

## *New Jersey Cancer Survivorship Conference a Success ...and targets an identified need*

Survivorship is an emerging topic of interest in New Jersey. As part of the New Jersey Comprehensive Cancer Control Plan, the Task Force on Cancer Prevention, Early Detection and Treatment in New Jersey initiated a process of evaluation of the cancer needs and concerns in the state via a County Cancer Capacity and Needs Assessment of all twenty-one counties. Survivorship was one of the areas that consistently emerged as a topic of need, concern, and where education was lacking. There are increasing numbers of survivors who are ultimately referred back to their primary health care providers for follow-up care after their cancer treatment has been completed. Many of the primary care providers, however, are unaware of how they should manage these survivors. Additionally, survivors are often unsure of possible complications they should be considering and assessing.

To address this issue, a coalition of health care providers, community organizations, and cancer survivors, organized by the Office of Cancer Control and Prevention and the Cooper Cancer Institute, provided survivorship education to health care providers and survivors through the New Jersey Cancer Survivorship Conference.

*On November 5, 2008, The Cooper Health System, in collaboration with the Office of Cancer Control and Prevention, successfully hosted its first New Jersey Cancer Survivorship Conference. The conference was held at The Westin, Mt. Laurel, NJ, and addressed health care providers as well as cancer survivors.*

With a welcoming address by Heather Howard, Commissioner, NJ Department of Health and Senior Services, the goals of this important conference were to:

- Describe the changing face of cancer survivorship
- Increase primary care providers' understanding of the medical management of cancer survivors
- Address the psychosocial impact of cancer survivorship on patient and family
- Review ongoing research in the area of cancer survivorship



*L-R: Margaret Rojewski, Roslyn Council, Linda Johnson and Peg Knight participate in Survivorship Conference*

*(Learn more, page 3)*



# CHAIRMAN'S CORNER

Dr. Arnold Baskies

*The highly productive public/private partnership of OCCP and the Governor's Task Force continues to pay dividends. Never has the need for cancer control been greater. With budgetary cuts and the need to be cost conscious ever present, the "special partnership" continues to pave new pathways and set standards that leave other states in amazement. In the coming year, outstanding programs dealing with pediatric cancer survivorship, ovarian cancer, and colon cancer screening are in the works. And that's just a small sample of what is going to occur in all of our counties. The enthusiasm and hard work of our coalitions has never been more evident, and for this we are all grateful. Without our coalitions, the message of cancer control would never be heard. We look forward to improvements in all areas and continued innovations by our professional staff and volunteers.*

*This July, we will hold what will hopefully prove to be the largest skin cancer screening and prevention project ever held in New Jersey or the surrounding states. From "Shore to Shore", Choose Your Cover volunteers, on July 25, will get out the message that skin cancer can be cured and prevented, with dozens of volunteers all over our beloved Jersey shore taking their message to the beaches.*

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## **GREAT JOB TEAM!**

*New Jersey was recently recognized by the Comprehensive Cancer Control National Partnership (CCCP) for its excellent work in implementing collaborative activities at the local level.*

*In a recent document in which the CCCP highlighted many significant successes over the past ten years in national efforts to implement comprehensive cancer control plans, New Jersey was identified as a state which "illustrates how important it is for state planning and implementation efforts to be flexible." Specifically, the report noted Ocean County's free skin cancer screening provided on Jersey beaches on August 2nd and 3rd of 2008. Further, the report went on to say "the people of New Jersey greatly benefit from the work of the dedicated partners of the NJCCC Coalition – and they benefit in many areas of cancer control. Skin cancer education and early detection are just two of those areas."*

*(Survivor's Conference, continued from page 1)*

The conference was attended by 230 individuals including physicians, advanced practice nurses, registered nurses, physical therapists, counselors, pharmacists, educators, researchers, administrators, dieticians, caregivers, cancer survivors, and others.

***Speakers Provide Meaningful, Relevant Information***

'Cancer Survivorship: Enhancing the Length and Quality of Survival,' 'Nutritional and Integrative Medical Approaches to Cancer Survivorship,' and 'Psychosocial Aspects of Survivorship: Clinical Practice and Research' are just a few of the wide-ranging topics addressed by notable physicians and researchers. Each of these was open to both healthcare providers and cancer survivors and their families.

A dual track session, "Medical Management Issues in Cancer Survivorship," was held for health care professionals and cancer survivors separately. In addition, a panel discussion specifically for cancer survivors was held entitled 'Advocating Not Only to Survive, But to Thrive.' Members of the panel were: Nilsa Cruz-Perez, Deputy Majority Leader, New Jersey Legislature General Assembly; Louis Greenwald, Chair, Assembly Budget Committee, New Jersey Legislature General Assembly; Loretta Mikulski, Cancer Survivor, President, Founder,



*Loretta Mikulski, President of the South Jersey Breast Cancer Coalition and four-time cancer survivor, discusses advocacy with attendees at conference*

Patient Advocate, South Jersey Breast Cancer Coalition, Berlin, NJ; and Marian Morrison, Cancer Survivor, Director of Advocacy, Eastern Division, American Cancer Society.

Evaluations submitted after the conference indicated that many attendees intended to do some things differently as a result of attending the conference, for example, "develop survivorship care plans," "advise people to seek emotional counseling," "develop a breast cancer survivorship program," "speak more about nutrition," and "teach patients how to empower themselves." Other comments from attendees included, "This is a great support system for cancer patients. The whole body needs to be looked at physically and mentally;" "The conference was very good – very informative and well presented especially the nutrition and psychological aspects;" and "The conference touched on several areas that seem to be most

beneficial to both survivors and healthcare staff looking to focus on survivorship."

Based on the success of this conference and a needs assessment conducted with conference attendees, The Cooper Health System plans to host a follow-up cancer survivorship conference.

Presentations and hand-outs from the November 5, 2008 conference can be found on the Office of Cancer Control and Prevention's website: [www.njcancer.gov](http://www.njcancer.gov).

Commercial support for the conference was provided by: Bristol-Myers Squibb and Celgene. Co-sponsors of the conference were: Lourdes Health System; New Jersey Cancer Education and Early Detection; New Jersey Department of Health and Senior Services, Office of Cancer Control and Prevention; National Cancer Institute's Cancer Information Service; South Jersey Healthcare, Frank & Edith Scarpa Regional Cancer Pavillion – Fox Chase Cancer Center Partner; Susan G. Komen Breast Cancer Foundation, Inc., and The Leukemia and Lymphoma Society. Additional funding was provided by: Camden, Cumberland, and Salem County Cancer Coalitions and the New Jersey Commission on Cancer Research.

*"Hearing legislators' perspective on when advocates come to the State House or meeting was valuable to the attendees, as was providing the 'tricks of the trade' by cancer survivors ..."*  
*Loretta Mikulski*

# ...YOUR WORKGROUPS

## ***Lung Cancer Workgroup Supports Efforts of the New Jersey Tobacco-Free Hospital Campus Collaborative***

Healthcare organizations are a vital and often central part of our communities dedicated to preventing disease and improving health. For health care institutions, it is important that we educate and model healthy behaviors for our communities. Tobacco-free policies are intended to eliminate the potential for exposure to secondhand smoke and smokeless tobacco products on campuses. As health care organizations committed to the health and safety of our employees, patients and their families, it is our responsibility to take a leadership role on this major public health issue.

The American Cancer Society estimates that approximately 1/3 of all cancer deaths are attributed to tobacco use, killing over 400,000 people each year in the United States. According to the CDC for 1997-2001, cigarette smoking was estimated to be responsible for \$167 billion in annual health-related economic losses in the United States. With all this in mind, implementation of a tobacco-free environment sends a clear message of the commitment to create and sustain healthy communities while at the same time encouraging both employees and patients to quit tobacco.

### ***Effects of Tobacco-Free Policy Implementation***

Clearly, years of evidence has been mounting about the essential health benefits of tobacco-free policies. Here are just a few reasons why it is imperative that hospitals and other healthcare organizations establish smoke-free campuses:

- ***Fulfills Hospital's Mission Statement***

All hospitals and other healthcare organizations share the mission of providing quality health services and promoting health and well-being. An excellent way to fulfill part of their mission statement is to implement a tobacco-free campus wide policy.

- ***Cost Savings for Hospitals***

In addition to the healthcare costs associated with tobacco use, hospitals and other healthcare organizations can also accumulate significant indirect costs due to lost productivity and absenteeism. The implementation of a tobacco-free campus wide policy can ultimately

help to reduce these costs.

- ***Sets a Community Example***

A tobacco-free campus showcases the hospitals and other healthcare organizations role as a community leader in protecting the health of the public and motivating others to do likewise.

- ***Saves Lives***

By implementing a tobacco-free campus wide policy, your hospital will be helping to save lives.

### ***Hospitals are going SMOKE-FREE!***



*CentraState Medical Center in Freehold goes smoke-free in November 2008!*

## NJ TOBACCO-FREE HOSPITAL CAMPUS COLLABORATIVE



The *NJ Tobacco-Free Hospital Campus Collaborative* originated within the American Cancer Society Jersey Shore Region (Monmouth & Ocean Counties) in late 2007. Currently, over 30 systems representing over 60 distinct Hospital and Healthcare Organization locations are included in our membership. That's a great start - **but our overall goal is 100% Tobacco-Free Hospital Campus Policy.**

In 'Phase One' of the initiative, many locations selected the *Great American Smoke Out* (GASO) 2008, November 20th or around New Year's 2009 for Policy Date of Implementation. Now in 'Phase Two', dates throughout 2009 have been selected, with a primary push for GASO 2009 – November 19, 2009.

### SO WHY SHOULD YOUR LOCAL HOSPITAL BE A PART OF THE COLLABORATIVE?

The American Cancer Society provides the opportunity for Collaborative Members to share knowledge, resources, and personal experiences within a NEUTRAL ENVIRONMENT. In addition, Collaborative Meetings strive to have scheduled presentations by experts in the field of Tobacco Control & Prevention to help hospital decision-makers take the next step. When a healthcare facility has made the commitment to go smoke-free, the ACS continues to provide up-to-date resources essential to policy success throughout the chosen timeline.

#### ***Here's our 'Top Ten' reasons why healthcare facilities need to go smoke-free:***

10. *Enhances its public image and avoids the appearance of supporting tobacco use*
9. *Shows community leadership on the number one preventable cause of death and disease*
8. *Reduces smoking among facility workforce (very costly to employers)*
7. *Matches policies with mission*
6. *Eliminates secondhand smoke coming in through windows, doors, and ventilation systems*
5. *Reduces potential hospital liability*
4. *Protects workers and patients (especially compromised patients) from secondhand smoke*
3. *Better supports tobacco dependence treatment of patients/JCAHO & QIO Tobacco Measures*
2. *Further 'denormalizes' tobacco use in community*
1. *Because it is the right thing to do!*

To learn how you can help your local healthcare facility go smoke-free, contact Jason Plaia, American Cancer Society - Eastern Division at [jason.plaia@cancer.org](mailto:jason.plaia@cancer.org) or call 908-596-1892.

# ...YOUR WORKGROUPS

A WORD FROM...

