



# NJ Comprehensive Cancer Control IMPACT Statewide Implementation Activities



Volume 7, Issue 3 Summer 2011

## ONE FORCE TO MAKE A DIFFERENCE



Under the auspices of the Ovarian Cancer Subcommittee of the Governor's Task Force on Cancer Prevention in New Jersey, an ovarian cancer collaborative of fifteen non-profit organizations sharing a similar mission, is sponsoring the second annual *One Force to Make a Difference Symposium* on Saturday, June 18th in Princeton, NJ. The health forum will discuss the latest developments in ovarian cancer research, diagnosis and treatment from the perspective of both patients and caregivers.



Healthcare professionals from area hospitals and research centers in Camden, New Brunswick, Trenton, and Philadelphia will share their latest research and treatment practices. Topics to be discussed include immunology, genetic testing, the future of ovarian cancer research, patient advocacy, as well as other relevant issues in gynecological cancer care.

In addition to the medical professionals, representatives from three national organizations, the National Ovarian Cancer Coalition (NOCC), the Ovarian Cancer Research Fund (OCRF) and the Ovarian Cancer National Alliance (OCNA), will speak about their missions and objectives. The Symposium is officially approved for five CME credit hours.



Panelists include: Drs. Denise Connolly, Assistant Professor, Fox Chase Cancer Center; George Coukos, Celso Ramon Garcia Professor in Obstetrics and Gynecology and Director of the Ovarian Cancer Research Center at Penn Medicine; Carolyn Gaukler, Capital Health; Tamara Minko, Professor and Chair of the Department of Pharmaceutics, Rutgers University; David Warshal, Head, Division of Oncology, Cooper Cancer Institute, Camden.

The Symposium has no admission fee and is open to the public. The hours are 8:30 am to 3:00 pm with breakfast and lunch included. The event will be held at Educational Testing Service (ETS), on Rosedale Road, Princeton, NJ.

The event is sponsored by: The Cancer Institute of New Jersey, New Brunswick, NJ; Capital Health of Trenton, NJ; Cooper Cancer Institute, Camden, NJ; Educational Testing Service, Princeton, NJ; Fox Chase Cancer Center, Philadelphia; the Ovarian Cancer Research Center at Penn Medicine, Philadelphia; and the Teal Tea Foundation.

For more information on the Symposium or for sponsorship opportunities, please contact Jean Shipos at 609-683-2785 or 215-295-4315. (Vendor tables are available for \$25 with advance reservations required).



Working together to reduce the burden of cancer in New Jersey

## MESSAGE FROM THE CHAIR

I believe we can finally say with certainty that spring is upon us! Which means that in addition to the ongoing programs and services provided, the Coalitions are actively planning for the 2011 'Choose Your Cover' skin cancer screening events. Over the past few years, this innovative early detection and education effort has grown significantly, beginning in 2008 on three New Jersey beaches, to 2010 seeing almost every county in the state taking part in some way. We are most proud of this nationally-recognized initiative, and look forward to an even more successful effort this June!

As many of you have heard already, Peg Knight, the Director of the Office of Cancer Control and Prevention, is retiring. Over the 11 years that Peg has held this position, New Jersey has gone from a state with no organized cancer control plan, to becoming the envy of the entire country when it comes to cancer screening and cancer control. Under Peg's leadership, we have created and implemented two versions of the Comprehensive Cancer Control Plan, which serves every county in New Jersey. Peg has used all of her organizational and management skills, personal connections and ingenuity to work productively with virtually every major cancer-related group in the state. Without her, it is safe to say, the Governor's Task Force on Cancer Prevention, Early Detection and Treatment would have not been able to complete its scope of work.

I could go on for many paragraphs extolling Peg's virtues, her leadership skills and warm personality, but Peg exemplifies an intangible something that is the hallmark of every successful leader. Vision. She was able to identify the impediments we would confront immediately and made it possible all along the way for the organization to meet its goals. She knew where we had to go, and she got us there. Peg will be successful in the next phases of her career and life, and to Peg and her lovely husband, Rich, and their wonderful children and grandchildren, we wish you good health and strength. You have made New Jersey a healthier place to live. How many other people can make that claim? It has been nothing but a pleasure to work with you. We will miss you. New Jersey owes you a debt of gratitude that it will never be able to repay.

