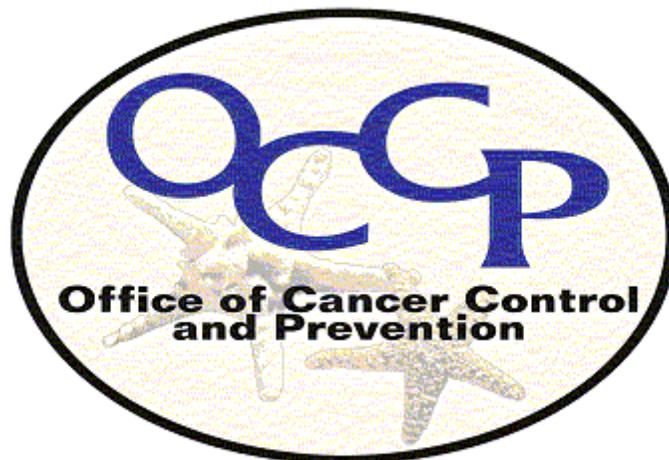


# ANNUAL REPORT

FY 2006

OFFICE OF CANCER CONTROL AND PREVENTION



## Introduction

The Office of Cancer Control and Prevention (OCCP) is totally dedicated to developing and maintaining an infrastructure to ensure coordinated and integrated cancer control efforts in New Jersey. It supports the Task Force on Cancer Prevention, Early Detection and Treatment in New Jersey (Task Force), a Governor's appointed body as mandated by P.L. 2005, c.280 charged with the development and implementation of New Jersey's Comprehensive Cancer Control Plan (Plan). This evidence-based, five year strategic document is crafted to impact the lives of cancer patients and their families.

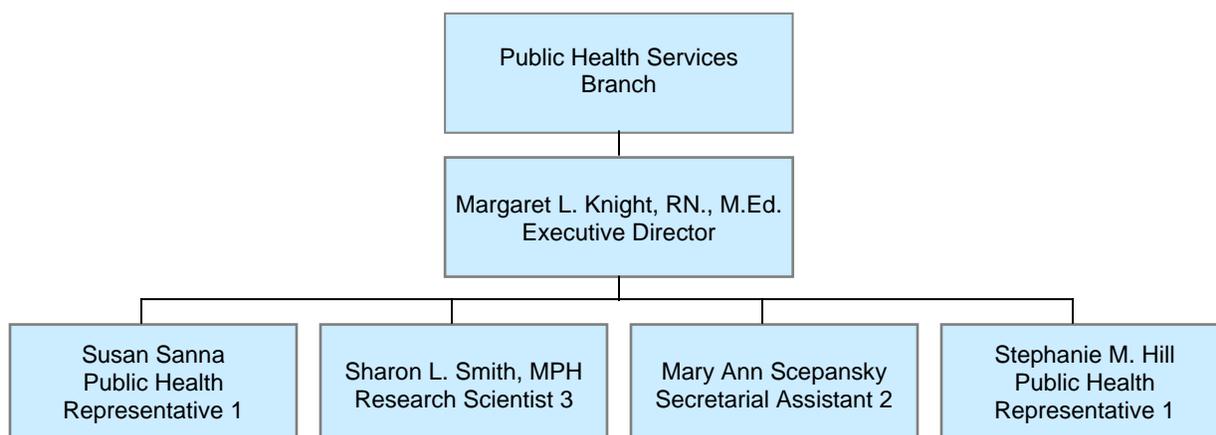
Funding sources include:

- State Appropriations: \$1.5M  
\$200,000
- Federal Appropriations: Centers for Disease Control and Prevention (CDC) Comprehensive Cancer Grant Award  
\$308,440
- Private Foundations: Lance Armstrong Foundation  
\$20,000
- In-kind donations in the form of meeting space, printing services, and incentives have come from NJDHSS and multiple other partners. In many cases, in-kind support has been sought to support conferences or other special events.

## Organizational Structure

OCCP is housed within the NJ Department of Health and Senior Services as part of the Office of the State Epidemiologist in the Public Health Services Branch. OCCP is staffed by an executive director; a research scientist, who provides oversight to all evaluation activities; two public health representatives, one who is responsible for internal monitoring and communications and another who is responsible for coordinating local county cancer coalitions; and a secretarial assistant who provides logistical coordination. The staff services the nearly 1200 volunteers presently engaged in implementing the Plan.