## **Childhood Cancer Workgroup Plans Two Education Workshops**

Members of the Childhood Cancer workgroup are involved in the planning of two important professional education programs focusing on the special needs of children with cancer and their families. The first program, 'Welcome Back: Facilitating the School Experience for Childhood Cancer Survivors' is geared toward schoolteachers, school nurses, guidance counselors and administrators, although parents are also welcome to attend. Continuing Education credits

will be provided for social workers and nurses.

The second program, 'Childhood Cancer Survivorship Conference: Negotiating the Past - Planning the Future' is a professional education program for primary care physicians, pediatricians, family practice physicians, school nurses, school social workers, school reentry psychologists, principals, county superintendents, child study teams, advance practice nurses, adult oncologists, internal medicine physicians, learning consultants, clergy, psychologists, teachers, and pediatric oncology nurses. CME and Continuing Education credits will be provided.

For more information about either of these programs, contact Deborah Halpern at 908-956-6607, Deborah.Halpern@lls.org or Colleen Thornton at 856-638-1250, ext. 208, Colleen.Thornton@lls.org.

Welcome Back: Facilitating the School Experience for Childhood Cancer Survivors  
Date: Thursday, May 7, 2009  
Place: Trenton Marriott at Lafayette Yard, 1 W. Lafayette St., Trenton  
Time: 3:30 p.m. Registration & Dinner 4:15 p.m. - 6:00 p.m. Program

To register, please contact:  
Diane Haughey at 888-920-8557, ext. 201  
diane.haughey@lls.org fax: 856-638-1255  
www.lls.org/snj/classroom

Childhood Cancer Survivorship Conference:  
Negotiating the Past - Planning the Future  
Date: Tuesday, June 9, 2009 5:00 - 8:30 PM  
Place: The Conference Center, E. Windsor  
\$25.00 Registration  
To register or for more info, please contact:  
Bev Lynch, Conference Coordinator  
B. Lynch Associates 609-392-5773  
blynch@blynchassociates.com

The Childhood Cancer Survivorship conference features presentations by Julia Reichert, Producer and Director of *A Lion in the House* and Sandi Ring, MS, CCLS, National Director of Outreach and Education for *SuperSibs!*



**SuperSibs!**

## ***Palliation Workgroup Expands Upon Monmouth's Success***

The Task Force's Palliation Workgroup has adopted the Monmouth County Cancer Coalition Palliative Care Workgroup's "Introduction to Palliative Care" educational series. This presentation is given to interested organizations throughout the county. Participants are given a Powerpoint presentation "Introduction to Palliative Care and the Monmouth County Cancer Coalition." A package is provided with a palliative care service resource directory. A team of five palliative care nurses facilitate the programs. They represent a hospital, a home health agency, a hospice and private advanced practice palliation nurses.

This program is currently in its second year of operation. Five presentations are scheduled from March 2009 through June 2009 reaching out to senior citizen centers in Monmouth County. Monmouth's model was recently presented at the County Cancer Coalition Coordinator's meeting on April 8, 2009 by the Task Force's Palliation Work Group Chair and Vice President of Strategic Initiatives VNACJ, Theresa Beck, as it is anticipated to become a statewide initiative.

## ***Colorectal Workgroup Looks to Partner with Family Physicians to Increase Screening Rates***

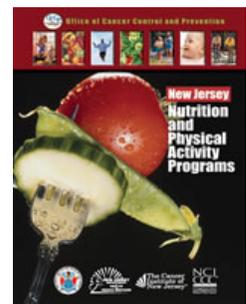
A special one-hour educational program which offers CME credits and support materials to practitioners will soon be offered to Family Physicians throughout the state. The goal of the educational session is to help improve colorectal screening rates in New Jersey. Building on the recent success of a pilot in Monmouth County, the Colorectal Workgroup seeks to expand this initiative throughout the state. The program was developed by the American Cancer Society and the New Jersey Academy of Family Physicians, and cites the significant effectiveness of using primary care providers to boost screening rates among patients.

## ***Oral Cancer Workgroup Partners on Screening Project and Resolution to Declare April as "Oral and Oropharyngeal Cancer Awareness Month"***

The Oral Cancer Workgroup is partnering with the Multi-County Oral Cancer Screening Project Team and the Oral Cancer Consortium to conduct free oral cancer screenings throughout the region during the month of April 2009. In addition, as a result of the collaborative efforts of the Workgroup and the New Jersey Dental Association, a joint resolution has been proposed to the New Jersey legislature to declare April as "Oral and Oropharyngeal Cancer Awareness Month" in New Jersey.

## ***Nutrition and Physical Activity Workgroup Develops Statewide Resource Guide***

The New Jersey Nutrition and Physical Activity Programs Resource Guide (the Guide) was developed by the Workgroup in 2008. The Guide lists programs which promote nutrition and physical activity for NJ residents. Individuals can use this resource to find available programs in their area. Programs included are: non-profit or free of charge, community-based, open to all residents, and promote healthy eating and/or physical activity on an ongoing basis. The Workgroup will continue to add new programs and update currently listed programs in 2009. To add a new program or to update one which is currently listed, see page 3 of the Guide or submit a brief survey online at: [www.nj.gov/health/survey/npa](http://www.nj.gov/health/survey/npa).



# ... YOUR WORKGROUPS

A WORD FROM...

## **Prostate Cancer Workgroup: Working to Bring 'Women Against Prostate Cancer' to New Jersey**

Betty Gallo, Chair of the Prostate Cancer Workgroup and Director of Public Outreach, The Dean and Betty Gallo Prostate Cancer Center at The Cancer Institute of New Jersey, is working to establish a New Jersey chapter of the national organization, Women Against Prostate Cancer (WAPC). WAPC unites the voices and provides support for the millions of women affected by prostate cancer, and their families. WAPC advocates prostate cancer education, public awareness, screenings, legislation, and treatment options. A new committee at WAPC has also been formed to address sexuality and intimacy issues related to prostate cancer. For more information on WAPC, go to: [www.menshealthnetwork.org/wapc/index.php](http://www.menshealthnetwork.org/wapc/index.php).

## **The Melanoma Workgroup Focuses on Screening and Raising Awareness**

The Melanoma Workgroup is involved in many exciting projects to help protect people from the potentially harmful rays of the sun.

**Choose Your Cover** is a skin cancer screening and awareness event covering New Jersey "shore to shore". The event will be held on Saturday, July 25, 2009 with a rain date of Sunday, July 26. Free skin cancer screenings will be provided at nine beaches within each of the counties along the NJ shore (Monmouth, Atlantic, Ocean, and Cape May). Educational materials from Schering-Plough and the American Cancer Society will also be distributed to increase awareness about skin cancer. The Mike Geltrude Foundation will provide tents for the sites, and Horizon Blue Cross Blue Shield will provide their Care-A-Van (a mobile health and wellness van) to a site in Asbury Park. Last year, almost 550 people were screened at the Choose Your Cover event. For more information, contact Debra Levinson, Ocean County Cancer Coalition Coordinator, at 732-286-3693 or [dlevinson@newsolutionsinc.com](mailto:dlevinson@newsolutionsinc.com).



**SCREEN (The Skin Cancer Reduction – Early Education Network) Sun Safety Program** is a CDC-funded project aimed at reducing the incidence of skin cancer in New Jersey by: 1) improving sun safety knowledge of children, parents, caregivers, and recreation/school staff; 2) improving sun safety behaviors (e.g., proper use of sunscreen); and 3) increasing sun safety policy implementation and environmental changes (e.g., shade structures). The program is being implemented at schools, pools, and camps in the seven NJ counties that have the highest melanoma incidence rates based on 1999-2003 data (Cape May, Hunterdon, Warren, Morris, Monmouth, Sussex, and Ocean Counties.) Last summer, the program was implemented at 17 sites with significant results. This summer, the project team plans to expand the program to 30 sites throughout the state.

Participating in melanoma awareness nights at **local sporting events** is another way the Melanoma Workgroup is raising awareness about skin cancer. A Workgroup member participated in a very successful Melanoma Awareness Night on February 9, 2009 at a 76ers vs. Phoenix Suns game. The Workgroup plans to investigate working with other local teams like the NJ Nets, Lakewood Blue Claws and Trenton Thunder.



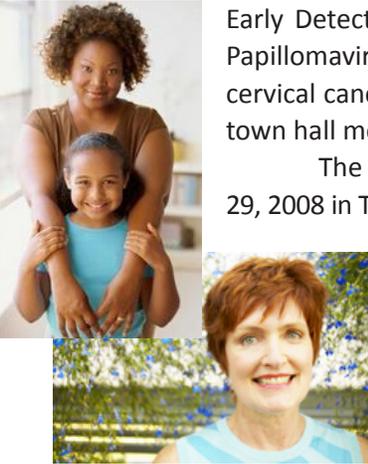
*Top photo: Beachgoers line up for skin cancer screening screening;*

*Lower photo: Ocean County Cancer Coalition volunteers at Ortley Beach in Toms River. Left to right are: Rose Zagarella, HealthSouth; Karen Andreosky, Community Medical Center, Pete Bush, Head Life Guard, Dorothy Wahlers, Jeanne Mazza, Kimball Medical Center and Deb Levinson, Ocean County Cancer Coalition Coordinator*

## ***NJ Cervical Cancer Workgroup Partners with NJCEED on HPV Vaccine DVD & Training Manual***

The Cervical Cancer Workgroup has been busy working with the NJ Cancer Education and Early Detection (NJCEED) Program to develop an educational DVD and training manual on the Human Papillomavirus (HPV) vaccine. The HPV vaccine is the first vaccine developed and licensed to prevent cervical cancer, genital warts, and other diseases caused by HPV. The DVD is a recording of a community town hall meeting entitled, “*Cervical Cancer and HPV: What Are Your Concerns?*”

The meeting was hosted by the Mercer County Cancer Coalition, NJCEED and BRAVA/CAPS on January 29, 2008 in Trenton, NJ. A stellar panel of speakers included: OB/GYN physician, primary care physician, cancer survivor, pastor, father and his teenage daughter, health educator and the Mercer County Cancer Coalition Coordinator. All answered questions from the audience regarding cervical cancer and HPV. The target audience for distribution of the DVD and training manual includes: school nurses, county cancer coalitions, and NJCEED lead agencies. Other potential audiences are college school health programs and family planning programs. Watch for details on how to obtain this DVD, along with training manual and other resources.



## ***CDC’s Gynecologic Cancer Awareness Campaign***

The Centers for Disease Control and Prevention (CDC), in collaboration with the U.S. Department of Health and Human Services’ Office on Women’s Health, has released new fact sheets on the five most common gynecologic cancers as part of their national campaign, *Inside Knowledge: Get the Facts About Gynecologic Cancer*. Fact sheets are available at: [www.cdc.gov/cancer/knowledge](http://www.cdc.gov/cancer/knowledge) or 1-800-CDC-INFO.

