



**“A European network on cervical cancer surveillance  
and control in the new Member States - AURORA”**

***Osservatorio Nazionale sulla Salute della Donna (O.N.Da)***

***and***

***Istituto Europeo per lo Sviluppo Socio Economico (ISES)***

***Welcome you at:***

***Training course for  
Healthcare Professionals & Advocacy Leader***

*October 24, 25 and 26 2012*

*Palazzo delle Stelline*

*Corso Magenta 61, Milan*



*In collaboration with:*





# AURORA Project

**AURORA** started in 2010 to identify workable strategies on how to promote and implement cervical cancer prevention in the 11 countries involved in the project (Bulgaria, Cyprus, Czech Republic, Greece, Hungary, Italy, Latvia, Poland, Romania, Slovakia and Slovenia) and ensuring coverage of hard-to-reach groups.

As a part of the **AURORA** activities, the project will organize a training course for healthcare professionals and advocacy leaders with the following goals:

To improve the communication skills of health care professionals and advocacy leaders to influencing institutional, community, and national policies on cervical cancer prevention.

To provide trainers with a framework to replicate the course to other trainers in their own countries according to the local environment and needs.

To create synergies among scientific opinion leaders and advocacy leaders from the countries that are members of **AURORA**.

**Please visit: [www.aurora-project.eu](http://www.aurora-project.eu)**



**Group 1: HEALTHCARE PROFESSIONALS - Group 2: ADVOCACY LEADERS**

**WEDNESDAY 24 October 2012**

**Training course for Healthcare Professionals & Advocacy Leader**

9:00 am – 10:00 am	Registration ( <i>European Parliament Room</i> )	
10:00 am – 11:00 am	Welcome ( <i>European Parliament Room</i> ) Introduction to Aurora project and presentation of the training course	
	<b>Group 1</b> <b>(European Parliament Room)</b>	<b>Group 2</b> <b>(European Commission Room)</b>
11:15 am - 13:00 pm	<p>European guidelines for quality assurance in cervical cancer screening</p> <p><i>P. Giorgi Rossi, Inter units service of Epidemiology, AUSL Reggio Emilia</i></p>	<p>Public Health Programs: Primary and Secondary Prevention</p> <p><i>C. Cadeddu, Research Resident, Institute of Hygiene and Public Health-Catholic University of the Sacred Heart in Rome</i></p> <hr/> <p>What's a virus - HPV virus</p> <p><i>C. Cadeddu, Research Resident, Institute of Hygiene and Public Health-Catholic University of the Sacred Heart in Rome</i></p> <hr/> <p>What's a vaccine</p> <p><i>C. Cadeddu, Research Resident, Institute of Hygiene and Public Health-Catholic University of the Sacred Heart in Rome</i></p>
13.00 pm	Lunch Break	
	<b>Group 1 and Group 2 (European Parliament Room)</b>	
14:00 am - 14:30 pm	Epidemiology of CC <i>IARC</i>	
14:30 am - 14:45 pm	HPV transmission <i>M. Sideri, Director Preventive Gynecology Unit, Division of Gynecology - European Institute of Oncology, Milano</i>	
14:45 am - 15:30 pm	HPV and cervical cancer: natural history <i>M. Sideri, Director Preventive Gynecology Unit, Division of Gynecology - European Institute of Oncology, Milano</i>	
15:30 pm – 16:00 pm	Coffee Break	
	<b>Group 1 and Group 2 (European Parliament Room)</b>	
16:00 pm – 16:45 pm	Cervical cancer screening update <i>C. Naldoni, Oncologic screening responsible, Emilia Romagna Region</i>	
16:45 pm – 17:30 pm	HPV vaccines <i>M. Ilardi, AURORA Scientific Coordinator - C. Conti Puorger, Gynecology and Obstetrics Specialist, Rome</i>	
	Free Dinner	

**Group 1: HEALTHCARE PROFESSIONALS - Group 2: ADVOCACY LEADERS**

**THURSDAY 25 October 2012**

**Group 1 and Group 2 (European Parliament Room)**

**9:00 am – 10:00 am** | Registration (**European Parliament Room**)

**9:00 am - 10:30 am** | Interpersonal communication competence: Theory, effects, practice  
*Prof. Dr. Annegret F. Hannawa, Institute of Communication and Health University of Lugano*