### New Jersey Office of Cancer Control and Prevention Internal Organizational Structure



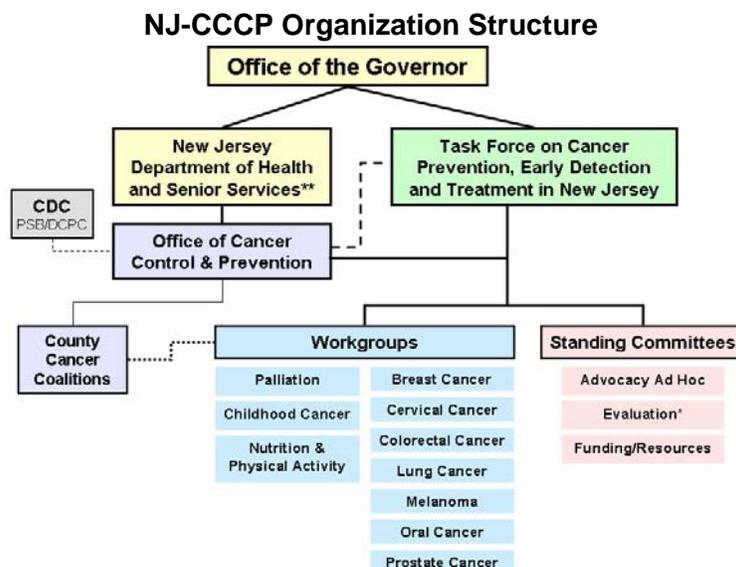
The Task Force is composed of a diverse 17 member, Governor-appointed body consisting of healthcare providers, universities/academics, pharmaceutical companies, the American Cancer Society, the Cancer Institute of New Jersey and cancer survivors who provide the oversight of the development and implementation of New Jersey's Comprehensive Cancer Control Plan.

The Task Force has three Standing Committees which were instituted as a result of Plan recommendations:

- o The Advocacy Ad Hoc Committee has embraced every legislative initiative across the Plan and has developed the platform to advance these issues.
- o The Evaluation Committee developed all of the measures of effectiveness to assess the implementation of the NJ Comprehensive Cancer Control Plan through its Evaluation Plan. This Committee also provides the Task Force's mandated biennial report to the Governor and the Legislature.
- o The Funding/Resource Committee researches and applies for grant funding for the Task Force, Workgroups and County Cancer Coalitions.

To assist with implementation efforts, the Task Force created workgroups to address seven site-specific cancers as well as the overarching issues related to cancer prevention and control featured in the Plan. The Task Force workgroups are dedicated to the implementation of their chapter through statewide initiatives and include: Breast, Cervical, Colorectal, Lung, Melanoma, Oral, Prostate, Childhood, Nutrition/Physical Activity and Palliation.

Through a Health Service Grant process, each of New Jersey's twenty-one counties has been awarded funding which underwrites dedicated personnel. This funding pays for the salary of a county cancer coalition coordinator and the development of an implementation action plan in accordance with each county's cancer priorities based on the Capacity/Needs Assessment and the strategies described in the Plan. Mirroring participation of the state-level workgroups, a County Cancer Coalition has been initiated in each county, and all have completed at least one project at the grassroots level.



\* Access and Resources Subcommittee is part of the Evaluation Committee

\*\* Includes activities of Cancer Epidemiology Services, the NJ Commission on Cancer Research, the NJ Cancer Education & Early Detection Program, and Center for Health Statistics.

## Publications

- **E-Newsletter:** This new tool was launched to help build county cancer coalitions, but it is also distributed to the larger Task Force membership, with a mailing list of 1,200 recipients. The e-newsletter is also available on the OCCP web site. Current plans are to feature one coalition per quarter in the e-newsletter.



- **CCC Web site:** The current Web site is comprehensive and features the Plan and the capacity needs assessment data. It is used as a communication tool to keep interested partners informed about comprehensive cancer control efforts in New Jersey and to provide access to data and reports produced by the OCCP. The site is open to the public.

- **Evaluation Plan:** The evaluation plan describes the objectives and measures that will be used to evaluate the progress of the first five-year Plan (2003-2007).

## Implementation Highlights

### Standing Committees

**Advocacy Ad Hoc:** The Advocacy Ad Hoc Committee's primary focus has been on the passage of the Clean Indoor Air Act. This law was enacted in April 2006, with the exemption of casino gaming areas. The committee will continue to advocate for the inclusion of casino gaming areas, as well as continuing to advocate for funding of cancer initiatives through the budgetary process.