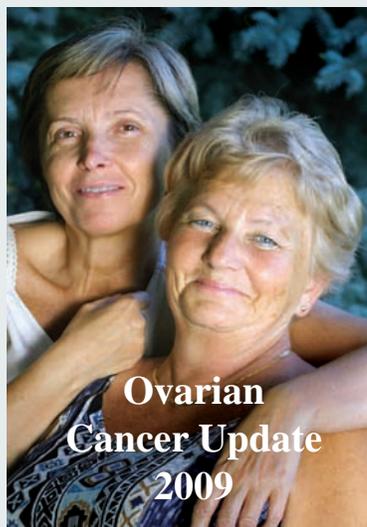


## ***Breast Cancer Workgroup Raises Awareness of Inflammatory Breast Cancer and Partners with Men Against Breast Cancer***

In memory of Barbara Harttraft, longtime Breast Cancer Workgroup member and inflammatory breast cancer advocate, the Breast Cancer Workgroup is collaborating with the New Jersey Academy of Family Physicians to increase awareness about inflammatory breast cancer (IBC). The Workgroup is in the process of seeking funding to sponsor an IBC presentation for healthcare professionals at the New Jersey Academy of Family Physicians conference in June 2009. In addition, the Academy will include an article on IBC in their journal, *Perspectives: A View of Family Medicine in New Jersey*. Workgroup member, Melinda J. Staiger, MD, Director, Breast Imaging, Jacqueline Wilentz Breast Care Center at Monmouth Medical Center, has agreed to author the article.

The Breast Cancer Workgroup is also partnering with the national, non-profit organization, Men Against Breast Cancer (MABC). MABC provides targeted support services to educate and empower men to be effective caregivers when breast cancer strikes a female loved one and mobilizes men to be active participants in the fight to eradicate breast cancer as a life threatening disease. Workgroup member organizations, South Jersey Healthcare and Jewish Family and Children’s Services of Southern New Jersey, have hosted MABC workshops. In addition, Marc Heyison, President/Co-Founder of MABC presented at the March 4, 2009 NJCEED Coalition meeting and will present at the July 8, 2009 meeting of the County Cancer Coalition Coordinators. For more information on MABC, go to: <http://www.menagainstbreastcancer.org>.

## ***Ovarian Cancer Update Hosted for Healthcare Providers***



The Ovarian Cancer Workgroup is also offering a professional education session, entitled "Ovarian Cancer Update 2009" on Saturday, April 25th, 7:45 - 11:30 am. The program will be held at The Mansion on Main Street, in Voorhees, NJ.

The intended audience for this conference includes primary care physicians and specialists in obstetrics and gynecology. Fellows, residents, advanced practice nurses, and other physicians with an educational need or interest in this topic may also attend.

The program addresses a broad array of topics related to the diagnosis and management of ovarian cancer, including hereditary risks, surgical and chemotherapeutic management, current research, and even the psychological concerns when providing care for a patient with the disease.

Pre-registration is REQUIRED to attend this free program. To learn more, or to register, contact the Continuing Medical Education Office of The Cooper Health System, at 856.382.6480 or via email to [dipersio-terry@cooperhealth.edu](mailto:dipersio-terry@cooperhealth.edu).

### ***Cancer Prevention Key Priority in County Health Improvement Plans***

By Betty Moody, MAPP Coordinator  
Office of Local Public Health Infrastructure

Community Public Health Partnerships have developed in New Jersey as an outcome of the 2003 passage of Chapter 52, NJAC 8:52, et seq., Public Health Practice Standards for Local Boards of Health.

Spearheaded by county health departments, government and community partners have determined the needs of the community, through a series of specific assessments, following the guidelines of a national project called, "Mobilizing for Action through Planning and Partnerships," generally referred to as 'MAPP'. Community Public Health Partnerships have included governmental public health and hospital representatives, community health organizations, educational institutions, faith based organizations, social and medical services, ethno-racial organizations, disease specific advocacy groups, government entities on all levels, pharmaceuticals, emergency management, local chapters of the United Way and its agencies, and other private sector entities.

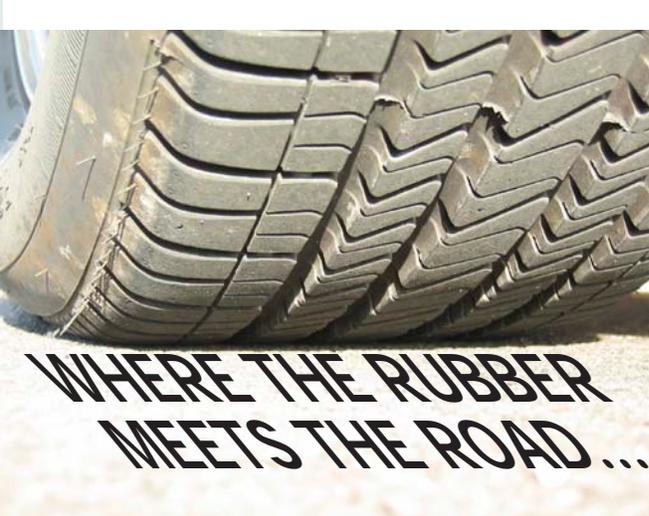
In every region in New Jersey, cancer, its prevention and control, has been earmarked as one

of the top five focus areas of the County *Community Health Improvement Plans* (CHIPs). The five major public health priorities identified by over 1200 community and government partners in New Jersey are listed below:

1. *Alcohol, Tobacco, Drugs and Mental Health*
2. *Obesity, Nutrition and Fitness*
3. *Access to Care*
4. *Cancer Prevention*
5. *Cardiovascular Disease*

Cancer Prevention, listed explicitly as a public health priority issue in many of the County CHIPs, is also implied and mentioned in the plans with other public health priorities. An example of this cross-over can be explained by looking at alcohol, for example. The plans mention esophageal cancer and pancreatic cancer when looking at the consequences of excessive alcohol use. Tobacco usage has been mentioned in the same context as lung and oral cancer. Breast cancer and obesity have been discussed in the same paragraph in certain CHIPs.

*(Continued on page 12)*



## *What Is a County Cancer Coalition?*

*The OCCP funds a Cancer Coalition in each of New Jersey's 21 counties.*

*Each Coalition is charged with implementing the NJ Comprehensive Cancer Control Plan at the local level.*

*The Coalitions are made up of health care professionals, health educators, cancer survivors, advocates, and other interested community members. Visit [www.njcancer.gov](http://www.njcancer.gov) to find your County Cancer Coalition!*

*The following pages describe just some of the many outreach activities, programs and services provided by the coalitions and their many partners -- in essence, where the rubber meets the road. Contact information for each of the coalitions is provided at the end of each county section.*

## ATLANTIC COUNTY

The Atlantic County Healthy Living Coalition enacts the New Jersey Comprehensive Cancer Control plan on the local level in a variety of ways. It is made up of five different committees which focus on cancer outreach and education for the community and professionals, as well as healthy lifestyle, palliative care and tobacco topics. Over 4,000 people were educated through seminars, workshops, events and health fairs during the previous grant year. The coalition is well on its way to achieving great numbers again this year.

In celebration of the Summer Olympics in August 2008, the Healthy Lifestyle Committee held a 'Five A-Day Olympics' on Friday evening, August 15, 2008. This free event was held in the Atlantic County Park in Estell Manor and was a joint effort with the Atlantic County Division of Public Health. The program was a family style event in which traditional Olympic games were given a 'fruit-and-veggie-twist' to promote the importance of a healthy lifestyle.

Activities included four individual events (Cucumber Javelin, Grapefruit Shot-put, Strawberry 50 Meter (see photo below), Veggie Basketball), three family events (Carrot Relay, Celery Hurdle, Mystery Fruit/Vegetable Guess), two top games (Duck Swimming, Lemon Shot-put), Cooking with Chef Mike (see photo below), trivia signs, literature table, balloon

fun, awards, prizes, give-aways, fruit and veggie refreshments as well as popcorn and all natural snow cones. It was a relaxed, fun, free activity for families and the committee received many compliments on what a great event it was!



***See more Atlantic County activities on the following page!***

*(Atlantic County continued)*

### *Health Professionals Learn to Treat the Whole Patient....*

Each year the Professional Education Committee, in partnership with the Richard Stockton College of New Jersey hosts a professional event for nurses and social workers. The Committee's 2008 event, *'The Latest and Greatest in Oncology Care,'* was held on Friday, November 7, 2008 at the Carnegie Library in Atlantic City. 'New Advances in Oncology Medicine' was presented by Dr. Jack Goldberg of the University of Pennsylvania Health System, and 'Oncology Mental Health' was presented by Dr. Merydawilda Colon from the Richard Stockton College of New Jersey. Thirty-eight attendees received 6 Continuing Education Units while receiving a distinct message about treating the whole patient, both physically and mentally.

### *...While Teens Learn About Healthy Lifestyles*

*'The Road to Good Health'* is a teen expo that the Community Education Committee is coordinating. On February 6, 2009, the first event was held at Northfield Community School. This was a pilot program to put the committee's ideas to the test as the committee hopes to take this to more schools next year. Targeting 5th through 8th grade physical education classes, students were divided into two groups and the time period was divided into half. On one side of the gym, the students were given a 10 question quiz in which they were to visit four tables to find the answers. The tables focused on healthy lifestyles, cancer, mental health/stress and heart disease/diabetes. The other side of the gym kept students moving by focusing on exercise at different stations. Half way through the class the two sides switched. Students turned in their quizzes and were put into a drawing for prizes.

Approximately 535 students participated in the program. Teachers were also given suggestions for follow-up assignments. All were very happy with the event, encouraging the committee to take the event to another Atlantic County school before the end of this school year.

For more information about Atlantic County activities, please contact Angela A. Bailey at [abailey@shorememorial.org](mailto:abailey@shorememorial.org) or 609-653-3923. Visit [www.achlc.com](http://www.achlc.com).

(Continued from page 10)

### **Community Health Improvement Plans**

Access to care has also been defined by the CHIPs as lack of transportation, language barriers and lack of health insurance, which prevents screenings that can identify cancer before it progresses to its final stage.

The County Community Health Improvement Plans advocate for Cancer Prevention, over and over again, through the implementation of healthy lifestyles. Here's what some of the plans have to say:

**Camden:** *"Good nutrition, exercise and smoking cessation and weight control also can help reduce cancer risks. The U.S. Department of Health and Human Services (HHS) explains that "it is estimated that as much as 50 percent or more of cancer can be prevented through smoking cessation and improved dietary habits, such as reducing fat consumption and increasing fruit and vegetable consumption." HHS further notes that "physical activity and weight control also can contribute to cancer prevention."*

**Gloucester:** *"...The control of cancer is an important issue for Gloucester County residents, as it is for many people living in the United States. In Gloucester County, the most recent data shows that the highest cancer incidence rates, or rates of new cancer cases, include cancers of the breast, prostate, lung and colon. Cancer is the second leading cause of death in Gloucester County. The highest mortality rates occur from cancers of the lung, prostate, breast and colon. Regular cancer screening may lead to earlier cancer detection for some of these cancers..."*

These are just a few of the excerpts from the County CHIPs that demonstrate the need for cancer prevention awareness and advocacy. This need has been recognized statewide through the CHIPs in collaboration with NJ's Comprehensive Cancer Control Plan. Cancer prevention strategies have been established in the CHIPs. The evaluation of how well the job is being done will be forthcoming in 2010, just in time to compare with the goals that were set in Healthy New Jersey 2010.

