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Sommario/riassunto	This report is the summary of a symposium presented by the American Cancer Society (ACS) and the Institute of Medicine (IOM) to further disseminate the conclusions and recommendations of Fulfilling the Potential of Cancer Prevention and Early Detection. This report discusses issues including better support for tobacco and obesity campaigns; coordination of programs; joint approaches with the food industry; the need for an explicit consensus national tobacco and obesity strategy; viewpoints of payers; changing Medicare's approach to prevention; private sector payment programs; improvements in applied research and dissemination of results; better science in programs; problems in modifying medical practice; and conflict between individual choice and policy options.