**Evaluation:** The Evaluation Committee has drafted an evaluation plan which will be used to measure progress of the implementation of the NJ Comprehensive Cancer Control Plan. The committee will also be providing the Task Force with the mandated biennial report to the Governor, the Commissioner of Health and Senior Services, and the Legislature, as per P.L. 2005,c.280.

**Funding/Resources:** The Funding/Resources Committee has successfully obtained outside funding to support workgroup activities as well as internal operations. For example, a grant of \$20,000 was obtained from the Lance Armstrong Foundation to implement the Childhood Cancer Survivorship Conference, and a grant of \$308,440 was obtained from the Centers for Disease Control and Prevention which funds the OCCP's two public health representatives. The Funding/Resources Committee continues to pursue grant opportunities to fund workgroup, standing committee, and county cancer coalition activities.

### **Workgroups**

- **Breast:** Advocating for a consistent message, this workgroup continues to expand its membership to include all interested stakeholders. Presently focused on the under 40 breast cancer population, they intend to host a consensus conference to advance the empowerment of this target population.
- **Cervical:** Chaired by one of the Medicaid insurance providers, the Cervical Cancer Workgroup has risen to the charge of developing a position statement on the newly released HPV vaccine. Their membership includes representation from the two pharmaceutical firms manufacturing the vaccine, Merck and Glaxo-SmithKline, which will synergize educational efforts for the public and healthcare providers on HPV's correlation to cervical cancer.
- **Colorectal:** This workgroup has embraced the Dialogues for Action model destined to increase colorectal cancer screening rates. Underwritten through funding from the American Cancer Society, the workgroup's outcome will be a conference scheduled for January 2007 which builds on the successful conference held in March 2005. The Colorectal Cancer Workgroup is also piloting the Body and Soul initiative in Mercer County.
- **Lung:** Not willing to rest after the success of the Clean Indoor Air legislation, the Lung Cancer Workgroup is now focused on increasing funding for the Comprehensive Tobacco Control Plan. The workgroup is also engaging the pharmaceutical industry in its proposed oncology treatment plan and the inclusion of tobacco cessation where evidence has demonstrated better outcomes when smoking cessation is initiated.
- **Melanoma:** The core of the Melanoma Workgroup's implementation of the Plan is its Train the Trainer project which has embraced not only skin cancer, but every school based initiative across the Plan in providing resources to the educational community—school nurses, health and physical education teachers, recreation and dance educators, and coaches. Through recent in-kind support by the Mollie Biggane Foundation, this workgroup is currently distributing 2600 sun safety CDs to every middle school and high school in the State of New Jersey through the County Cancer Coalitions.
- **Oral:** The Oral Cancer Workgroup's vision extends beyond benefiting New Jersey by looking at national initiatives. Recently, the workgroup petitioned and testified before the American Dental Association in an attempt to unbundle reimbursement for oral cancer screening. They are now focused on developing national oral cancer screening guidelines in conjunction with the American Academy of Oral Medicine.
- **Prostate:** Bringing "Barbershop" to New Jersey is central to the efforts of the Prostate Cancer Workgroup. Engaging local barbers, healthcare systems and the NJCEED program, the members are centered on increasing prostate cancer screening awareness with resultant increases in prostate cancer screening rates within the African-American population. Nationally recognized, Barbershop's founder and CEO is a member of the workgroup.
- **Childhood:** Building on the successful, first-ever NJ childhood cancer survivorship conference, held in May 2005, this workgroup is planning a follow-up conference for May 2007. They intend to continue to partner with the Lance Armstrong Foundation who

granted the initial \$20,000 conference award and to address the issues identified through their conference evaluation. The workgroup also plans to develop a primer for primary care providers on cancer screening guidelines for the childhood cancer survivor.

- Nutrition/Physical Activity: New Jersey's designation as a Fruit and Vegetable State carries a \$1M federal appropriation which would underwrite a statewide healthy snack effort. The outcome is still pending for this project. However, the workgroup is now updating its initial Nutrition and Physical Activity Resource Guide which will be posted on OCCP's website on a county basis, with a focus on the needs of the cancer patient.
- Palliation: Recognizing the need to advance the belief that palliation begins at diagnosis and is more than end-of-life care, the Palliation Workgroup is developing three regional forums – North, Central, and South – which will inform healthcare providers of symptom management utilizing the holistic approach, including complementary and alternative medicine techniques.

### **County Cancer Coalitions**

Below is a small sample of the work being conducted by the County Cancer Coalitions in their implementation of the Plan.