To see what the other County CHIPs report on the need for cancer prevention, education and access to care, visit <http://nj.gov/health/lh/chip.shtml> and select the county you wish to view.

# BERGEN COUNTY

## *Prostate Health Focus of 'Health Day'*

The Bergen County Cancer Coalition held its second annual men's health awareness day with the help of The Prostate Net and in conjunction with Bergen County Harley Davidson. Flyers and postcards were distributed via email blasts utilizing the shared databases of The Prostate Net, Harley-Davidson and the County LINCS systems. In addition, information was placed in the local shoppers and on the websites of participating organizations. Approximately 130 people took part in the event, with 90 people utilizing the Federally Qualified Health Center's cholesterol, blood pressure, blood sugar and oral cancer screenings. Several health stations on prostate cancer, colorectal cancer, skin cancer, oral cancer, tobacco and diabetes were staffed by local hospitals and county programs. Nearly 90% of the men who filled out the evaluations reported that as a result of the information provided they feel more comfortable discussing prostate cancer screening options with their doctors.



*Attendees learn about health issues specific to men at recent 'Health Awareness Day' in Bergen County*

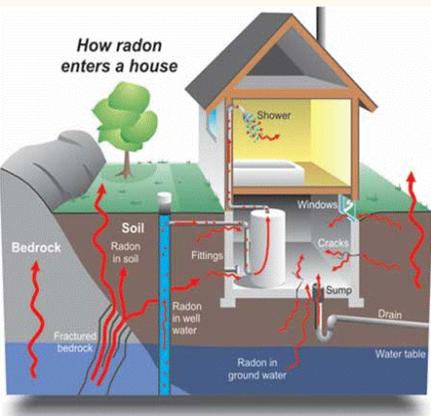
The Bergen County Cancer Coalition held a debut of the "Fabulous at 50" Colorectal Cancer Worksite toolkit on November 11, 2008. The toolkit was put together by the colorectal cancer workgroup of the Bergen County Cancer Coalition and contains easy user-friendly ideas that corporations may implement to increase awareness and encourage screening of colorectal cancer among their employees. Approximately 10 people from 6 companies participated in the day's events. Follow up calls will be made to assess use of the toolkit and assistance needed by the corporations.



## *DEMAND FOR RADON KITS ON THE RISE*

The Bergen County Department of Health Services Environmental Division, in conjunction with the Bergen County Cancer Coalition, secured a grant from the New Jersey Department of Environmental Protection which provided 180 radon kits to Bergen County residents, free of charge. A flyer providing information about the colorless, odorless gas and its link to lung cancer and the availability of free kits was distributed countywide. This was the second year of the campaign, which showed a 140 % increase in the number of kits that were distributed.

*(Bergen continued on following page)*



Some of the many ways on which radon can enter a home

*(Bergen County Continued)*

## **DENTAL SOCIETY MEMBERS LEARN ABOUT ORAL CANCER**

The Bergen and Passaic Cancer Coalition Coordinators recently attended the combined meeting of the Bergen/Passaic County Dental Society where the main speaker Dr. David Lederman, Chair of the Governor's Task Force on Oral Cancer, gave an in depth presentation on updates on oral cancer. In addition to a presentation on oral cancer, Dr. Lederman also spoke about the multi-county screening project and encouraged the dentists to volunteer their time and offices for the project. A table displaying information about the project was staffed by the Bergen and Passaic Cancer Coalition Coordinators, where several dentists and a dental assistant signed up to participate in both Bergen and Passaic County.



*For more information about Bergen County Cancer Coalition activities, please contact Kenese Robinson at [krobinson@co.bergen.nj.us](mailto:krobinson@co.bergen.nj.us) or 201-634-2699. Visit [www.bergenhealth.org](http://www.bergenhealth.org).*

## **BURLINGTON COUNTY**

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### **'BREAKFAST OF BEAUTY' PROVIDES WOMEN WITH EDUCATION... ....AND "AAHHH.."**



*Burlington Coordinator Kimberly Harless watches as Regional Sales Manager from Mary Kay Cosmetics awards a door prize to a participant.*

The Burlington County Cancer Coalition is gearing up for the second annual 'Breakfast of Beauty.' The Breakfast of Beauty is a breast cancer awareness and education event. Last year, women were treated to a buffet breakfast while hearing personal testimonies from breast cancer survivors and a presentation by Dr. Shirnett Matthews, a radiation oncologist at 21st Century Oncology. Dr. Matthew's presentation provided information on breast cancer risk factors, detection and treatment. Local massage therapists, aromatherapists and beauticians volunteered to provide beauty treatments to participants free of charge. Over one hundred women attended. This year, the event will be held on May 31, 2009. The Coalition hopes to once again collaborate with the Burlington County Cancer Education and Early Detection (CEED) program to bring this program to two hundred women.

For more information about the Burlington County Cancer Coalition, please contact Kimberly D. Harless at [kharless@co.burlington.nj.us](mailto:kharless@co.burlington.nj.us) or (609) 265-5548. Visit [www.burlington.co.nj.us](http://www.burlington.co.nj.us).

# CAMDEN COUNTY

## *Tri-County Cancer Workgroup Partners with Camden Riversharks for a Tobacco-Free World*

On six weekend evenings in 2008, the Tri-County Cancer Workgroup of Burlington, Camden, and Gloucester County Cancer Coalitions encouraged Riversharks' Baseball fans to join in the "Hands of Hope for a Tobacco-FREE World Project". This campaign advocates for increased funds for the public health budget of New Jersey, as well as increased funding to help smokers in their effort to quit.

In honor of cancer survivors and their families, fans from July 11th, August 2nd, 15th & 17th and September 5th and 19th numbered over 21,000. At least 900 of these fans joined in the project by drawing their "Hand of Hope for a Tobacco-Free World."

Giveaway baseball cards included the three ways that everyone can help to prevent cancer namely:

1. Women over 40 – mammogram every year
2. Men & Women over 50 – Colorectal Cancer Screening
3. Quit Tobacco Today!

On the cards and on the red hand-clapper noise-makers, we included the statewide phone number for 1-866-NJ-STOPS (866-657-8677) and the Quit Center in the Burlington, Camden and Gloucester region at 1-888-847-8823.



### ***Camden County Cancer Coalition (CCCC) Partners at the August 2, 2008 ACS/Lighthouse Hospice Celebration for Cancer Survivors at the Camden Riversharks Game!***

*(L to R, back row) Marie Clark, Co-Founder of the Clark Family Breast Cancer Services, Inc.; Jim Wallace, VP, Lourdes Health System & co-chair of the CCCC ; Jean Mouch, CCCC Coordinator, honored by ACS for contributions to Cancer Awareness & Education; Virgenmina Lopez, Cooper CEED Program, Representative from the Lighthouse Hospice, co-sponsor for the August 2008 Survivor Celebration; Plyshette Wiggins, ACS, co-sponsor for the Survivor Celebration; Anne Biondi, co-chair of the CCCC and Director of Personal Health Services CC-DHHS; Trish Heary, Health Educator, CC-DHHS (L to R, Front row): Lynn Rosner, Health Educator, CC-DHHS, leader in the "Hands of Hope for a Tobacco Free World"; Joye Rozier, Healthy Mothers/Health Babies, SJPNC.*



For more information about the CCCC, please contact Jean Mouch at [mouchjf@yahoo.com](mailto:mouchjf@yahoo.com) or 856-663-3998. Visit [www.camdencancercoalition.org](http://www.camdencancercoalition.org)

# CAPE MAY COUNTY

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## *Cancer Patients Benefit from Cape May's Nationally Recognized Program*

The Chronic Disease Self Management (CDSM) program being conducted in Cape May County is being recognized by the National Council on Aging (NCOA) as a showcase example of the proven-effective workshop for seniors, developed by Stanford University. The CDSM is a workshop given two and a half hours, once a week, for six weeks in community settings. People with chronic health problems, such as cancer, attend the program. Workshops are facilitated by two trained leaders, one or both of whom are peers with a chronic health condition themselves.

Recently, a video of workshop participants was made with first hand testimony on the positive impact the program has had in their lives.

The CDSM program is a collaborative effort of the Chronic Illness Coalition and Cape Regional Medical Center. The program is in its third year of a grant funded by the NJ Department of Health and Senior Services and the CDC.

As part of the grant, community peer leaders are being trained to teach this program by CDSM Master Trainer and Chronic Illness Coalition Coordinator, Dick Colosi. To date, 68 peer leaders have been trained to give the CDSM course to seniors. In turn, hundreds of older adults in the county are receiving the benefit of the CDSM training in Cape May County.

Many of the participants are cancer survivors. In fact, a lung cancer survivor's testimony was used in developing the video that will be used to showcase the CDSM program on a national level by the NCOA. This

survivor's experience and several others video taped gave dramatic accounts of how the CDSM program has improved and enhanced their lives... from no longer using a walker to improving breathing to the point of not needing oxygen.

In addition, peer leaders have been recruited from New Jersey's Workforce 55 Plus program to work for the Coalition and the Medical Center. Workforce peer leaders are giving the CDSM workshop and are paid by the state for their efforts. Thus, the program has the added benefit of putting seniors to work in a way that improves the health of the community.

For more information about Cape May activities, please contact Dick Colosi at rcolosi@co.cape-may.nj.us or 609-463-6521. Visit [www.chronicillnesscoalition.com](http://www.chronicillnesscoalition.com)

*"My biggest problem was my energy level after going through chemo... not getting back. Through the program I learned about breathing exercises and revitalized my energy... walking exercises also helped a lot. No doubt, I have more energy. I am standing straighter, my posture is better. I am able to walk more than twice the distance."*

*Ann H., Stone Harbor, NJ  
Lung cancer patient and class participant*

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## *Coalition Educates African American Women in Early Detection of Breast Cancer*



The African American Breast Cancer Awareness and Support Group, Bridgeton Chapter, sponsored a Breast Cancer Awareness luncheon catered by Cumberland County Cancer Coalition. Several speakers were introduced and gave vital information and updates on the importance of "Early Detection and Prevention of Breast Cancer." Christine Gregory, Outreach Coordinator for NJCEED Cumberland County spoke to the women about

## CUMBERLAND COUNTY

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getting their annual mammograms and also discussed some of the beliefs, myths and disparities that haunt and deter them from having mammograms.

The main speaker, Karen Swenson, RN, OCN, Research Nurse at South Jersey Healthcare, gave an excellent presentation on clinical trials and she addressed the low participation rate of African Americans. Karen stressed the need to have all races and ethnicities represented in cancer trials because there may be differences in how the treatments work or differences in how the treatments are tolerated.

A cancer survivor in the audience who was enrolled in a clinical trial suggested they consider getting  
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involved if asked. The support group participants were given an opportunity to express their opinions and feelings about clinical trials. The written evaluations provided great feedback about the presentation. Miriam Coleman, RN, Cumberland County Health Department, spoke briefly about the signs and symptoms of breast cancer, prevention, the importance of early detection and other health issues affecting African Americans. To close out the beautiful day at the John Wesley United Methodist Church in Bridgeton, NJ, the president of the African American Breast Cancer Awareness and Support Group, Bridgeton Chapter, Otelia Fletcher, gave an overall synopsis of the program.

