

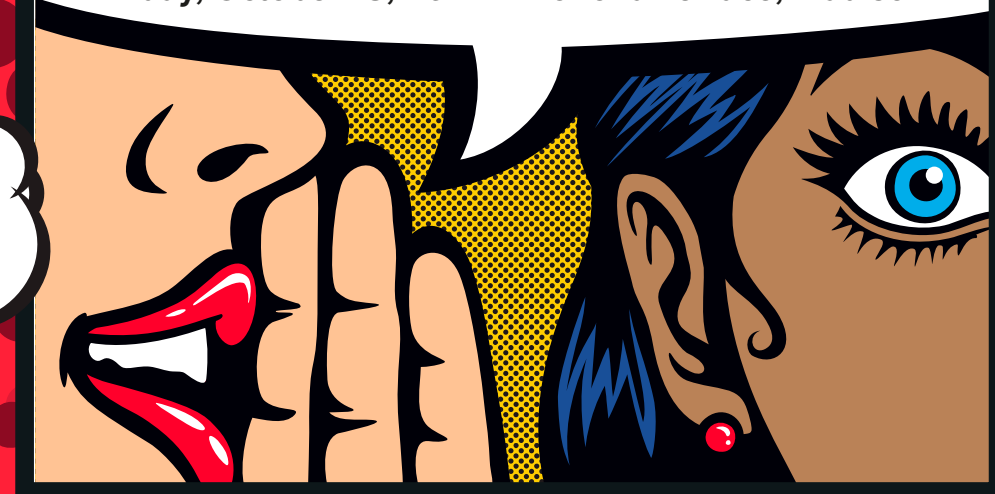
MISINFORMATION, MYTHS AND MISBELIEFS

HUH?!
WHAT!

WHOA!

JOIN US...

**22ND ANNUAL
FALL CANCER CONFERENCE**
Friday, October 18, 2024 • Monona Terrace, Madison



Cancer misinformation has become an increasingly prevalent problem, potentially endangering public health and understanding. Learn the latest from experts in the field.

**INFORMATIVE
PRESENTATIONS AND
INTERACTIVE DISCUSSIONS
AWAIT YOU!**
Our annual fall cancer conference is designed for health care professionals, as well as patients and loved ones.



KEYNOTE SPEAKERS...



**The Long War of Words About Cancer:
What It Means for Doctors and Their Patients**
Elaine Schattner, MD, MA, Clinical Associate Professor of Medicine, Weill Cornell Medicine and Author of *From Whispers to Shouts: The Ways We Talk About Cancer*



**TikTok, Twitter & Truth:
How Misinformation is Spread**
Roni Rabin, Health Writer for *The New York Times* and member of the reporting team that shared the Pulitzer Prize for public service in 2021 for coverage of the pandemic



**Conspiracy Theories:
How They Start, Who is Likely to Believe Them and How That Type of Person Interacts with the Health Care System**
Joseph E. Uscinski, PhD, Professor of Political Science, University of Miami



**It's About (Way) More Than Science:
Lessons Learned from Two Decades of Combatting Health Misinformation**
David Gorski, MD, PhD, FACS, Professor of Surgery and Oncology, Wayne State University and Managing Editor of *Science-Based Medicine*

COOL!

WHOA!

CONFERENCE AGENDA AND REGISTRATION:
ce.icep.wisc.edu/cancer2024

QUESTIONS?
Craig Robida at (608) 212-8978
or crobida@uwhealth.org



Carbone Cancer Center
UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH
600 Highland Avenue, K4/610
Madison, WI 53792

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Accreditation Statement
In support of improving patient care, the University of Wisconsin–Madison Interprofessional Continuing Education Partnership (ICEP) is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC) to provide continuing education for the healthcare team.

Full faculty disclosure will be made in the activity handout materials.