Arnold M. Baskies, MD, FACS

Chair of the Governor's Task Force on Cancer Prevention

### What's Inside:

Message from the Chair.....	2
Atlantic Coalition Manages	
Two New Grants .....	3
Bergen Highlights Prevention.....	4
Cumberland Participates in	
Day of Dance .....	6
Essex Educates about	
Cancer Clusters .....	7
Hudson Plans for	
Oral Cancer Screenings.....	8
Passaic to Educate About	
Cervical Cancer.....	9
Ocean Highlights	
Colorectal Cancer.....	9
Somerset Joins 'Screen for Life'	
Campaign.....	10
Sussex Focuses on Women.....	11
Warren Reaches Latino	
Community for Breast Cancer.....	12
Union's PSAs Reach	
Wider Audience .....	12

## SAVE the DATE

Choose Your Cover 2011

Once again, the highly successful **Choose Your Cover** initiative will bring free skin cancer screenings, complimentary sunscreen, and a wealth of vital skin safety information, involving cancer detection, prevention and sun smart precautions directly to the at-risk population of people who spend extended time in the sun – at the beach, ball park and other outdoor venues.

A collaboration of physicians, advanced practice nurses, hospitals, health departments, community organizations, municipalities, lifeguards, corporations and volunteers will again join together to fight melanoma and other skin cancers, and reduce the risk of skin cancer in the Garden State.

This year, screenings will be held up to one month earlier than in previous years, with most (but



### Choose Your Cover, continued

not all) sites scheduled for June 25<sup>th</sup>, 10 AM to 2 PM.

Site details are being finalized daily, so check the website often for current information! Thus far, plans are underway for Ocean County, at Brick Beach III, Ortley Beach and Ship Bottom; Monmouth County in Asbury Park, Sea Bright and others pending; Burlington County at the Burlington County Community Agricultural Center (Farmers' Market) in Moorestown; Mercer County Park at the *Run for Dad* on June 19th; Riversharks Ballpark (July); Cape May County (July) at Beach Patrol Headquarters; Sussex County, at the Newton Pool at Memory Park. Several additional sites are being added. Check out [www.chooseyourcover.org](http://www.chooseyourcover.org) for current listings!



Ocean County volunteers from the 2010 'Choose Your Cover' were ready for the 200+ beachgoers that participated in the screenings

### Atlantic Coalition Selected to Manages Two New Grants

The Atlantic County Healthy Living Coalition (ACHLC) is pleased to announce a new and exciting initiative that has the Coalition reaching even more deeply into the community. The Atlantic County Division of Public Health and the ACHLC have received two grants totaling \$20,000. The first grant is through the Robert Wood Johnson Foundation, under New Jersey Partnership for Healthy Kids effort through Shaping New Jersey. The second grant is through the Atlantic County Community Health Improvement Plan (CHIP) initiative.

Because each of the initiatives required partnerships, the ACHLC was quickly identified as the ideal implementer. The Healthy Lifestyle Committee, which is a joint effort of the ACHLC and the Atlantic County MAPP project, will be the organizing group. New members were recently recruited for the project and still more are being sought. The committee members represent

various community organizations, including the Atlantic County Division of Public Health, Atlantic County Parks and Recreation, Rutgers Cooperative Extension, ACHLC, AtlantiCare and Shore Memorial Hospital.

The grants focus on improving health and reducing obesity in Atlantic County, and have two core objectives. The first objective is to increase physical activity. To help achieve this objective, the group will provide a facility for the community to be able to exercise free of charge. This will be achieved by building an outdoor gymnasium, centrally located at the Lake Lenape Park in Mays Landing. This specially treated gymnasium equipment will be very similar to indoor equipment, except, it is built for the outdoors. There will also be a rock/boulder climbing area for children nearby. What a great way for the whole family to be active together!