Participating in a clinical trial is an important decision, but one that should be considered. The doctors and nurses that work in research are encouraged when new drugs or other treatments are discovered to be superior to standard care. Participation in cancer clinical trials helps bring about new and often better treatments. Participants are carefully monitored for adverse reactions or problems with the treatment or the study.



*Left to right: Carla Saunders, Carl Minniti, Jr., MD and Karen Swenson, RN, OCN*

### **HOW IT ALL BEGAN...**

Otelia Fletcher and Faith Johnson are breast cancer survivors. They decided to form the African American Breast Cancer Awareness and Support Group and called Christine Gregory, the Outreach Coordinator for NJCEED (New Jersey Cancer Education and Early Detection) in Cumberland County to assist them with the organization. They joined the Cumberland County Cancer Coalition in September 2008 and also joined the State Coalition (NJCEED). This group started meeting in April 2008 and has been networking through other agencies to promote mammograms with the assistance of the NJCEED Program, Cumberland County.

For more information about Cumberland County activities, please contact Christine Gregory at [gregoryc@sjhs.com](mailto:gregoryc@sjhs.com) or (856) 575-4436. Visit [www.SJHealthcare.net](http://www.SJHealthcare.net).

## **ESSEX COUNTY**

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### **SCHOOL ADMINISTRATORS THE TARGET OF CANCER EDUCATION**

The ECCC worked in conjunction with Horizon NJ Health to plan and conduct a free health conference for school administrators with an emphasis on cancer prevention and screening issues. It was held on Wednesday, October 15, 2008 from 8:30am to 12:00pm at the Newark Airport Marriott Hotel. Nearly one hundred school nurses, health education teachers, physical education teachers and school administrators attended. Although focused on school leaders from Essex County, selected school leaders from other counties in NJ attended as well. The ECCC leadership provided the cancer presentation, which was prepared by Drs. Stanley H. Weiss and Daniel M Rosenblum and Mr. Christopher Tuohy.

Topics included comprehensive cancer control issues as well as detailed updates concerning (1) smoking and lung cancer, (2) vaccine-preventable cancers with a focus upon the new HPV vaccine and cervical cancer, (3) updated recommendations concerning colorectal cancer screening, and in particular the new emphasis upon methodologies that can prevent cancer and not merely detect existing cancer (4) skin cancer and sun exposure with a focus on the need to protect ourselves against both UVA and UVB radiation, and (5) information about comprehensive cancer control and the ECCC itself. Additional information was also distributed at a resource table.

# ESSEX COUNTY

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The ECCC participated in the “Feed Our City 2008 Pre-Thanksgiving Day Event,” on November 25, 2008 from 12:00pm to 3:30pm at the Prudential Center in Newark, NJ. This event was organized by Mr. Roy Breckenridge and Mr. Cliff Nall of the Guiding Hand. This is the second year that the Guiding Hand has held this event, at which free meals were provided to homeless and needy individuals from the Newark area. The ECCC reached out to the Guiding Hand, and was able to provide assistance for the event as well as to further publicize it, which helped lead to excellent attendance. Members of the Coalition set up and manned a literature table for the ECCC and arranged for the Essex County NJCEED lead agencies to be represented.

Information was distributed in bags from ECCC’s table space at the front of the event to each of the over 200 attendees. The ECCC also assisted with the distribution of meals and interacted directly with all attendees to promote cancer awareness and to discuss opportunities for cancer screenings. The vast majority of those in attendance were highly likely to be eligible for cancer screening by NJCEED. The ECCC was specially acknowledged at the conclusion of the event for their major contributions in making this event so successful.

## ***Medical Experts Help Keep ECCC Members Informed***

The ECCC continued a tradition of having expert speakers at each of its quarterly meetings to address topics that ECCC members have raised. Extensive question and answer sessions follow each presentation, and include a discussion of relevance to the state cancer plan and the ECCC mission. Here are a few samples:

- **September 2008:** Dr. Jan Huston , MD Medical Director, General and Vascular Surgeon, The Connie Dwyer Breast Center, presented to the ECCC on “Hormone Replacement Therapy and Breast Cancer Risk.” This presentation provided information on the history of the use of Hormone Replacement Therapy (HRT), which is still sometimes prescribed to women to alleviate the adverse effects of menopause. The Women’s Health Initiative (WHI) was a study conducted to determine if HRT would reduce the risk of cardiovascular events. What it found was that there was a statistically significant increase in risk for certain diseases in the women using HRT (Estrogen + Progestin), *including breast cancer*. Physicians are encouraged: to carefully weigh the increased risk of cancer against the benefits of HRT when considering whether or not to use HRT; to prescribe to their patients the lowest dose of HRT that still effectively relieves the symptoms of menopause, and to avoid long-term use of HRT.
- **December 2008:** Andrew de la Torre, MD, Associate Professor of Surgery and Director of Laparoscopy & Minimally Invasive Liver Surgery, UMDNJ–University Hospital, gave a highly informative presentation, “Use of Patient Targeted Informatics to Improve Identification of Patients in Need of Cancer Screening,” which was enthusiastically received by those in attendance. Dr. de la Torre discussed a computer kiosk program he designed to improve the prevention of liver cancer in the community. The kiosk is currently active in 3 locations in the greater Newark area. It is an interactive system which surveys individuals in a private environment. It features both a touch-screen video and an audio component so the information appearing on the computer screen is also read to the individual, thus alleviating any issues with any reading deficiencies the individual may have. His survey collects information about risk factors for Hepatitis B and C (which are major causes of liver cancer). Upon completion of the survey, the information is immediately sent to that individual’s medical staff at the location where the survey was taken so necessary preventive measures can be taken, and Dr. de la Torre is also notified electronically.

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Dr. de la Torre is planning to extend his project to cover information about such other cancers as breast, cervical, colorectal, and prostate. Thus, his work in identifying patients at risk for liver cancer provides both a model and a foundation for similar efforts with respect to several of the priority cancers identified in 2001 in Healthy New Jersey 2010 that are part of both the first and second New Jersey Comprehensive Cancer Control Plans (NJ CCCP).

### **Prostate Cancer Initiative Continues to Expand**

The ECCC continued to oversee the CDC-sponsored Prostate Cancer Initiative in northern NJ. The Coalition continue to liaison with the NJCEED lead agencies and cancer coalitions in 11 counties to facilitate implementation and expansion of this initiative. So far, the Outreach Coordinator for this project has visited nearly 200 barbershops.

### **CONGRATULATIONS CHRISTOPHER!**

*Christopher Tuohy, MPH, ECCC coordinator, received the Ronald Altman Award from the New Jersey Public Health Association at their annual meeting held on December 3, 2008. This award is presented to a single student for outstanding work in a health-related course of study. Mr. Tuohy subsequently successfully defended his master's thesis on December 10, 2008 and received his Master's in Public Health from the UMDNJ – School of Public Health in January 2009.*

For more information on ECCC activities, please contact Christopher Tuophy at tuohycp@umdnj.edu or 973-972-4623. Visit <http://www.umdnj.edu/esscaweb>



*(l-r) Daniel M. Rosenblum, PhD (ECCC Co-Coordinator), Stanley H. Weiss, MD (ECCC PI and Director), Christopher Tuohy, MPH (ECCC Coordinator), Audrey Gotsch, DrPH, MPH (Dean – UMDNJ School of Public Health), Mitchel Rosen, CHES (President – NJ Public Health Association)*

## **GLOUCESTER COUNTY**

### **April 7-13 National Public Health Week**

Gloucester County Cancer Coalition, in partnership with the Gloucester County Department of Health, will have a table at the Deptford Mall giving out information on the importance of a healthy lifestyle to aid in the prevention of many diseases including cancer.

### **Youth Cancer Awareness Project Partners with County Library System**

For the entire month of May, the Gloucester County Cancer Coalition's Youth Cancer Awareness Project will partner with the Gloucester County Library System to implement a pre-summer literacy project. Through the libraries, this project encourages children to read a pamphlet that addresses both general cancer facts as well as facts that pertain specifically to Gloucester County, in a fun and easy text to a parent/guardian or adult in their home. When they have completed it, the adult signs the booklet, which will have the county CEED number for free cancer screenings and the child will return it to the library. He/she will receive a beautiful embroidered badge and a certificate of completion for the adult. As to date, 1400 pamphlets are on order for the libraries.

### **Men's Health Month Activity**

Gloucester County Cancer Coalition, in partnership with the Gloucester County Department of Health, will have a table at the Deptford Mall, with resources that address men's health issues, particularly prostate and colon cancer.

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# GLoucester County

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## *“Swing into Health” on the Golf Course*

For the entire month of June, Gloucester County Cancer Coalition, in partnership with Gloucester County Department of Health, will provide men with health screenings, blood pressure, glucose, Dermascan readings and provide prostate, lung and colorectal cancer information at local golf courses. The Cancer Coalition will also provide the golfers with caps, water and sunscreen to promote sun safety. As to date, there are nine courses possibly interested in participating.



## *HANDS OF HOPE Highlight Anti-Smoking Messages*

During the months of July to September, the Tri-County workgroup which includes Gloucester, Camden and Burlington, will sponsor the Hands of Hope Art Project every Friday night for 3 months. This project engages the public to trace their hands on colorful paper, cut out the shape of their hands and write an anti-smoking message. The hands are then cut-out and placed on a decorative board. Eventually, the hands will be collected and sent to the State House to demonstrate the need to continue to support anti-tobacco programs.



For more information about Gloucester County activities, please contact Lisa Little at Little21999@yahoo.com or 856-217-0250.

# HUDSON COUNTY

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## *HCCC Plans the Third Annual Oral Cancer Screening Event and Walk*

The HCCC’s second cancer related project for this fiscal year ending is participation in the third annual, Northern New Jersey, oral/oropharyngeal cancer awareness campaign, screening event and walk. The HCCC has participated in this event for the past two years in partnership with the Oral Cancer Consortium and three other Northern New Jersey County Cancer Coalitions, Morris, Union and Bergen. The Oral Cancer Consortium has been conducting a multi-state, free, oral cancer-screening event in April for many years. Two years ago, four northern New Jersey county cancer coalitions decided to partner with the Oral Cancer Consortium and launched their own Oral Cancer Awareness and Screening events, in accordance with the Oral Cancer Consortium’s guidelines. The HCCC decided to participate in this program because the county’s adult male population was at that time, and

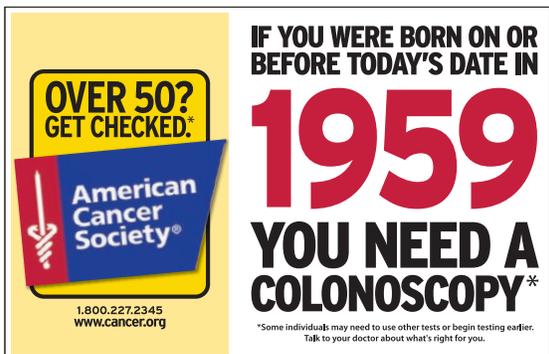
still is, bearing a much heavier burden from this disease than is the New Jersey adult male population.