#### **Atlantic**

The Mission of the Atlantic County Cancer Coalition, also known as The Atlantic County Healthy Living Coalition, is a commitment to educating the community and healthcare providers on the importance of a healthy lifestyle through prevention, early detection, treatment, and support services to improve the health of the residents of Atlantic County.

The Healthy Lifestyle Committee is coordinating a walk among several towns in the county. A formal presentation was made to city council regarding the walk, which will have media coverage for a proposed 4 month program. Walks will take place Saturday mornings along walking paths with record keeping of all miles walked. The town who walks the most miles wins; an awards ceremony is planned.

#### **Bergen**

The Bergen County Cancer Coalition is building a coalition that represents major decision makers in the county and expanding activities through awareness of the cancer continuum: prevention, early detection, treatment, and survivorship. Activities will incorporate the physical, social, spiritual and wellness components of cancer care.

On June 10<sup>th</sup>, the Bergen County Red Bulls soccer team hosted a health fair prior to one of their games. There were educational exhibits, a derma scan, and a cancer screening van. Free tickets were available for 180 children so that they would be able to attend, with a focus on youth issues such as healthy eating, exercise, skin cancer, tobacco use, cervical and testicular cancer.

#### **Burlington**

The Burlington County Cancer Coalition is effectively and efficiently supporting cancer prevention, education, early detection, treatment and advocacy for all county residents to help reduce the cancer burden.

The Burlington County Cancer Coalition, along with the Camden and Gloucester County Cancer Coalitions, hosted a Tri-County Event, "The Big C: Current Trends in Cancer Control" on April 27<sup>th</sup>. The Coalition's Health Education work group is in the process of launching the Barbershop Initiative to educate men about prostate cancer; a kick off event was held May 15<sup>th</sup>. A mother/daughter luncheon was held on Mother's Day weekend to promote cancer prevention.

### **Camden**

The Camden County Cancer Coalition, in collaboration with the Camden County Health Department, launched the first of twenty four screening days on April 3<sup>rd</sup> for the “Get Screened, Stay Healthy, Stay Alive” project created by the coalition’s Eliminating Health Disparities work group. The Coalition is also working on a “Worksite Wellness” initiative which encourages large employers to offer free cancer screenings and smoking cessation programs.

### **Cape May**

The Cape May County Cancer Coalition, also known as The Chronic Illness Coalition of Cape May, is educating healthcare providers and citizens about prevention, early detection and support services to improve the lifestyle of Cape May County residents in regards to chronic disease, particularly cancer.

The Coalition launched the “Find the 5,000” project to identify the estimated 5,000 Cape May County residents living with an undiagnosed health condition. The Coalition has enlisted the help of the Chamber of Commerce to get small businesses to participate in this campaign; cancer screening posters are being displayed throughout the county. The campaign has attracted media coverage including print and broadcast features.

### **Cumberland**

The Mission of the Cumberland County Cancer Coalition is to disseminate the findings of the recent 2004 Cancer Capacity and Needs Assessment; to align members of the coalition in work groups; and to identify and implement the most effective interventions (research tested intervention programs or R-TIPs) to reduce mortality in Cumberland County.

The Coalition is hosting an ongoing smoking cessation program for county residents. Area physicians have been provided with laminated smoking cessation quick-reference cards to hand out in their offices. The Coalition plans to extend the program into the state prison.

### **Essex**

The Essex County Cancer Coalition is increasing cancer awareness and reducing the impact of cancer on all Essex County residents through improved education, screening, access to treatment and follow-up. To increase communication and collaboration among all stakeholders, they are partnering with health insurance companies, public health organizations, the business community and community-based organizations, to achieve an integrated program that maximizes the utilization of resources and coordinates priorities in seeking additional resources. This also assists in the implementation of the evidence-based strategies and recommendations of the Plan and the Essex County Cancer Capacity and Needs Assessment.

A daylong Health Fair was held April 20<sup>th</sup> in conjunction with the Oral Cancer Workgroup, UMDNJ, and NJ CEED. Free oral cancer screenings were provided to attendees.

### **Gloucester**

The Gloucester County Cancer Coalition is to effectively and efficiently reaching and serving all populations in the county through education and early detection in an effort to reduce the cancer burden.

The Coalition, in conjunction with NJCEED, has launched the “Seed Project”. Seed packets were delivered to all the lower grade schools for the children to decorate, take home to parents and encourage them to get screened. Seed packets also went to the Girl Scouts, Woodbury Heights schools, and other organizations. The Coalition also developed a Youth Educator Cancer Awareness Badge for the Boy Scouts of America. The Badge has been approved by the Boy Scouts and is in the process of being approved for funding by Purdue Pharmaceuticals.

