



## CANCER PREVENTION & RESEARCH INSTITUTE OF TEXAS

Award ID:  
PP100147

Project Title:  
Physician Oncology Education Program

Award Mechanism:  
Health Care Professional Education and Training

Principal Investigator:  
Gonzalez, Stephanie

Entity:  
Texas Medical Association

### Lay Summary:

The purpose of the Physician Oncology Education Program (POEP) is to provide Texas physicians and medical students the knowledge and the skills necessary to reduce cancer morbidity and mortality through collaboration among the public, private, and volunteer sectors in the state. As the prime contractor, the Texas Medical Association (TMA) will provide staff, administrative support, and access to resources. A statewide steering committee of physicians and other key experts in medical education and cancer control centers will provide guidance for the program.

For this project, POEP will promote its Speakers' Bureau directly to rural locations by aggressively marketing the program to the county medical societies in El Paso, Laredo, and Tyler to broaden coverage across the state. POEP will promote colorectal screening, breast cancer screening and HPV education as topics for lectures in these underserved areas.

POEP will present the 13th annual program, "Cancer—What Primary Care Physicians Need to Know," jointly with TMA's Committee on Cancer at TMA's annual meeting. POEP will provide speakers at the Texas Academy of Family Physician's Primary Care Summit and the Texas Pediatric Society. POEP will submit proposals to provide training for the Texas Academy of Physician Assistants' and the Texas Association of Obstetrics and Gynecology' annual meetings.

In collaboration with TMA's Medical Student Section, POEP plans to offer survivorship education at five of the nine Texas medical schools in FY2011. POEP began producing podcasts in FY 2010 to reach out to rural physicians and medical students. POEP will continue to develop podcasts and web-based CME modules available through the POEP Web Site in FY 2011.