract number: 607

2. **Psycho-education intervention for Saudi breast cancer survivors to improve quality of life**
Haifa Alshamsi, ZAHRA Breast Cancer Organization, (Saudi Arabia)
Abstract number: 608

3. **Involving carers, partners and family members in health programs for cancer survivors**
Gabrielle Asprey, Cancer Council NSW, (Australia)
Abstract number: 609

4. **Improving cancer care in Uganda through the development of a national palliative care policy**
Zipporah Ali, African Palliative Care Association, (Uganda)
Abstract number: 610

5. **Piloting an education program for cancer survivors, their friends and family: lessons learned**
Anna Boltong, Cancer Council Victoria, (Australia)
Abstract number: 611

6. **The Knowledge in the Room: evidence-gathering and partnership-building through community sharing circles to address concerns about cancer in First Nation (aboriginal) communities in the Northwest Territories, Canada**.
Sabrina Broadhead, Government of the Northwest Territories, (Canada)
Abstract number: 612

7. **Developing a Rehabilitation Framework for Cancer Survivorship**
Trish Calder, Epworth Healthcare, (Australia)
Abstract number: 613

8. **The Establishment of PCFA Affiliated Gay/Bi-sexual Prostate Cancer Support Groups in Australia**
Marie-Claire Cheron-Sauer, Prostate Cancer Foundation of Australia, (Australia)
Abstract number: 614

9. **HAMAARI PATHSHALA – A Platform for informal education for Children under treatment**
Amishi Choksi, V Care Foundation, (India)
Abstract number: 615

10. **Cancer Care Package Program- Delivering free requested products right to the doorstep for cancer patients across The United States.**
Jula Connatser, American Association for Cancer Support, Inc., (United States)
Abstract number: 616

11. **The Healthy Living after Cancer Partnership Project**
Elizabeth Eakin, The University of Queensland, (Australia)
Abstract number: 617

12. **Using photovoice to collect feedback about challenges of sexuality in advanced breast cancer patients in South Africa**
Lynn Edwards, PLWC, (South Africa)
Abstract number: 618

13. **Support Group Leader Training: Development and Implementation**
Evan Kallipolitis, Prostate Cancer Foundation of Australia, (Australia)
Abstract number: 619

14. **Online cancer forum users' voice in France: Insights for services reorientation towards cancer-related community capacity building**.
Marc Keller, French League Against Cancer, (France)
Abstract number: 620

15. **The Roles of Data Systems in Developing a Robust Evidence Base along the Cancer Journey**
David Roder, University of South Australia, (Australia)
Abstract number: 621

16. **A model for improving breast cancer care through the HOPE Peer-Nurse Navigation in Ghana**
Beatrice Waife Addai, Breast Care International, (Ghana)
Abstract number: 622

17. **Establishing paediatric long term follow-up transition clinics in the tertiary adult health care sector**
Jane Williamson, Paediatric Integrated Cancer Service, (Australia)
Abstract number: 623

Room: ePoster Pod 3

Session Title: e-Posters - 3.2 Advocacy & Awareness - Screening

Presentations:

1. **Partnering for success: Lessons from breast and cervical cancer screening in rural Honduras**
Suyapa Bejarano, Liga Contra el Cancer Honduras, (Honduras)
Abstract number: 625

2. **Cervical Cancer Secondary Prevention: POC STI Screening AND Treatment on the ZDFMS Integrated Mobile HCT/Cervical Cancer Screening Program**.
Paul Chilwesa, Defense Forces Medical Services, (Zambia)
Abstract number: 626

3. **Pink Caravan national breast cancer screening and awareness campaign 2011 - 2014, United Arab Emirates, an initiative by Friends of Cancer Patients**
Sawsan Al Madhi, Friends of Cancer Patinets Society UAE, (United Arab Emirates)
Abstract number: 627

4. **The role of mHealth in cancer care: Designing with the user in mind**
Jay Evans, Medic Mobile, (United States)
Abstract number: 628

5. **Using cancer registry data to evaluate Israeli national screening programs for breast and colorectal cancer**
Lital Keinan-Boker, Ministry of Health, (Israel)
Abstract number: 629