The second core objective

## DID YOU KNOW?

Horizon Blue Cross Blue Shield of New Jersey launched a monthly Colorectal Cancer Screening Birthday Card mailing initiative to its noncompliant members in the commercial market, encouraging them to make an appointment to visit their physicians and schedule their colorectal cancer screening. This birthday card initiative began in July 2010 and will end in August 2011.

In addition, in an effort to increase physician engagement and promote physician-patient dialogue about the importance of colorectal cancer screening, Horizon BCBSNJ also mailed a 'Frequently Asked Questions' brochure to all participating physicians which provides answers to common questions patients may have about colorectal cancer screening. Physicians were also given the opportunity to order additional copies of the brochure to place in their offices for patient review and discussion.

Horizon BCBSNJ is committed to Making Healthcare Work for our members and the health care professionals that support our network.

### Atlantic Continued

of these grants is to improve nutrition. Efforts to address this will foster access to affordable, locally-grown produce for the community. A community garden project will be developed at Estell Manor Park in Mays Landing, where there will be 16 raised beds for community organizations to plant vegetables. The groups may use the harvest to fundraise by selling the produce or they may donate them to the local food pantry. A variety of educational workshops on how to plant, care, and harvest the garden will be available, and all necessary items will be provided to build the raised-beds, so there will be no cost to the participating groups.

Once harvesting begins,

there will be several farmers markets at Lake Lenape Park, where the organizations can sell their produce.

In addition, local area

ground running with this project, and building has already begun. Watch future newsletters for updates and pictures, with a new website for the effort coming soon!



farms will also be invited to participate at the markets. A harvest festival will be held to celebrate the project and kickoff the outdoor gymnasium.

The committee has really rolled up their sleeves and hit the

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).

### Bergen Highlights Messages of Prevention

On Saturday, February 12<sup>th</sup>, the Bergen County Cancer Coalition, in partnership with The Prostate Net and the Harley-Davidson/BMW motorcycle dealership in Rochelle Park, conducted a health awareness day for men and women titled, **Ladies & Gentlemen: Check Your Engines**.

The message was that men and women should

encourage each other to 'check their engines' and be screened for prostate and breast cancer, respectively. This initiative was expanded to include women from the original ,for men only **Gentlemen Check Your**

**Engines™** piloted by The Prostate Net in February, 2008. The three previous initiatives were based on the premise that men pay more attention to their motorcycles, cars, and other interests than they do to their personal health. Health fairs were provided for men who don't normally attend such events in their communities or local hospitals.

This year, the initiative was modified in response to previous program observations that women visited the dealership because they were either bikers themselves or they attended with their spouse and/or partner. The inclusion of women would provide them with valuable health information, reinforce their responsibilities to their own personal health, encourage them to 'check their engines,' and also serve as a positive support system to their spouse or partner. The event's objective was to afford women and men the same opportunity to interact with doctors, health professionals, volunteers from local hospitals and organizations, and motivate them to participate in cancer screenings.

The following organizations participated



Al Ferrara, Jr., BCCC Coordinator, (right) meets Alan Bodner, prostate cancer survivor, at Ladies & Gentlemen Check Your Engines, Harley-Davidson/BMW, Rochelle Park

with cancer-related information table displays and personnel: [The Prostate Net](#) representing the NJ Barbershop Initiative, [Hackensack University Medical Center](#), [Holy Name Medical Center](#), [US Too Prostate Cancer Education and Support](#) and the [Coalition](#). The [North Hudson Community Action Corporation](#) provided an information table and a mobile health van to conduct oral cancer, blood pressure, blood glucose and cholesterol screenings. In addition, [Harley Davidson/BMW](#) reached out to the [Bergen Community Blood Center](#), which provided two mobile vans for a blood drive. Information was available on prostate health, breast cancer, tobacco control, oral cancer, skin cancer, diabetes and weight control. Approximately sixty men and women participated in the event and fifteen individuals were screened for oral cancer, with no referrals.