Three dental providers participated in the April 2007 event and they screened 50 people for oral cancer free-of-charge. Four dental providers participated in the April 2008 event and 68 people received free oral cancer screenings. Work is proceeding well on the third annual Event to be held in April 2009. The difference between the 2009 event and the two prior events will be the Walk that will take place on April 4th in Cranford. The HCCC decided to take a proactive position regarding this Walk and has been actively engaged in planning and organizing it. The New Jersey Hygienists Association and the New Jersey Dental Society have expressed interest in the Walk. The HCCC plans to participate in this Oral Cancer Screening Event and Walk annually, in partnership with the Oral Cancer Consortium and the other participating county cancer coalitions, in an effort to lower the incidence and mortality of oral cancer in Hudson County. *(Continued on following page)*

# HUDSON COUNTY

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## *HCCC Turns its Focus to Colorectal Cancer Awareness*



For the first time, HCCC selected a colorectal cancer awareness campaign as its primary, cancer-related project this year because it is the third leading cause of cancer death. The HCCC has a fully developed and tested colorectal cancer awareness program to use in conducting this campaign. The program was developed by the UMDNJ Department of Community Medicine, and it has an impressive array of training aids including a Presenters Manual, Educational Handouts (in English and Spanish) and a professionally-prepared DVD from the American Cancer Society to use in fashioning awareness and education programs for different audiences. UMDNJ Department staff members trained Coalition Coordinator, Bill Bullock, HCCC Consultant, Joyce Adams, and several HCCC members in the use of this program.

The HCCC Coordinator and Consultant used this program in April 2007 as the basis for an HCCC version of this program that they developed and presented to about 50 Medical Assistants who were attending a professional meeting. Paul Fernandez has also used the HCCC version of this program as the basis for the Union County colorectal cancer awareness program he conducted last year. Therefore, the program is developed and tested and the presenters have been trained in how to use it. Four presentations of this program are planned between now and the end of the year and the first presentation at the Hoboken Senior Center was scheduled for March 16, 2009.

For more information on Hudson County activities, please contact Bill Bullock at Bbullock20@aol.com or 201-774-5701. Visit [www.hudsoncountycancercoalition.org](http://www.hudsoncountycancercoalition.org).

# HUNTERDON COUNTY

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## *Cervical Cancer Education Reaches Spanish-Speaking Community*

On January 20th the Hunterdon County Cancer Coalition, in partnership with the Hunterdon Regional Cancer Center and Phillips-Barber Family Health Center, held a cervical cancer prevention educational event at Fisherman's Mark in Lambertville, NJ. The presentation was given in Spanish by Dr. Elizabeth Koorie, a family health physician at Phillips-Barber Family Health Center. The program included a free dinner and distribution of "goodie" bags to all attendees including educational brochures.

A total of 11 women attended the program, of those 6 (54.5%) did not have a cervical cancer screening within the last 12 months. In addition, all 11 participants said they learned something new from the program. The majority stated they learned something new on the topic of HPV vaccine (9 of 11) and the HPV test (7 of 11). This program proved successful in targeting women who did not follow cervical cancer screening guidelines.

*(Hunterdon activities continue on following page)*



*Dr. Elizabeth Koorie provides cervical cancer education to Spanish-speaking women*

## HUNTERDON COUNTY

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### *Coalition Explores 'Reminder Systems' as Tool to Increase Colorectal Screening*

In March the Hunterdon County Cancer Coalition formed the Colorectal Cancer Prevention Workgroup to increase screening rates. Screening reduces colorectal cancer mortality, but effective screening tests remain underused.

In NJ and locally in Hunterdon County, eligible adults (aged 50 years or older) are not following colorectal cancer screening recommendations. In Hunterdon, only 65% of eligible adults have had a colonoscopy and less than 50% have ever used a blood stool test at home. Research has shown systematic reminders to patients significantly increases colorectal screening rates. The Workgroup is presently conducting a needs assessment of medical offices in Hunterdon County to see if a reminder system is in place, barriers to reminder systems, and to collect baseline screening rate data. We hope to pilot a program at a medical site with low colorectal screening rates by implementing a reminder system. We will be evaluating if screening rates increase after the reminder system is in place.

For more information, please contact Marc Katz at [mkatz@co.hunterdon.nj.us](mailto:mkatz@co.hunterdon.nj.us) or 908-237-7159. Visit [www.co.hunterdon.nj.us/health/cancer.htm](http://www.co.hunterdon.nj.us/health/cancer.htm).

## MIDDLESEX COUNTY

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### *Two Events Help MCCC Reach Special Populations*

The MCCC is pleased to offer an *'Islamic Cancer Awareness Day,'* scheduled for Saturday, April 25th, at the Muslim Center of Middlesex County (MCMC), 1000 Hoes Lane, Piscataway. Topics to be addressed include nutrition, breast cancer screening and prostate cancer screening. Dr. Chowdri from RWJUH will address the importance of prostate cancer screenings. The day will also include free skin cancer screening and blood pressure checks. Please contact Irfat Chowdri to RSVP at 732-885-0340.

Together with the *South Asian Total Health Initiative* and the United Way of Central Jersey, MCCC will provide a series of six seminars, each focusing on a different type of cancer. Topics included are breast cancer, colon cancer, cervical cancer, nutrition and cancer, prostate cancer and lung cancer. Each will address prevention and the importance of screening and early detection. These seminars will be held throughout April and May, and will be held at BAPS on Woodbridge Avenue in Edison.

### *Oral Cancer Screening Set for April*

For the first time, the Middlesex County Cancer Coalition, in partnership with Middlesex County Dental Board, is providing a free oral cancer screening on Thursday, April 23rd, 10:00 am - 3:00 pm, at the Robert Wood Johnson University Hospital (RWJUH) dental clinic. Other cancer-related education materials will also be provided, including information on breast and cervical cancer. To learn more about this event, or to register, please contact Jeandelize Hernandez at 732-745-8858.

### *Government Official Helps Provide Pubic Education*

In an effort to increase the awareness of cancer screening and detection, health-focused articles are being published in local newspapers by Middlesex County Freeholder Ronald Rios. Thus far, an article on colorectal cancer has been printed, which will be followed by articles on both colorectal and pancreatic cancer. These articles are sent to four weekly newspapers and one monthly paper throughout Middlesex County.

For more information about the MCCC, please contact Padma Arvind at [padma.arvind@co.middlesex.nj.us](mailto:padma.arvind@co.middlesex.nj.us) or 732-745-3140. Visit [www.co.middlesex.nj.us/publichealth/coalition.asp](http://www.co.middlesex.nj.us/publichealth/coalition.asp)

# MERCER COUNTY

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## ***Affordable Prostate Screenings Provided***

On September 20th, the Mercer County Cancer Coalition (MCCC) partnered with the Mercer County Brava NJCEED Program at Mercer Campus, NJ Cancer Education & Early Detection (NJCEED) to promote a FREE prostate cancer screening. The screening was held at the Family Health Center at Capital Health Systems-Mercer, and thirty-two men were screened.

## ***Two Events Highlight Breast Cancer Awareness***

“Paint the State Pink” Breast Health Education & Awareness Tea was co-sponsored with the NJCEED Brava Program, Aging & Learning Program (Komen), the Confident Women Program (Komen), and the Project Health Impact Van to screen women, to recognize survivors at the Trenton War Memorial on September 28th. Guest Speaker: Charles B. Simone. The play “Where is Shirley?” was performed and attracted more than 200 participants.

In addition, the MCCC partnered with the City of Trenton Department of Health & Human Services, Sisters Network-Mercer County, NJCEED, NJ Department of Health & Senior Services, and Epsilon Upsilon Omega Foundation (Alpha Kappa Alpha Sorority), and hosted the “9th Trenton Breast Cancer Walk” on October 4, 2008 at Cadwalader Park in Trenton. The Ellarslie Museum at Cadwalader Park opened its doors to over 150 walkers who donated, registered and participated in the walk. Capital Health System and The Breast Cancer Resource Center were among the exhibitors along with all the hosting partners. The Trenton Health Impact van was available for HIV testing, blood pressures, and mammogram referrals.

For more information, please contact Wanda Allen at wallen@trentonnj.org .

# MONMOUTH COUNTY

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## ***Primary Care Practices Targeted for Education***

A special program aimed at improving colorectal cancer screening rates is underway in Monmouth County. Through a partnership with the American Cancer Society and the New Jersey Academy of Family Physicians, the Monmouth Cancer Coalition is sponsoring a special training for physicians and other primary care providers in the county.

Despite declining mortality rates for colorectal cancer, Monmouth County remains fifth highest in New Jersey for colorectal cancer deaths. The multi-state *Dialogue for Action*, dedicated to increasing colorectal cancer screening rates, cites

the effectiveness of involving primary care physicians as advocates for colorectal cancer screening. As a result, the American Cancer Society and the New Jersey Academy of Family Physicians developed this one-hour educational program with CME credits, along with support materials for use at the practice site. Physicians who implement the program at their practices will receive additional credits. *(Continued on following page)*

*Healthcare Providers learn about increasing screening rates for colorectal cancer*

## Monmouth County

(Continued from previous page)

Thirteen physicians and nurses attended “How to Increase Colorectal Cancer Rates in Practice” on Wednesday, February 11, 2009 at the Visiting Nurse Association of Central Jersey in Red Bank. “I am pleased that primary care physicians have this opportunity to increase colorectal cancer screening rates in their practices,” said Dr. Anju Mattoo, Medical Director, Visiting Nurse Association of Central Jersey Community Health Center, Inc.

### **Free Oral Cancer Screening Will Be Available Again in April**

The second annual oral cancer screening initiative will be held in Monmouth County from April 23 through April 30, 2009. Under the sponsorship of the New Jersey Department of Health and Senior Services Office of Cancer Control and Prevention and the Visiting Nurse Association of Central Jersey as grant recipient, the Monmouth Cancer Coalition will offer free oral cancer screenings to members of the general public. The purpose is to raise awareness about risks of oral cancer and reduce mortality from the disease.

The initiative will consist of two parts: (1) free oral cancer screenings at locations throughout the county, and (2) public education focusing on risk factors associated with oral cancer. At designated sites, an oral health professional will provide a free oral cancer screening test for anyone who registers. This is a simple test that can detect lesions or other signs of oral cancer. All adults are eligible to receive the test. In addition, educational materials will be circulated via senior centers, health fairs and other events.

“New Jersey has a significantly higher risk of oral cancer than other states, and Monmouth County is higher than the average of New Jersey counties,” said Michael A. Meddis, MPH, Public Health Coordinator of the Monmouth County Health Department and Chair of the Monmouth Cancer Coalition’s Work Group on Oral Cancer. “We believe that regular health screenings can make a big difference and that education about oral cancer is the key to saving lives.”

