

A TRIBUTE TO OUR FOUNDER SELMA SCHIMMEL



The 5th European *Advocacy In Action* at the 2014 European Society for Medical Oncology Congress in Madrid is a special one. This year we will be opening our forum with a special tribute to our founder, Selma Schimmel. Sadly we lost Selma in May of this year, but her role in the evolution of greater understanding about the needs the cancer advocacy community in both Europe and around the world, is truly everlasting.

Sunday, September 28 | 14:00 - 17:00

Palma Room

IFEMA | Madrid

14:00-15:00	<i>Palliative Care: Living With Cancer or Dying of Cancer?</i>
15:00-15:30	Tribute to Selma Ruth Schimmel
15:30-16:00	<i>European Reference Networks: Challenges and Solutions</i>
16:00-16:30	<i>How Cancer Patients Deal With Social Challenges</i>
16:30-17:00	<i>How Patients and Medical Professionals Can Work Together On Tissue Banks, Cancer Registries & Clinical Trials</i>

Kathy Oliver (UK) and **Hans-Joachim Schmoll** (Germany) are co-moderators for this special *Advocacy In Action* Forum, and joining them are **Augusto Caraceni** (Italy), **Nathan Cherny** (Israel), **James Cleary** (USA), **Jan Geissler** (Germany), **Wendy Tse Yared** (Belgium) and **Hans Keulen** (Netherlands)

Advocacy In Action is an opportunity to create the kind of video content that will both benefit your organizations and further our collective cancer advocacy efforts.

All of our video content can be found at the following locations on the web:

www.thegrouproom.tv and www.vitaloptions.org

www.youtube.com/vitaloptions and www.oncologytube.com/vitaloptions

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