What made the event special and gratifying was the appearance of Alan Bodner, a 64-year-old avid biker and frequent visitor to the Harley-Davidson/BMW dealership, who was the success story of last year's 'Gentlemen Check

*Your Engines™*.' This particular gentleman had never heard of a PSA test until interacting with a doctor from Hackensack University Medical Center, who informed him that one in five men get prostate cancer.

*Alan Bodner, prostate cancer survivor, explaining a conversation with his doctor regarding course of treatment. "Radical prostate surgery would be the best option for you and your recovery would be very good," said Bodner's doctor. "But there is a downside to surgery—you won't be able to have more children!" Bodner replied, "Having children at the age of 63 is not high on my list, but life is!"*

That motivated the gentlemen to schedule an appointment with his doctor. After two 6.4 PSA readings, he was referred to a urologist who recommended a prostate biopsy and found 3 "hot spots" positive for cancer. After a radical prostatectomy and recovery, the gentleman was able to fulfill his dream of traveling by motorcycle from his Elmwood Park home to the Sturgis Motorcycle Rally in South Dakota!

At this year's event, this prostate cancer survivor conducted interviews on local cable news, and for The Record, Bergen County's

largest daily newspaper,

and the media department of Hackensack University Medical Center, conveying his appreciation to the urologist who motivated him to get a PSA test, the urologist that performed the successful surgery and the availability of this health awareness day that encouraged him to "check his engine."

On Saturday, February 26<sup>th</sup>, the gymnasium at St. Anthony's Parochial School,

Northvale was adorned in pink ribbons, pink decorations and filled with attendees wearing pink. The home of the Friars basketball league was in pink not because it is their team color (it is actually maroon) but more importantly in recognition of breast cancer awareness.

The initiative in which the players, coaches and adult volunteers actively participated is appropriately named, '**Friars Fade to Pink for Breast Cancer Awareness.**' The initiative was developed and supported by parents of the league players. However, the players took ownership and were instrumental in conducting activities that scored key points on the importance of breast cancer awareness.

The Bergen County Cancer Coalition, in conjunction with the Bergen County Department of Health Services' Office of Health Promotion, participated in the event with the provision of an education wheel, informative table display containing breast cancer and cancer-related literature,

[Continued, following page](#)



Bergen, continued from prior page

and giveaways for participants. The Coalition was represented by a member who not only has her own children playing in the league, but was responsible for developing and supporting the initiative.

Players, coaches and adult volunteers encouraged all players and spectators to spin the educational prize wheel, containing 12 questions such as, 'How often should a woman have a mammogram?'; 'Name some of the warning signs of breast cancer'; or 'Can men get breast cancer?' The prize wheel questions also addressed the use of tobacco and alcohol, and

nutrition and physical activity. As an evaluation tool, participants answered a five-question cancer education quiz and were invited to select educational materials. A total of 217 quizzes were completed and checked for accuracy before the completed quiz was entered into a prize raffle box. Participants actively engaged in conversation about the questions on the quiz and the lesson learned. A total of 260 youth and adults participated in the initiative.

In addition to achieving its objective of providing cancer education and awareness, an

additional component of the initiative was fundraising. A bake sale featuring pink colored treats and a coin toss was held, with proceeds donated directly to local cancer treatment programs. A total of \$517.00 was collected.

There were no losers in the gymnasium that day and 'Friars Fade to Pink for Breast Cancer Awareness' was a winning initiative!

For more information about Bergen County Cancer Coalition activities, please contact Albert J. Ferrara, Jr. at [aferrara@co.bergen.nj.us](mailto:aferrara@co.bergen.nj.us) or 201-634-2707. Visit [www.bergenhealth.org](http://www.bergenhealth.org).

### *Cumberland Participates in a Day of Dance*

It is well-documented that lack of moderate physical activity often leads to people being overweight and, in some cases, obese. Further, the NJ Cancer Control Plan devotes a chapter to nutrition and physical activity, citing the cancer preventive benefits of healthy eating and an active lifestyle. Communities are encouraged to promote access to and awareness of activities that will get people moving.