The initiative is under the direction of Mr. Meddis and Dr. Kavon Haghighi, a member of the Governor’s Task Force on Prevention, Early Detection and Treatment of Cancer in New Jersey Workgroup on Oral and Oropharyngeal Cancer. Dr. David Lederman, Chair of the Workgroup on Oral and Oropharyngeal Cancer, and a Monmouth-County resident, is also actively involved. Screening sites will be announced in March 2009.



### **“Choose Your Cover” Returns to the Jersey Shore**

*Choose Your Cover* is a collaborative effort sponsored by the Monmouth Cancer Coalition with the support of the New Jersey Department of Health and Senior Services’ Office of Cancer Control and Prevention. The purpose is to provide skin cancer education and early detection to those who are most at risk for skin cancer: beach goers and recreational workers with high exposure to the sun.

The Monmouth Cancer Coalition will kick-off *Choose Your Cover* 2009 at its quarterly meeting on March 17, 2009. Dr. Arnold M Baskies, Chair of the Governor’s Task Force on Cancer Prevention, Early Detection and Treatment in New Jersey, will be the guest speaker. Dr. Baskies originated *Choose Your Cover* in 2008 with the Ocean County Cancer Coalition.

*Choose Your Cover* will take place on Saturday, July 25, 2009 at designated beaches along the Jersey Shore. Several sites are already signed up for Monmouth County.

For more information, please contact Pat Virga at [pvirga@newsolutionsinc.com](mailto:pvirga@newsolutionsinc.com) or 732-418-3219. Visit [www.monmouthcancercoalition.org](http://www.monmouthcancercoalition.org).

# MORRIS COUNTY

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## ***MCCC Partners with Cancer Institute of NJ to Study Decision-Making Influences***

The Morris County Cancer Coalition has worked cooperatively with the CINJ based Dean and Betty Gallo Prostate Cancer Center to formulate plans for prostate cancer education and screening services. Early this year, the Coalition agreed to participate with the Center to assist in the management of an important research project funded by the Department of Defense.

The purpose of this exploratory qualitative study, which will continue through the remainder of 2009, is to identify and understand the factors that influence men's decision regarding prostate cancer screening, diagnosis, and treatment. It will use semi-structured interviews with men in the community to:

- Identify factors that influence men's decisions regarding prostate cancer screening.
- Identify factors that influence treatment decisions in men diagnosed with prostate cancer.
- Identify facilitators and barriers to prostate cancer screening, diagnosis after an abnormal PSA test, and prostate cancer treatment.



In Morris County, New Jersey, prostate cancer is the 2nd most prevalent cancer, with the highest incidence rates among African-American men. In fact, African-American men in Morris County have the highest incidence rate of prostate cancer in the state. Cancer screening rates for minority men, specifically African-American and Hispanic men, are less than that of their white counterparts, which contributes to their higher rates of advanced disease (39% and 36%, respectively for African-American and Hispanics vs. 26% for whites). Men's knowledge regarding accuracy and benefits of prostate cancer screening, treatment effectiveness, and treatment complications is generally lacking. Due to the lack of definitive evidence showing effectiveness of prostate cancer screening in decreasing mortality, many organizations recommend informed decision making for prostate cancer screening. In addition, because of uncertainty regarding the potential benefits of treatment and the high risk of treatment-related complications, informed decision making is needed before undergoing prostate cancer treatment. This is particularly true for elderly men and men with localized cancer, for whom watchful waiting may be preferable.

Little is known, however, on what influences men's decisions and how best to assist men in making an informed decision regarding prostate cancer screening and treatment. Several research studies have been conducted on ways to improve informed decision making in men being seen in primary care practices, however, screening and treatment decisions may already be made by the time men visit their doctor. Therefore, making balanced information available to men in the community may be a more effective way to promote informed decision making and encourage and facilitate more timely and useful discussions with their physician.

Results from these interviews will help to develop strategies to assist men in making informed decisions regarding prostate cancer screening and treatment and guide the design of a future patient navigator outreach program to educate and navigate men to prostate cancer screening, diagnosis and treatment programs. The Coalition has access to \$35,000 of project funds to assist implementation of the program. An Advisory Committee has been formed with membership from the Coalition, the Morris Regional Public Health Partnership, and the American Cancer Society. Committee members will recruit and train interviewers and recruit interviewees.

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## MORRIS COUNTY

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The target population will consist of men, age 50 years and over, residing in Morris County, New Jersey. Men will be recruited in the community with the assistance of the Morris Regional Public Health Partnership (MRPHP), which consists of the Morris County Office of Health Management, 17 Health Departments from approximately 33 municipalities, and the Morris County Cancer Coalition. Members of these organizations will disseminate flyers at community sites, at health departments, through meetings, do mailings, or place ads in local publications. The activity will recruit approximately 30-60 men, aged 50 and over, with 10-20 from each of the following 3 groups:

1. Men who have not been screened for prostate cancer
2. Men who had an abnormal PSA test but normal biopsy, and
3. Men who had an abnormal PSA test and were diagnosed with prostate cancer.

Potential subjects will be contacted by the research team and asked to participate in a personal interview. Participants will also be asked to identify family members, friends, and other contacts that may have influenced their decisions regarding prostate cancer screening and treatment, and these influential persons may also be interviewed. Therefore, the total potential subjects for interviews could reach 120 persons. Subjects may also be minority race, economically or educationally disadvantaged, or non-English speaking. No other vulnerable populations will be included. An incentive of \$30 cash will be provided to participants at the end of the interview, even if the subject terminates the interview prior to completion.

The interview component of the research study will last approximately 1 year and is being conducted by UMDNJ- RWJMS Dept. of Family Medicine in Somerset, NJ. Jeanne Ferrante, MD is the Principal Investigator.

For more information *about this study*, please call 1-800-227-2345. For information about other MCCC activities, please contact Bob Schermer at [strategic.innovation@verizon.net](mailto:strategic.innovation@verizon.net) or 201-447-1706. Visit [www.morrispublichealth.org](http://www.morrispublichealth.org).

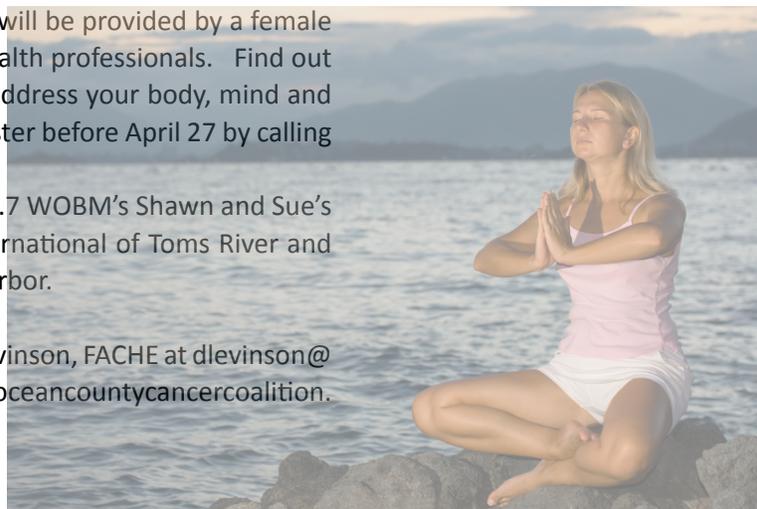
## OCEAN COUNTY

### *Breast Cancer Survivors Learn to Help Body, Mind and Spirit*

Ocean County breast cancer survivors and co-survivors will gather together for a special evening, *“Surviving the Breast Cancer Challenge”* on May 5, 2009, 5:30 PM, Quality Inn in Toms River. Information and support will be provided by a female medical oncologist, breast cancer survivors and other health professionals. Find out how you can use yoga, exercise and guided imagery to address your body, mind and spiritual needs on a daily basis. Attendees must pre-register before April 27 by calling the Ocean County Cancer Coalition at 732.557-2626.

Major funding for this program is provided by 92.7 WOBM’s Shawn and Sue’s Pretty in Pink Fund, Pilates by the Bay, Soroptomist International of Toms River and the George J. Mitchell Elementary School in Little Egg Harbor.

For more information, please contact Debra A. Levinson, FACHE at [dlevinson@newsolutionsinc.com](mailto:dlevinson@newsolutionsinc.com) or 732-286-3693. Visit [www.oceancountycancercoalition.njcoalitions.org](http://www.oceancountycancercoalition.njcoalitions.org)



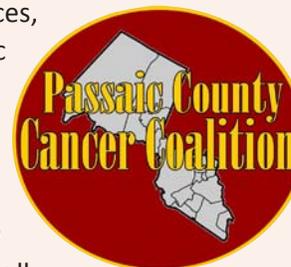
# PASSAIC COUNTY

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## ***Passaic County Cancer Coalition: Back in Full Force!***

In July of 2008, the City of Passaic, Division of Health was awarded a County Cancer Coalition grant from the New Jersey Department of Health and Senior Services, Office of Cancer Control and Prevention for the purpose of reinstating the Passaic County Cancer Coalition. Since being restored, the Coalition has been working diligently to establish itself in the community.

Comprised of local health departments, community organizations, local hospitals, cancer prevention programs, and other volunteers, the purpose of the Passaic County Cancer Coalition is to promote and implement the goals of the New Jersey Comprehensive Cancer Control Plan, to reduce the burden of cancer on all residents of Passaic County.



### ***Prostate Health an Initial Focus***

For its first major project, the Coalition partnered with St. Joseph's Rainbows of Hope NJCEED and New Lucy's Pharmacy, a local business in Passaic City, and provided prostate cancer screenings and outreach to residents of Passaic City. Held on January 31, 2009, 25 Passaic men were screened on site and an additional 12 signed up for a future screening date; NJCEED agreed to follow up with these 12 men.

The Coalition is currently in the process of planning another prostate screening event in partnership with NJCEED and the City of Clifton Health Department. This event, tentatively scheduled for June 13, 2009, will feature a Father's Day theme. Our advertising efforts will focus on encouraging family members to bring dad in for a screening.

The Passaic County Coalition also plans on participating in the Ride for Men's Health event sponsored by The Prostate Net that will culminate in a men's health fair and rally to establish a Gentlemen Check Your Engine's day in New Jersey.

The Coalition is also a participating member of the *Multi-County Oral Cancer Prevention Project*. Now in its third year of operation, the Multi-County Oral Cancer Prevention Project provides free screening and education services to participants from Bergen, Hudson, Morris, Passaic and Union Counties. The Passaic County Cancer Coalition has established working relationships with several area dentists to provide free oral cancer screenings and has recruited several sites in Passaic County to host oral cancer screening days including local health departments, community organizations and businesses.

Other Upcoming Initiatives include:

- A co-sponsored event with the Wayne Department of Health, to offer melanoma screenings at the local public pool
- A nurse's forum on prostate cancer, in partnership with William Paterson University

For more information about the Passaic County Cancer Coalition, and upcoming events, please contact Mark Mora at [markmoraches@gmail.com](mailto:markmoraches@gmail.com) or 973-365-5607. Visit [www.cityofpassaic.com/cancer](http://www.cityofpassaic.com/cancer).

