

Leonore Annenberg Lecture Series

John R. Seffrin, PhD, Chief Executive Officer of the American Cancer Society® and its partner advocacy organization the American Cancer Society Cancer Action NetworkSM, will be the guest speaker at the 6th Annual Leonore Annenberg Lecture, Thursday, March 1, 2012 at 3 p.m. The 45-minute lecture with question and answer period will be held in the auditorium of the Annenberg Center for Health Sciences at Eisenhower.

His talk, entitled "Bringing Cancer under Control Earlier in the 21st Century: What it Will Take," will highlight the laudable progress made to date in the diagnosis and treatment of cancer as well as the challenging road still ahead.

According to the World Health Organization's International Agency for Research on Cancer, cancer is among the leading causes of death on the planet. "The good news is that cancer potentially is the most preventable and curable of all the major life-threatening chronic diseases," Dr. Seffrin notes, adding that his lecture will address policy changes and lifestyle adjustments that can significantly reduce the risks of developing the disease.

Dr. Seffrin also will discuss key public policy issues — the four "As": adequate quality of care, availability, affordability and administrative simplicity— that must be remedied to ensure even greater strides in cancer prevention and treatment going forward.

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In September 2011, Dr. Seffrin participated in the United Nations' first high level meeting on noncommunicable diseases (NCDs) as a member of the United States official delegation led by the Honorable Kathleen Sebelius, United States Secretary of Health and Human Services. The meeting resulted in a unanimous declaration calling for a multi-pronged campaign by governments, industry and civil society to address the four major NCDs — cardiovascular diseases, cancers, chronic respiratory diseases and diabetes. These diseases share four important risk factors, namely tobacco use, harmful use of alcohol, an unhealthy diet and lack of physical activity.

The lecture and reception are free and open to the public. For more information, call 760-773-4516.

This lecture, presented by the Annenberg Center for Health Sciences at Eisenhower and the Eisenhower Lucy Curci Cancer Center, is made possible by a generous grant provided by the Eisenhower Medical Center Auxiliary.

As part of the events on March 1, Eisenhower Lucy Curci Cancer Center is hosting the Roy Wilson Community Cancer Awareness day.

For more information call 760-834-3798 or visit emc.org/calendar

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