In recognition of this, four members of the Cumberland County Cancer Coalition participated in a 'National Day of Dance' activity at Cumberland County College on February 26th, where over 200 participants (mostly women) took part in observing and learning several popular dance steps.

The benefits of exercise were stressed throughout the day, especially in reference to prevention of heart disease and cancer. In fact, one of the activities at Day of Dance was 'Zumba', the

fun, upbeat Latin dancing exercise offered at several gyms in the area. During this activity, one woman told of a significant reduction in her triglycerides and cholesterol levels after doing Zumba a few times a week for 6 months. The 25 pound weight loss she experienced also helps reduce her chance of getting some cancers as well.



Women join in the fun, learning new dance steps, building muscles and losing fat

Outreach Coordinator Christine Gregory represented the Cumberland County NJCEED program, and breast cancer awareness and education information was provided at another table. Women were encouraged to think of fun ways to incorporate exercise into their week and the various dance troupes were great role models for how much fun music and dancing can be.

For more information about Cumberland County activities, please contact Melanie Pirollo at [pirollom@sjhs.com](mailto:pirollom@sjhs.com) or (856) 641-8675. Visit [www.sjhealthcare.net](http://www.sjhealthcare.net).

## Essex Coalition Educates on Cancer Clusters

The Essex County Cancer Coalition (ECCC) held a quarterly meeting on March 10, 2011 at the UMDNJ University Hospital Cancer Center in Newark. A presentation was given by Daniel Wartenberg PhD, Professor and Chief of Environmental Epidemiology at the Department of Environmental



Daniel Wartenberg, PhD, giving his presentation: "Investigating Cancer Clusters: New Guidelines and Innovative Approaches" at the ECCC quarterly meeting

and Occupational Medicine at UMDNJ's Robert Wood Johnson Medical School. Dr. Wartenberg spoke on "Investigating Cancer Clusters: New Guidelines and Innovative Approaches." The lecture was co-sponsored by the New Jersey Public Health Training Center. His presentation addressed what cancer clusters are, how they are studied, why they should be studied, and what new methods are being used to better understand them. Coalition members and other guests, including local health officers and UMDNJ faculty, were

quite engaged, and entered very positive evaluation comments. A PDF document of the presentation has been posted in the 'Presentations' section of the ECCC website.

On March 4th ECCC co-coordinator Daniel Rosenblum, PhD, gave an invited talk on the value of colorectal cancer screening, at a Community Wellness Fair at New Hope Village in Newark, sponsored by Jehovah Jireh Outreach, Inc., with about 30 people in attendance among the 125 who attended the fair over the course of the day. Dr. Rosenblum's presentation also described the ECCC and comprehensive cancer control. It was warmly received and followed by an enthusiastic question and answer session. The ECCC also had a literature and outreach table at the fair staffed by Aamina S. Ahmed, who is an ECCC member and UMDNJ School of Public Health student working part-time for Dr. Weiss. Those organizing the event expressed an interest in exploring further collaborations on health.

The ECCC Leadership Council and membership each unanimously approved the Advocacy Sub-committee Description at meetings held March 3rd and 10th, respectively. Sister Maggie Lopez, who coordinates all American Cancer Society grassroots advocacy activities in NJ, informed ECCC that she would like to use the Advocacy Sub-committee statement with other County Cancer Coalitions who are starting to get their members engaged in advocacy issues.

The ECCC released a major revision of its "Cancer Burden in Essex County" brochure in February. This included updated incidence and mortality statistics from the NJ Cancer Registry as well as estimates of cancer prevalence by cancer site for Essex County newly updated by the ECCC leadership team. The ECCC introductory brochure was also updated to incorporate the revised mission and goal statement approved by the Leadership Council in December 2010. Both brochures are available on the ECCC website. To better meet the needs of Essex County's diverse population, the brochures will be translated into Spanish, Portuguese and Haitian Creole through the Cancer Institute of New Jersey's free translation program.

