

Mammography at the Crossroads: Current Problems & Future Directions for Breast Cancer Screening Research



by
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Healthy People 2010 strove to increase breast cancer detection rates in the U.S., but surveillance has revealed that mammogram rates have significantly dropped in the last few years. At present, approximately 33% of women aged forty and older are not screened annually. Of perhaps greater concern, there is good reason to believe the numbers are about to drop even further. A 2009 U.S. Preventive Task Force report called for significant changes to screening guidelines; a situation that has led to confusion about screening within the population as a whole.

In his talk, Professor Jensen will address the recent controversy surrounding mammography screening guidelines as well as future directions for breast cancer screening research. Specifically, he will focus on emerging research on interactive technology that seeks to reverse the decline in mammography utilization. Interactive technology allows health communicators to construct individually tailored or customized messages even for mass populations. Research has demonstrated that tailored messages are more effective than generic messages, especially at encouraging disease prevention and detection.

March 10, 2010
WSLR 116
11:30 a.m.

PURDUE UNIVERSITY
Discovery Park
ONCOLOGICAL SCIENCES CENTER

 PURDUE UNIVERSITY
CENTER FOR CANCER RESEARCH

Light lunch will be provided

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Event is free and
open to the public