

Working Together in Cincinnati: Educating Ourselves & the Community About Environmental Links to Breast Cancer

Ann Hernick, Breast Cancer Alliance of Greater Cincinnati
Kathleen Ball, National Breast Cancer Coalition
Karen Bell, Interfaith Health Alliance
Eileen Barrett, Breastanswer Group
Paulette Cunningham, Patterns Inc.
Jessica Everett, Cincinnati Children's Hospital & Medical Center
Jim Flessa, University of Cincinnati
Gail Greenburg, Breast Cancer Alliance of Greater Cincinnati
Andrea Ice, University of Cincinnati
Mary Justice, Pink Ribbon Girls
Ellen Korb, Pink Ribbon Girls
Betty Tonne, Breast Cancer Alliance of Greater Cincinnati
Yelena Wetherill, University of Cincinnati
M. Kathryn Brown, University of Cincinnati

Collaboration is essential to the success of the NIEHS/NCI-sponsored Cincinnati Breast Cancer and the Environment Research Center (BCERC). The Cincinnati BCERC and its Community Outreach and Translation Core (COTC) consist of partnerships between local breast cancer advocates, service providers and researchers. BCERC advocates are interested in educating survivors and the general public about breast cancer research methods and findings. Selecting topics of broad interest, creating cogent educational materials and developing effective educational venues require both creative and critical thinking by all the partners. Advocates bring their experience conducting educational programs for their membership and the larger breast cancer community and their insights about topics of interest to both survivors and non-scientists. Service providers bring experience communicating scientific terms and concepts using plain language. Researchers bring their expertise about research methods and current scientific studies.

Using the 2004 *Emerging Topics in Breast Cancer and the Environment Research* conference as something of a template and building on their experience organizing educational seminars for lay and scientific audiences, the Education Committee planned the Cincinnati BCERC's first annual educational forum entitled *Looking Upstream for Environmental Links to Breast Cancer*. The Education Committee, a COTC sub-committee consisting of representatives from all the partnering groups, coordinated this half-day public educational forum. The program consisted of speakers from the Cincinnati BCERC and a nationally known keynote speaker. The partnering organizations served as co-sponsors of the event. The Education/Planning Committee set the program, received nursing CEUs, registered attendees, moderated the forum, introduced the speakers, etc.

Highlights of the forum, copies of handouts and a summary of the evaluation will be presented. Personal reflections of some of the organizers of the forum will be presented to reflect the breadth of reasons why individuals continue to work together on planning next year's program.

Contact: Katie Brown
Phone: 513.558.0092
e-mail: Katie.Brown@UC.EDU