6. **Screening of rural female population for breast cancer by mobile mammography unit of Nimra, Jamshoro Pakistan**
Naeem Ahmed Laghari, Pakistan Atomic Energy Commission (PAEC), (Pakistan)
Abstract number: 630

7. **Optimising the expansion of the National Bowel Cancer Screening Program – Influencing the national policy agenda**
Melissa Ledger, Cancer Council Western Australia, (Australia)
Abstract number: 631

8. **Sisters Hand in Hand: A community outreach project targeting rural African American women**
Tonya Linthacum, SSM Audrain Medical Center, (United States)
Abstract number: 632

9. **Tobacco free Bangladesh: A dream need to become reality**
Sheikh Mostofa, National Institute of Cancer Research & Hospital, Dhaka, Bangladesh., (Bangladesh)
Abstract number: 633

10. **Evaluation of see and treat program implementation in East Java Province, Indonesia three years experience**
Sjahjenny Mustokoweni, Airlangga University, (Indonesia)
Abstract number: 634

11. **Advancing multidisciplinary care and collaboration through the establishment of a dysphagia service at the Kuwait Cancer Control Center (KCCC)**
Daniela Fierini, Princess Margaret Cancer Centre, (Canada)
Abstract number: 635

12. **A single community-wide, low-literacy and culturally appropriate education resource – is it possible?**
Kathleen O'Connor, WA Department of Health, (Australia)
Abstract number: 636

13. **The potential for early diagnosis of oral cancer by oral health professionals in limited resource settings**
Ravikiran Ongole, Manipal College of Dental Sciences, Mangalore, Manipal University, (India)
Abstract number: 637

14. **Breast cancer awareness survey in Lagos mainland local government area of Lagos State, Nigeria**
Omolola Salako, Sebeccly Cancer Care and Support Center, (Nigeria)
Abstract number: 638

15. **Bowel Cancer Screening Programme: The Impact of Local Education Sessions by Health Care Professionals in South London, United Kingdom**
Cheh Kuan Tai, NHS UK, (United Kingdom)
Abstract number: 639

16. **Train Elementary School Student as the "Health Promotion Messanger" -- An Innovative Approach for Diet Education**
Jane Tsai, Formosa Cancer Foundation, (Taiwan)
Abstract number: 640

17. **Unproven breast imaging and the law: A win**
Emma Croager, Cancer Council WA, (Australia)
Abstract number: 641

Room: ePoster Pod 4

Session Title: e-Posters - 4.2 Scientific Studies - Diagnosis

Presentations:

1. **How patients with cholangiocarcinoma experiences attendance at the specialised gastroenterology or oncology unit, and the transition between these specialities: A qualitative interview study**
Kristine Dengsoe, Rigshospitalet, (Denmark)
Abstract number: 643

2. **Providing coordinated cancer care: Who should we be targeting?**
Ivana Durcinoska, University of Sydney, Surgical Outcomes Research Centre (SOuRCe), (Australia)
Abstract number: 644

3. **Clinicopathological features of gastric cancer in Ibadan, 2000-2011**
Henry Elibi, Olabisi Onabanjo University/Olabisi Onabanjo University Teaching Hospital, (Nigeria)
Abstract number: 645

4. **Immunoexpression of K-RAS, p53, PTEN, and MLH1 genes among Saudi patients with colorectal cancer**
Abdelbaset Elasbali, University of Hail, (Saudi Arabia)
Abstract number: 646

5. **Routes to Diagnosis, a novel English methodology**
Lucy Elliss-Brookes, Public Health England, (United Kingdom)
Abstract number: 647

6. **Variation in cancer incidence (1996-2010) and mortality (1997-2011) by deprivation quintile, in England**
Lucy Elliss-Brookes, Public Health England, (United Kingdom)
Abstract number: 648

7. **Clinical Significance of Interleukin-6 in Diagnosis of Lung, Oral, Esophageal and Gall Bladder carcinomas**
Rajesh K. Grover, Delhi State Cancer Institute, (India)
Abstract number: 649

9. **Challenges in treating solid tumors in low income countries: Children Hospital Lahore Pakistan experience**
Alia Ahmad, The Children's Hospital Lahore, (Pakistan)
Abstract number: 651