### **Hudson**

Hudson County's Cancer Coalition is developing a comprehensive county cancer prevention and control plan based on the results of the recently completed Hudson County Cancer Capacity and Needs Assessment and other relevant information. It is forging partnerships with local and state governments, members of the health care sector, businesses, schools, faith-based organizations and community-based programs in order to advocate comprehensive cancer prevention and control on a countywide basis and creating a system that will allow significantly more county residents to receive cancer screening and treatment services. In performing this mission, the Hudson County Cancer Coalition will coordinate efforts to establish a visible presence and provide a strong voice for cancer awareness at the municipal level by identifying cancer education, screening and treatment resources.

The Coalition launched a "2006 -A New Year, A New You" cervical cancer screening project in January. As a result, there has been a significant increase in NJCEED cervical screening numbers by 58%. The program has expanded to include all four NJCEED cancers – breast, cervical, prostate and colorectal; plus, oral cancer.

### **Hunterdon**

The Hunterdon County Cancer Coalition is developing education and outreach activities to prevent cancer and cancer deaths through partnerships between local public health care providers, human service organizations, churches, worksites, schools, community/civic groups, cancer survivors and interested parties.

The Coalition launched a number of sun safe projects focusing on melanoma prevention. They include the "Slip, Slap, Slop" and "Kids Cook Quick" campaigns at local pools. Skin cancer awareness has also been introduced into the school curriculum, including school poster projects and media coverage.

### **Mercer**

The Mercer County Cancer Coalition is raising cancer awareness and improving access to cancer screenings through establishing partnerships within the community.

The Coalition's "Train the Trainer" program took place March 15<sup>th</sup> at Mercer County College. Forty two attendees were present including school nurses and health educators. This turnkey program includes components to implement every school-based initiative in the Plan and aims to educate school officials. The Coalition, in conjunction with NJCEED kicked off its Body & Soul event in Trenton, which utilizes places of worship as a means for educating residents about prevention, screening, and early detection, with a special emphasis on colorectal cancer.

### **Middlesex**

The Middlesex County Cancer Coalition is implementing the New Jersey Comprehensive Cancer Control Plan at the county level through coalition building and cooperative alliances with health care providers, civic/community organizations, business and industry, academia, local and state government, cancer survivors, and the media.

The Coalition is currently working to produce an adult health directory based on the results of the recently conducted NJCCCP Cancer Capacity and Needs Assessment.

### **Monmouth**

Senator Ellen Karcher was the featured guest at the March 9th Monmouth Cancer Coalition town meeting, hosted by coalition sponsor VNA of Central Jersey. Forty-nine people attended, representing 24 organizations from throughout the county and state. The Access to Care and Treatment Workgroup planned and facilitated a lively and productive discussion with Senator Karcher.

Current projects of the Coalition's Workgroup on Screening and Early Detection include wallet-sized bi-lingual information cards promoting the NJCEED program; and prostate and colorectal cancer outreach with the American Cancer Society and the Second Baptist Church of Long Branch, NJ. A series of four presentations are planned at the Male Bible Study Group. The Workgroup also actively participated in the March 15<sup>th</sup> conference *Bridging the Gaps: New Trends in Women's Health*.

### **Morris**

The Morris County Cancer Coalition is increasing cancer awareness and reducing the impact of cancer on all Morris County residents through improved education, promoting participation in cancer clinical trials and supporting investigations that seek to find the causes of cancer, in coordination with the planned priorities of the Morris Regional Public Health Partnership.

The Coalition is working with the Prostate Cancer Workgroup and the Dean and Betty Gallo Prostate Cancer Center of the Cancer Institute of NJ to launch a prostate cancer education program aimed at local health officers in Morris County.

### **Ocean**

Ocean County's Cancer Coalition is involving all major stakeholders in developing a cancer resource directory that will include local, state and national cancer resources. The coalition members will be ambassadors to the community and distribute the directories to their facilities, the libraries, and community members. The Coalition also held a health literacy program on June 19<sup>th</sup> for healthcare professionals.

### **Passaic**

The Passaic County Cancer Coalition is increasing cancer awareness and reducing the impact of cancer on all Passaic County residents through improved education and screening, and access to treatment and follow-up by developing a body of evidence regarding cancer treatment and delivery of treatment.