UMDNJ's ECCC, the Northern NJ Prostate Cancer Initiative and the NJCEED S.A.V.E. program collaborated to host an exhibit table at Essex County's 5th Annual Homeless Connect Day on January 27th. In reference to UMDNJ's participation, Essex County Executive Joseph N. DiVincenzo noted, "*Your presence made our event a success and helped us provide a valuable 'one-stop' experience for all those who attended.*"

For more information on ECCC activities, please visit [www.umdj.edu/esscaweb](http://www.umdj.edu/esscaweb), call 973-972-4623, or contact David Landry at [landrydj@umdj.edu](mailto:landrydj@umdj.edu), Dr. Daniel Rosenblum at [rosenbdrm@umdj.edu](mailto:rosenbdrm@umdj.edu), or Dr. Stanley H. Weiss at [weiss@umdj.edu](mailto:weiss@umdj.edu).

## Hudson Plans for Annual Oral Cancer Screenings

In April and May of 2011, the HCCC will be participating in its fifth, Free Oral Cancer Screening Event in partnership with Dr. Ephros and St. Joseph's Medical Center, The Oral Cancer Consortium, and five other northern New Jersey County Cancer Coalitions. The HCCC participates in this event annually because data shows the county's adult male population bears a much heavier burden from this disease than does the New Jersey male population.

The HCCC completed its fourth Free Oral Cancer Screening Event in the spring and summer of 2010, and the results were outstanding. Two hundred and seventy five people received free oral cancer screenings at eight events held throughout the county.

The program has grown each year since its inauguration in 2007, and the number of people screened tripled in the one-year period from 2009 to 2010. The HCCC thanks everyone for making this project a success, most especially the participating dental providers, Dr. Ephros, [St. Joseph's Medical Center](#), [Community Action Corporation of North Hudson](#), [Horizon Health Center's Dental Program](#) and [Hoboken University Medical Center](#).

Hudson County also has the highest percentages in New Jersey of late stage breast cancer diagnoses in two demographic groups, elderly women and African American women. [Susan G. Komen of Northern New Jersey](#) took the initiative regarding this problem and used its considerable influence to form the Hudson County Community Roundtable on Breast Cancer. The Roundtable's kickoff meeting took place in July 2010, and since then meetings have been held in October, January and March. Mariann Moore, the Executive Director of [Hudson Perinatal Consortium](#), and Bill Bullock, the HCCC Coordinator, co-chaired the meetings.

Representatives of Komen, the county's NJCEED Program, three of the county's hospitals, several community action organizations, and the county's three Federally Quality Health Centers (FQHCs) attended the meetings. The attendees agreed to organize a breast cancer screening outreach and education campaign directed at the county's elderly and African American women, based on the following theme: Be there for their birthdays, graduations and weddings - get a mammogram.

The focus areas for this new campaign will be two areas in Jersey City, Greenville and Bergen Lafayette, because many elderly and African

American women reside there. Work is currently underway to determine the best way to communicate the "Get a Mammogram" message to the targeted populations living in these two areas. There is a possibility of some funding from the county to assist with the "messaging" part of the project.

Moreover, many women in the targeted demographic groups and geographic areas are likely to be over 65 years of age and eligible for Medicare. In this regard, one provision of the new national health reform law that became effective January 1st may help. Medicare eligible individuals can no longer be charged co-pays or deductibles for preventive services, such as annual wellness exams and mammograms. The removal of this financial barrier that in the past, has prevented at least some women from seeking breast cancer screening services, is viewed as a major step forward and a potential boon to the Roundtable's outreach and education program. Therefore, this new Medicare benefit for senior women will be highlighted in the Program's messaging.

For more information on Hudson County activities, please contact Bill Bullock at [Bbullock20@aol.com](mailto:Bbullock20@aol.com) or 201-523-0578. Visit [www.hudsoncountycancercoalition.org](http://www.hudsoncountycancercoalition.org).