10. **Incidence of K-RAS mutation in metastatic colorectal carcinoma and further to find any associated correlation between K-RAS mutation and various demographic and clinical factors. A Hospital based study**
Altaf Ali, Hospital, (India)
Abstract number: 652

11. **Histological Pattern of Malignant Colon Tumors in Almadinah Almnoura, KSA**
Ibraheem Ashankyty, University of Hail, (Saudi Arabia)
Abstract number: 653

12. **The association of HR-HPV and EGFR, p53and CD5 Markers in Head and Neck cancer**
Ibraheem Ashankyty, University of Hail, (Saudi Arabia)
Abstract number: 654

13. **Sensitivity of APTIMA E6/E7 mRNA test in detection of Cervical Cancer& its Concordance with Hybrid Capture 2 HPV DNA test**
Dipanwita Banerjee, Chittaranjan National Cancer Institute, (India)
Abstract number: 655

14. **Curative radiotherapy timeline milestones in management of gynaecological cancer at the Alan Walker Cancer Care Centre, Darwin: Effective multi-disciplinary care in remote Australia**
Ryan Coad, Genesis Cancer Care WA, (Australia)
Abstract number: 656

15. **Improving access to psychological services for people with cancer: A randomised controlled trial of an interactive web-based intervention**
Kate Blackler, Cancer Council Queensland, (Australia)
Abstract number: 657

16. **Clinical significance of serum HMGB1 test in esophageal squamous cell carcinoma**
Chuangui Chen, Chinese Anti-Cancer Association, (China)
Abstract number: 658

17. **Routes to Diagnosis: Does it matter when or how a cancer is diagnosed?**
Lucy Elliss-Brookes, Public Health England, (United Kingdom)
Abstract number: 659

18. **Metabolic syndrome in Korean adult cancer survivors, family members and non-cancer subjects**
Jinyoung Shin, Samsung Medical Center, Seoul, (South Korea)
Abstract number: 660

Room: ePoster Pod 5

Session Title: e-Posters - 5.2 Scientific Studies - Prevention

Presentations:

1. **Constructing and pretesting a questionnaire to assess the treatment of smokers in Brazilian public health care facilities**
Leticia Casado, National Cancer Institute from Brazil, (Brazil)
Abstract number: 661

2. **Nicotinamide for skin cancer chemoprevention in renal transplant recipients**
Andrew Chen, Royal Prince Alfred Hospital, (Australia)
Abstract number: 662

3. **Implementing QCancer into General Practitioner (GP) consultations: exploratory study using simulated consultations with Australian GPs.**
Peggy Chiang, University of Melbourne, (Australia)
Abstract number: 663

4. **Underlying themes in habitual sun-related behaviours in adolescents and the role of appearance-based motivations**
Nadia Corsini, Cancer Council SA, (Australia)
Abstract number: 664

5. **Monitoring approval of new legislation banning smoking in children's playgrounds and public transport stops in South Australia**
Joanne Dono, SAHMRI, (Australia)
Abstract number: 665

6. **Public Campaign Against Waterpipe / Hookah Smoking in Turkey**
Tuba Durgut, Turkish Green Crescent, (Turkey)
Abstract number: 666

7. **Oral Epithelium atypia associated with cigarette smoking among medical students in KSA**
Abdelbaset Elasbali, University of Hail, (Saudi Arabia)
Abstract number: 667

8. **Effects of Peer Education on the Knowledge of Breast Cancer and Practice of Breast Self-Examination among Mansoura University Female Students, Egypt**
Karima Elshamy, Faculty of Nursing, Mansoura University, Egypt, (Egypt)
Abstract number: 668

9. **Effect of breast cancer and early detection measures 'awareness program on women' knowledge, attitude and practicing breast self examination at Talkha cement factory, Egypt**
Karima Elshamy, Faculty of Nursing, Mansoura University, Egypt, (Egypt)
Abstract number: 669

10. **Associations between risk attributes, "Control" and "Dread", with perceptions of importance of cancer risk factors**
Kerry Ettridge, SAHMRI, (Australia)
Abstract number: 670