### **Salem**

The Salem County Cancer Coalition has formed a subcommittee to undertake the Coalition's main 2006 project, a cooperative effort between the Coalition and the American Cancer Society. The initiative will include six sessions throughout the county aimed at educating the target population about the importance of early detection for breast, prostate, and melanoma cancers. Physicians will address various issues related to cancer; and the Coalition will provide translators, transportation, incentives, food, and advertising. The Coalition will also provide on-site registration for cancer screenings and provide incentives to ensure patient follow-up.

The Coalition has also made cancer prevention presentations to seventh grade students at the Salem Middle School. The program was such a success that the Coalition has plans to repeat it in the future with children of other grades.

### **Somerset**

Somerset is reducing the number of cancer related deaths in the county by increasing cancer education and advocacy, and by actively reaching out to its community through a series of initiatives focusing on promoting colon cancer awareness and screenings. A press conference was held in addition to employee education. Employees turning 50 this year, or who never had a colonoscopy, were encouraged to sign a "pledge" card to call their doctor to schedule a colonoscopy. In addition, FOBT kits were distributed to county employees meeting screening criteria. Plus, on World No Tobacco Day, the coalition collected and displayed 1200 pairs of shoes on the courthouse steps in memory of lung cancer victims.

### **Sussex**

On March 22nd the Sussex County Cancer Coalition co-sponsored a talk given by a multiple-board certified gastroenterologist from Newton Memorial Hospital on colorectal cancer.

The Coalition is also in the process of organizing a chamber of commerce breakfast with Communities Against Tobacco (CAT) for the fall of 2006.

The Coalition is holding its 1st Annual Physician's Dinner at the Crystal Springs Country Club in order to solicit physician participation in coalition activities; and, in conjunction with the American Cancer Society, the Coalition held a Community Needs Assessment luncheon to identify strengths and weaknesses for reducing cancer incidence and mortality rates throughout the county

### **Union**

The "Community Network Model" is being utilized in Union County in two cancer projects designed to:

- Maximize the number of publicly funded NJ-CEED Cancer Screenings provided in Union County this fiscal year; and
- Implement the Prostate Net Barbershop Program later this year

The Community Network Model, developed by the Hudson County Cancer Coalition, is the basis for major expansions of the cancer screening programs. The goal of this program is to screen significant portions of the large medically underserved populations that reside in the county.

### **Warren**

The Warren County Cancer Coalition has been busy promoting and educating the community on the importance of cancer prevention and early detection. During the months of January, February, and March, several cancer awareness presentations have been completed with various schools, churches, and social clubs throughout the county. A colorectal cancer presentation and screening were held at Warren Hospital March 22 and 29 for colorectal cancer awareness month; two health fairs were also attended in the month of March to advertise the NJCEED Program to Warren County residents.

A cancer education lesson was conducted at four Warren County middle schools with 8th grade students on breast, testicular, lung, and melanoma cancers; a total of 202 students were reached with this school based initiative.

A cancer awareness presentation was completed with four churches where congregation members were educated on lung, melanoma, breast, colorectal, bladder, and prostate cancers. Approximately 117 warren county residents were educated through this faith based initiative.

### **A Look to the Future**

- New Jersey is recognized nationally by the Centers for Disease Control and Prevention (CDC) and has been included as one of ten states in CDC's case study of implementation best practices. These best practices will be included in the first technical assistance guidelines destined to be utilized by every comprehensive cancer control plan.
- New Jersey's model for implementing its Plan at the county level, by including local health departments, has been recognized by the National Association of County and City Health Officials.

- With funding and support from the CDC, the OCCP hosted the highly successful Task Force Summit in an effort to recruit, retain, recognize and recommit the nearly 1200 volunteers engaged in Plan implementation.
- CDC funds supported the HPV Public Policy Forum.
- CDC funds are also being utilized to enhance OCCP's website by geocoding the cancer resources captured through the first-ever, statewide Cancer Capacity/Needs Assessment. This centralized repository of information for the cancer patient and their families can only continue to grow with reliable and credible information intended to empower the citizens of New Jersey.
- New Jersey has also been held out as a model by the CDC and its partners at the recently held Comprehensive Cancer Control Leadership Institute and has been cited by the CDC in its comprehensive review of all state and territorial cancer plans as evidenced by its many notations of New Jersey's accomplishments.

OCCP will continue to expand its own vision and mission for New Jersey's citizens and strive for an environment of inclusion and customer service as it continues to implement the New Jersey Comprehensive Cancer Control Plan.