






ESO – EUROPA UOMO INTERACTION

Riccardo Valdagni
Coordinator, ESO Prostate Cancer Programme

Prostate Cancer Programme,
Div. Radiation Oncology 1,
Istituto Nazionale Tumori, Milan (IT)



Background


- ESO was founded in 1982 with the aim of reducing those cancer deaths due to late diagnosis and inadequate treatment
- ESO's motto is "Learning to care" and is achieved by:
 - ✓ Improving the knowledge and skills of all health professionals dealing with cancer patients
 - ✓ Shortening the time needed to transfer knowledge from research to daily practice
 - ✓ Promoting multidisciplinary and humanism in cancer care



ESO and Prostate cancer

Prostate cancer is a priority area for ESO


- Set up of a disease focused programme in 2008
- Identification of a coordinator (Riccardo Valdagni) and a full time assistant (Rita De Martini)
- Support to courses on prostate cancer
- Support to the establishment of Europa Uomo
- Ongoing support to Europa Uomo at both a European and national level
- Prostate cancer issues covered regularly in ESO magazine *Cancer World*



ESO Prostate Cancer Programme

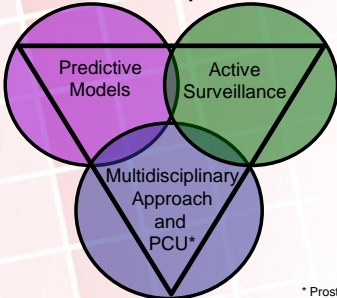
Aims

1. To contribute culturally to the fight against prostate cancer
2. To organize specific educational events
3. To address the issue of the multidisciplinary and multiprofessional management of prostate cancer
4. To support the advocacy group *Europa Uomo*




ESO Prostate Cancer Programme

Core Topics



* Prostate Cancer Units



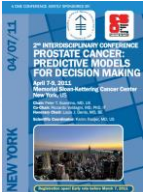
ESO Prostate Cancer Programme

1. Predictive Models

2nd Interdisciplinary Conference
**"Prostate Cancer:
Predictive Models for Decision Making"**

Timing: 7-9 April 2011
Location: MSKCC, New York

Chair: Peter T. Scardino, US
Co-Chair: Riccardo Valdagni, IT
Honorary Chair: Louis Denis, BE
Scientific Coordinator: Karim Touijer, US



ESO Prostate Cancer Programme
2. Active Surveillance

Inside Track Conference
“Active Surveillance in Prostate Cancer”


Timing: 12-13 January 2012

Location: Rotterdam

Chairs: Chris H. Bangma, NL
Lawrence Klotz, CAN

Co-Chairs: Louis J. Denis, BE
Chris Parker, UK

Scientific Coordinators: Monique J. Roobol, NL
Ewart W. Steyerberg, NL



ESO Prostate Cancer Programme
3. Prostate Cancer Units

➤ **Early 2009 - ESO's crucial questions:**

- ✓ Is there a way to better the management and care of prostate cancer patients?
- ✓ Are Prostate Cancer Units the future?
- ✓ Can the experience with breast cancer and Breast Units be somehow helpful?

➤ **Early 2011 - ESO discussion paper published**
“The requirements of a specialist Prostate Cancer Unit: a discussion paper from the European School of Oncology”



ESO Prostate Cancer Programme
3. Prostate Cancer Units

Activities to promote and raise awareness


1. Louis Denis' papers on the patient's need for better care and management through a multiprofessional approach (published in Acta Oncologica, eCancerMedicalScience, BJUI, Eur Urol)
2. Session “Prostate Cancer Unit in Italy: is it a model we can apply?” within the Annual Congress of the Italian Society for Urologic Oncology (SIURO) last June 2011

A representative of the German Cancer Society presented the German model and the Presidents of the Italian Societies of Urology, Radiation Oncology and Medical Oncology debated on pros and cons of establishing PCUs in Italy

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3. Prostate Cancer Units

Activities to promote and raise awareness


3. ESO eGround Round last August 25
Expert: P. Albers, Director, Prostate Cancer Unit and Director, Dept. Urology H. Heine-Univ, Duesseldorf,
Discussant: B. Tombal, Chair, Div. Urology at Cliniques Univ. Saint Luc, Leuven
4. Three editorials on PCU published in European Urology (one by Louis Denis, one by Leonard Gomella and one by Riccardo Valdagni)



ESO Prostate Cancer Programme
3. Prostate Cancer Units

Activities to promote and raise awareness

5. ESO Symposium “Prostate Cancer Units: Purpose and Requirements” within the ECCO-ESMO congress last September 25, 2011



ESO Prostate Cancer Programme
3. Prostate Cancer Units

Future steps

- ✓ To continue raising awareness on the issue of Prostate Cancer Units
- ✓ To promote an accreditation system
- ✓ To start a lobbying process with the support of advocacy groups



ESO - Europa Uomo Interaction

- ✓ The partnership arose from a joint effort in 2004 between ESO and the Oncology Centre in Antwerp
- ✓ Alberto Costa, ESO director, is member of the Steering Committee and participates in the General Assembly
- ✓ Riccardo Valdagni is member of the Scientific Board



ESO Prostate Cancer Programme ESO - Europa Uomo Interaction

ESO → EU

- ✓ ESO considers EU as the main patient advocacy reference for its Prostate Cancer Programme
- ✓ ESO is supporting EU offering administration management and secretariat assistance in the realization of EU events (Congress stands, Masterclasses, General Assembly, scientific presentations to EU delegates)



ESO Prostate Cancer Programme ESO - Europa Uomo Interaction

EU → ESO

- ✓ EU is advocating on the topics of Active Surveillance and Prostate Cancer Units
- ✓ EU is raising awareness on patients' rights to treatment choice and self-determination
- ✓ EU is spreading information on prostate cancer in the population



ESO Prostate Cancer Programme Topics ESO and Europa Uomo share interest in

- ✓ Multiple, equally effective, therapeutic options (RP; EBRT; BCT) causing different side effects
- ✓ Active Surveillance as an alternative to radical treatment in LR
- ✓ Importance of quality of treatments and caseload (higher provider volumes associated with better outcomes)
- ✓ Need for a multiprofessional, multidisciplinary management of prostate cancer patients in organized disease focused units
- ✓ Patients' need for exhaustive information on therapeutic and observational options, side effects and rehab programs
- ✓ Patient's right to self determination and choice

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ESO Prostate Cancer Programme Topics ESO and Europa Uomo share interest in

- ✓ Need for a change in the physician's attitude: switch from a paternalistic to a deliberative approach
- ✓ Need for a change in the patient's attitude: becoming active part in the treatment decision
- ✓ Need for personalized strategies for the single patient
- ✓ Availability of the psychological support for patients and significant others in the decision making phase
- ✓ Need for a holistic approach to the patient seen as body and mind



I thank you for your attention



ESO Prostate Cancer Programme

4. e-Activities

- **e-Grand Round ongoing since 2009 and e-OpenReviews since 2011**
- ✓ Live internet session (www.e-eso.net)
- ✓ Interaction between the Speaker, the Discussant and Participants
- ✓ Held weekly (Tuesdays and Thursdays)
- ✓ Based on a combination of video-conference and internet technology
- ✓ Free from commercial sponsorship
- ✓ In collaboration with Nature Reviews Clinical Oncology