11. **Good or bad? Children's social representations of smokers through a photovoice project in Petrópolis, Rio de Janeiro, Brazil**
Rodrigo Feijo, National Cancer Institute of Brazil, (Brazil)
Abstract number: 671

12. **Rising cancer incidence and reductions in mortality in Australia from 1987-2007**
Eleonora Feletto, Cancer Council NSW, (Australia)
Abstract number: 672

13. **Should threat messages be avoided for Aboriginal Australian smokers? Findings from a cross-sectional survey in regional NSW to validate the Risk Behaviour Diagnosis scales**
Gillian Gould, James Cook University, (Australia)
Abstract number: 673

14. **Smoking Before First childbirth and risk of Breast Cancer Risk is Independent from Alcohol Use and does not seem to differ Across Ethnic Groups: The Multiethnic Cohort study**
Inger Gram, UiT the Arctic University of Norway, (Norway)
Abstract number: 674

15. **Alcohol: a population study of predictors of consumption and awareness of the link with cancer**.
Jacqueline Bowden, South Australian Health and Medical Research Institute, (Australia)
Abstract number: 675

16. **Community mental health services and smoking cessation care: an unrealised potential**
Jenny Bowman, University of Newcastle, (Australia)
Abstract number: 676

17. **Anti tobacco campaigns in India and its impact on adolescents and young adults -A population based study**
Nidhin Raj, Madras Medical College,Chennai, (India)
Abstract number: 677

18. **Global Adult Tobacco Survey (GATS) data as a tool to improve smoking cessation strategies in Brazil**
Andre Szklo, Brazilian National Cancer Institute, (Brazil)
Abstract number: 678

Room: ePoster Pod 6

Session Title: e-Posters - 6.2 Fundraising Reports

Presentations:

1. **Betel-nut chewing a time bomb for oral cancer in Papua New Guinea**
Rose Andrew, PNG Cancer Centre, National Department of Health, (Papua New Guinea)
Abstract number: 679

2. **Together we can beat cancer! A community engagement strategy to drive emotional connection with Cancer Council and our mission**
Karen Armstrong, Cancer Council Australia, (Australia)
Abstract number: 680

3. **Purpose Driven Fundraising**
Lee Cooper, Cancer Council NSW, (Australia)
Abstract number: 681

5. **Breast Cancer Organized Screening Program in Rio de Janeiro, Brazil**
Sandra Gioia, Andarai Federal Hospital, (Brazil)
Abstract number: 682

6. **Fundraising report**
Ken Phinéas Tchiteya, Fondation Calissa Ikama, (Congo)
Abstract number: 683

8. **The billion dollar challenge**
Christine Lasky, The Princess Margaret Cancer Foundation, (Canada)
Abstract number: 684

9. **Raising research money through an innovative event - ride to conquer cancer**
Christine Lasky, The Princess Margaret Cancer Foundation, (Canada)
Abstract number: 685

10. **Road Hockey To Conquer Cancer - A unique team fundraising program appealing to a distinct new segment**
Christine Lasky, The Princess Margaret Cancer Foundation, (Canada)
Abstract number: 686

11. **Joe's Team - An innovative triathlon/duathlon sprint event to raise money for head and neck cancer research**
Christine Lasky, The Princess Margaret Cancer Foundation, (Canada)
Abstract number: 687

12. **A pilot study of out of pocket expenditure in treating children with cancer in Indian government hospitals**
Alexandra Martiniuk, University of Sydney, University of Toronto, and the George Institute for Global Health, (Australia)
Abstract number: 688

13. **Fundraising strategy for cancer control in Nigeria**
Benjamin Ogbalor, Partnership for Eradication of Cancer in Africa, (Nigeria)
Abstract number: 689

14. **Fundraising strategies for cancer (NGOS)**
Anita Peter, Cancer Patients Aid Association, (India)
Abstract number: 690

15. **With supporter numbers declining, how Cancer Council Queensland took the F2F step**
Karen Shields, Cancer Council Queensland, (Australia)
Abstract number: 691

16. **Insights driven product development - Daffodil Day**
Alan Sicolo, Cancer Council SA, (Australia)
Abstract number: 692

17. **Web site and donations – success through serving peoples needs**
Erik Vigander, Norwegian Cancer Society, (Norway)
Abstract number: 693