# SOMERSET COUNTY

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## ***Somerset County Raises Breast Cancer Awareness....In Style!***

Somerset County Freeholder Patricia Walsh, health department liaison, joined the Somerset County Cancer Coalition and the Women's Health & Counseling Center (provider of NJCEED services) on October 2nd in kicking off the fifth annual Breast Cancer Awareness Month on the steps of the historic courthouse on Main Street.

Freeholder Walsh presented a proclamation recognizing October as National Breast Cancer Awareness Month and offered brief remarks, along with WHCC Executive Director Frances Palm and Assemblywoman Denise Coyle.

"It's important that we take charge of our health by choosing healthy lifestyles, conducting monthly self-exams, going for clinical breast exams and an annual mammogram after age 40," said Freeholder Walsh. "We're all in this together. It's important that we encourage family and friends to get tested regularly."

Participants who played the Breast-Cancer-Awareness quiz received floppy sun-safe hats and other special gifts. "Shades of Pink" ribbons were also distributed to personalize the hats.

## ***Coalition Partner Goes Smoke-Free***

The Somerset County Board of Freeholders joined the Somerset County Cancer Coalition (SCCC), Somerset Council on Alcoholism and Drug Dependency (SCADD), Somerset Medical Center (SMC) tobacco quit center and the American

Cancer Society in celebrating November as Lung Cancer Awareness Month. There was a press conference held on November 20th in conjunction with the American Cancer Society 33rd Great American Smokeout (GASO).

Freeholder Director Peter S. Palmer offered remarks along with Kenneth Bateman, SMC chief executive officer; Dr. Kathleen Toomey, oncologist at the medical center; Brenda Esler of SCADD and Lucille Y-Talbot of the SCCC.

Somerset Medical Center also joined other hospital campuses around the nation to become totally smoke free including all buildings and grounds.

"This is an extremely important initiative for the medical center and one that we believe reflects our vision of healthcare and wellness promotion for patients, visitors, employees and volunteers alike," said Kenneth Bateman, president and chief executive officer of Somerset Medical Center. "The medical center itself has been smoke-free for several years, but this will take it to a new level."

To learn more about the Somerset County Cancer Coalition, contact Lucille Y-Talbot at [YTalbot@co.somerset.nj.us](mailto:YTalbot@co.somerset.nj.us) or 908-203-6077. Visit [www.co.somerset.nj.us/Health/ccc\\_index.htm](http://www.co.somerset.nj.us/Health/ccc_index.htm).

# SUSSEX COUNTY

## *Breast Cancer Awareness Program at Newton Wal-Mart*

The Sussex County Cancer Coalition, NJCEED and Newton Wal-Mart Vision Center worked together to raise awareness for Breast Cancer. This Breast Cancer Awareness event was held on Thursday, December 18, 2008, from 10 a.m. to 2 p.m., at the Newton Wal-Mart Vision Center, in Newton, NJ. Members of the Cancer Coalition and NJCEED provided breast health education materials on self-breast examination, mammography, and information on screenings for the uninsured. Wal-Mart also provided free basic eye screenings and eyeglass wash solution to attendees. The Sussex County Cancer Coalition is most appreciative of Stacey Pierce, Vision Center Manager, and Greg Hunter, Vision Center Optician of the Wal-Mart Vision Center, who were the force behind this successful project.

Also, the Sussex County Cancer Coalition partnered with Project Self-Sufficiency/Susan G. Komen for the Cure Foundation, the New Jersey CEED program, and the Sussex County Department of Environmental and Public Health Services, to launch a month-long community outreach effort to raise awareness of the importance of early breast cancer detection this past October.

## *The SCREEN Program has Arrived in Sussex County*

Did you know that Sussex County is one of six counties in the state of New Jersey to have the highest melanoma incidence rates? One cause of this type of skin cancer results from exposure to the sun's harmful Ultraviolet (UV) rays. The Sussex County Department of Environmental and Public Health Services is pleased to announce that the SCREEN (Skin Cancer Reduction – Early Education Network) program has arrived in the County to promote the importance of practicing sun safety behaviors. This program was made possible by the efforts of the Sussex County Cancer Coalition, a partnership formulated by a state grant awarded to the Department of Environmental and Public Health Services, in conjunction with the Hunterdon County Cancer Coalition.

The goal of the SCREEN program is to increase awareness about sun safety and to help form sun safe behaviors that will last a lifetime. The target audience is 3rd through 5th grade children and focuses on outdoor areas where these children spend time during the summer. SCREEN uses what is called "Train the Trainer" model to distribute the information, teaching staff such as lifeguards and camp counselors how to use the program through demonstration and role modeling.

The implementation began at two sites in 2008, the Newton Pool, in the town of Newton, and Camp Sacajewea, in Sparta. This spring the program will expand to include White Beach, also in Sparta. Ultraviolet Index Signs (UVI) and sun safe messages were posted for the children to check each day. Those who could state the sun safe message when prompted were given ultraviolet alert bracelets that changed color with exposure and sun safe tattoos. The idea was used to reinforce the connection between UVI and the need to apply sunscreen. The camp counselors and lifeguards at these sites did an outstanding job in demonstrating the use of sun safe behaviors, like using sunscreen, wearing hats, shirts, and sunglasses when appropriate. Three schools are working through the Sussex County Cancer Coalition, and possibly 2 additional schools, to bring the school version of the SCREEN program to their students this spring.

For more information, please contact Helen Homeijer at [HHomeijer@sussex.nj.us](mailto:HHomeijer@sussex.nj.us) or 973-579-0370. Visit [www.sussexagainstanccancer.org](http://www.sussexagainstanccancer.org).



# UNION COUNTY

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## *UCCC Expands Development of Public Service Ads*

Prostate Cancer Awareness PSA: The UCCC is developing a professional, made-for-television-broadcasting, PSA emphasizing prostate cancer awareness as its main cancer-related project this year. In developing this PSA, the UCCC will utilize its highly successful breast cancer awareness PSA as a template. The breast cancer PSA was developed two years ago and, since then, it has been broadcast extensively on local access television channels and on closed circuit television systems at municipal buildings. The UCCC breast cancer PSA is also available on the UCCC website and YouTube. The UCCC is pleased to report that, as of the end of January 2009, 369 clicks have been recorded on its Website since it came on line on July 10, 2008 and 115 downloads of the UCCC breast cancer PSA have been made from Youtube. In addition, someone from Comcast saw the UCCC breast cancer PSA as it was being broadcast on a local access television channel, and this viewing led to two interviews that Paul Fernandez did last year on Comcast's CN8 Newsmakers Program as well as last spring's CN8 interview of Dr. Ephros, in which he promoted the 2008 multi-county, oral cancer screening event.

Therefore, there is considerable evidence that the format in which the UCCC Prostate PSA is being created and the media that will be used to broadcast it -- local access television, the website, Youtube and close circuit television systems at municipal buildings -- will raise a considerable awareness of this most frequently diagnosed, site -specific cancer in men. Regarding the actual preparation of the PSA, Union Township AV Department is making the PSA free of charge. The UCCC has contacted Overlook Hospital and arranged for their representative and its facility to be featured in the healthcare component of the PSA. New Jersey Assemblyman Joseph Cryan has also agreed to be a featured speaker in the ad. The Prostate PSA is currently being taped, and will be ready for an April television broadcast.

## *'Miles for Smiles' Highlights Oral Cancer*

Oral Cancer Screening Event and Walk: Work is well underway on the third annual Oral Cancer Awareness and Screening Event to be held in April 2009. The UCCC has participated in this event for the past two years in partnership with the Oral Cancer Consortium and three other northern New Jersey County Cancer Coalitions, Morris, Bergen and Hudson. The UCCC is pleased to report that a combined total of ninety-eight people were screened for oral cancer free of charge in the first two UCCC sponsored events held in Union County in April of 2007 and 2008. Of note in the 2009 event is the 'Miles For Smiles' fund raising Walk that will take place on April 4th in Union County at Nomahegan Park in Cranford. Mr. Fernandez and Mr. Bullock, the UCCC Co-Coordinator, have attended several meetings of the northern New Jersey Oral Cancer Work Group and have engaged in their own efforts to plan and organize this Walk.

This major event should raise a considerable amount awareness of oral cancer and other cancers, as well as create positive publicity for the UCCC and its mission. The UCCC looks forward to continuing collaboration on this event as a means to help raise awareness of oral cancer and reduce its burden in Union County.

For more information, please contact Bill Bullock at [Bbullock20@aol.com](mailto:Bbullock20@aol.com) or 201-774-5701. Visit [www.uniontownship.com/web/index.html](http://www.uniontownship.com/web/index.html).

# WARREN COUNTY

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## ***“Share and Learn in Your Neighborhood: A Night Out for Good Food and a Bi-lingual Conversation about Colon Health”***

A bi-lingual colorectal cancer awareness event was held on March 16, 2009 in recognition of Colorectal Cancer Awareness Month. The event was held at St. Philip and St. James Church in Phillipsburg, NJ. The guest speaker for the evening was Dr. Ana Gomes, a bi-lingual family practice physician. The program was attended by 40 active participants who learned about colorectal cancer, clinical trials, nutrition, and the NJCEED program.

Each individual received a complimentary meal, incentives, and educational materials in both English and Spanish. Another similar event is planned for the spring. The participants were very interested in the topics, and had lots of great questions. Pre and Post test scores showed a statistically significant improvement on their knowledge of nutrition and colorectal cancer.

This project was funded in part by The Novartis Outreach and Education Project of The Cancer Institute of New Jersey. The program was a joint effort of several member organizations of the Warren County Cancer Coalition including: NORWESCAP, Inc., The Warren County Health Department, Rutgers Cooperative Extension of Warren County, Hackettstown Regional Medical Center, Warren Hospital, and East Stroudsburg University.



*Tickle Us Pink - Celebrating Health and Wellness - June 12, 2008*

Watch for details about these upcoming activities:

- \* Spring time breast cancer awareness event, which will include a variety of health and wellness-focused vendors. Each participant will receive a nutritious meal, breast cancer awareness education and resources, giveaways, and an evening out with friends!

- \* Prostate cancer awareness for men, through a partnership outreach effort with local restaurants

For more information, please contact Sarah Engler or James Stephenson at NORWESCAP at [prices@norwescap.org](mailto:prices@norwescap.org) or [stephensonj@norwescap.org](mailto:stephensonj@norwescap.org) or 908-387-9888. Visit [www.warrencancereducation.com](http://www.warrencancereducation.com).

*Why does the  
Office of Cancer  
Control and  
Prevention  
choose the  
Starfish as part  
of its logo?*

*There was a young man walking down a deserted beach just before dawn. In the distance he saw a frail old man. As he approached the old man, he saw him picking up stranded starfish and throwing them back into the sea. The young man gazed in wonder as the old man again and again threw the small starfish from the sand to the water. He asked, "Old man, why do you spend so much energy doing what seems to be a waste of time." The old man explained that the stranded starfish would die if left in the morning sun. "But there must be thousands of beaches and millions of starfish!" exclaimed the young man. "How can you make any difference?" The old man looked at the small starfish in his hand and as he threw it to the safety of the sea, he said, "It makes a difference to this one!"*  
-Author Unknown

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We welcome reader comments and submissions of OCCCP-related articles and photographs.

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