**10:30 am - 10:45 am** | Coffee Break

**Group 1 and Group 2 (European Parliament Room)**

**10:45 am - 11:15 am** | How to communicate effectively with policy makers (theoretical and practical applications)  
*Prof. Dr. Annegret F. Hannawa, Institute of Communication and Health University of Lugano*

**11:15 am - 12:00 pm** | How to communicate competently to the general public (theoretical and practical applications)  
*Prof. Dr. Annegret F. Hannawa, Institute of Communication and Health University of Lugano*

**12:00 pm - 13:00 pm** | Prevention campaigns  
*Fronzoni, CEO, Lowe Pirella Fronzoni*

**13:00 pm – 14:00 pm** | Lunch Break

**Group 1 and Group 2 (European Parliament Room)**

**14:00 pm – 14:30 pm** | Communication about HPV infection and cervical cancer: general concepts  
*M. Ilardi, AURORA Scientific Coordinator*

**14:30 pm – 15:00 pm** | Communication to patients about cervical cancer and precancerous lesions  
*M. Sideri, Director Preventive Gynecology Unit, Division of Gynecology European Institute of Oncology, Milano*

**15:00 pm – 15:30 pm** | Communication about cervical cancer screening  
*L. Giordano, CPO Piedmont -Centre for Oncological Prevention - Turin*

**15:30 pm – 16:00 pm** | Communication about cervical cancer screening in HTRP  
*M. Palazzi, Oncologic screening responsible, AUSL Cesena*

**16:00 pm – 16:30 pm** | Coffee Break

**16:30 pm – 17:30 pm** | Second and third level of cervical cancer screening: importance of communication  
*S. Costa, Gynecology and Obstetrics Specialist, Bologna*

**Group 1: HEALTHCARE PROFESSIONALS - Group 2: ADVOCACY LEADERS**

**FRIDAY 26 October 2012**

**Group 1 and Group 2 (European Parliament Room)**

<b>9:00 am – 10:00 am</b>	Registration ( <b>European Parliament Room</b> )
9:00 am - 9:15 am	Introduction - Advocacy Action <i>F. Merzagora, President O.N.Da</i>
9:15 am – 10:00 am	The structure of an advocacy campaign <i>P. Davies, President ECCA</i>
10:30 am – 10:30 am	Building support and networking <i>P. Davies, President ECCA</i>
10:30 am – 11:00 am	Monitoring and evaluation <i>P. Davies, President ECCA</i>
11:00 am – 11:30 am	Question and answer session <i>P. Davies, President ECCA</i>
11:30 am - 11:45 am	Coffee Break
11:45 am - 13:00 pm	Cervical Cancer Prevention: Where we are and where are we going? <i>General session Chairman: P. Montilla, AURORA</i>
13:00 pm – 14:00 pm	Lunch Break

**Group 1 and Group 2 (European Commission Room)**

14:00 pm – 15:00 pm	“Training the trainers” : Planning <i>AURORA</i> “Training the trainers” : Program and materials <i>AURORA</i>
15:00 pm – 16:00 pm	“Training the trainers” : Administrative aspects <i>ISES</i>
16:00 pm – 17:00 pm	“Training the trainers” : Local specificities <i>ALL</i>
	Closing session



## Where we are



### PALAZZO DELLE STELLINE

Parlamento Europeo – Ufficio di Informazione a Milano

Corso Magenta 59 – 20123 Milano (Italia)

(Conference Room – P.2)

Tel: 02-4344171

By air:

From the Airport of Linate

Take bus 73 departing from the piazza of the airport and exit at the end of the line, in piazza San Babila; take the Metropolitana MM1 in the direction of Fiera/Rho, exit to the stop for Cadorna Triennale, turn into piazza Cadorna, turn into via Carducci and continue to the first traffic light, crossing corso Magenta,

From the Airport of Malpensa

Take shuttle train “Malpensa Express” and reach the head of the line at Milano Cadorna, turn into piazza Cadorna, turn into via Carducci and continue to the first traffic light, crossing corso Magenta, Hotel Palazzo delle Stelline awaits you at number 61.

By Metro: MM1/MM2 Cadorna, MM1 Conciliazione, MM2 S. Ambrogio

By Train: FNM Cadorna

By Tram: 16-19

By Autobus: 18, 50, 58, 94