## Colorectal Cancer Highlighted in Ocean County

Several Ocean County Cancer Coalition provider members focused on healthy living and National Colorectal Cancer Awareness Month. Colorectal cancer is a term used to refer to cancer that starts in the colon or rectum. In most cases, colorectal cancers develop slowly over a period of several years. It is known that most of these cancers begin as a polyp, or a growth of tissue in the colon or rectum. A type of polyp known as an adenoma can become cancerous but removing the polyp may prevent colorectal cancer.

Colorectal cancer is the fourth most common cancer for both men and women in Ocean County. Thanks to early detection and advanced treatment options, the death rate for colorectal cancer has gone down.

Recently, a team of nurses, dietitians and physicians from Kimball Medical Center joined forces to educate Lakewood area residents about healthy living to prevent colorectal cancer and how early detection can save lives. Experts from Ocean Medical Center in Brick explored the importance of recognizing symptoms, early screening, genetic considerations

and the latest developments in treatment and surgery.

Few Americans know that regular screening tests can detect the disease in its most treatable stages. To create awareness about colorectal cancer and encourage disease prevention through regular screening and healthy living, Community Medical Center health care professionals presented information about risk factors, prevention strategies, the importance of early detection, treatment options and nutritional considerations pertaining to colorectal cancer at a health fair in Toms River (see photo to right). Former heavyweight boxer “Gentleman” Gerry Cooney also attended the Colorectal Cancer Awareness Fair to sign autographs and help in the fight to “Knock Out Colon Cancer.” Interested participants received a free Quick iFOB (immunochemical Fecal Occult Blood) kit.

It is important that people practice a healthy lifestyle and go for regular screenings to detect colorectal cancer so it can be treated as early as possible. Men in the Manahawkin area took advantage of free health screenings, physician-sponsored lectures and a host of interactive



educational displays at Men’s Health Night held at Southern Ocean Medical Center. The health screenings included blood pressure, bone densitometry, colon-rectal, pulmonary function, blood sugar, foot and skin cancer.

The Coalition has two big events on the horizon. On May 2nd, it will again host ‘*Surviving the Breast Cancer Challenge – Body Mind and Spirit.*’ This free dinner program, to be held in Toms River, is specifically for breast cancer survivors and co-survivors. Topics will include homeopathy, Laughter, Zen meditation. On June 25th, *Choose Your Cover* will offer free skin cancer screenings at the beach - Brick Beach III, Ortleigh Beach and Ship Bottom.

For more information, please contact Debra A. Levinson, FACHE at [dlevinson@newsolutionsinc.com](mailto:dlevinson@newsolutionsinc.com) or 732-418-3232.

## Passaic Coalition Partners to Educate About Cervical Cancer

During the months of January and February the Passaic County Cancer Coalition and St. Joseph’s Hospital ‘Rainbows of Hope’ program participated in two health clinics. These were sponsored by the Promise Development Center of Prospect Park and the City Of Passaic. The Coalition and its partner developed a new presentation for Cervical Cancer Awareness Month. In this free bi-lingual seminar, participants learned about cervical cancer, the female reproductive system, risk factors, prevention methods, such as safe sex practices and vaccination against Human Papillomavirus (HPV), and the importance of early detection.

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Passaic, continued from prior page



During the session, one woman spoke of having a friend pass away due to cervical cancer, having had no symptoms and no pain. This is why she so strongly believes women must be informed and get tested. Her motto: “Don’t leave for tomorrow, the things that you can do today.”

At the end of the program participants were given teal colored ribbons to write a message to women and encourage them to get tested early.

For more information about the Passaic County Cancer Coalition, please contact Araceli Pintle at [AraceliLopezBS@gmail.com](mailto:AraceliLopezBS@gmail.com) or 973-365-5607. Visit [www.cityofpassaic.com/cancer](http://www.cityofpassaic.com/cancer).

### Somerset Joins CDC ‘Screen for Life’ Campaign

This March, the Somerset County Board of Chosen Freeholders, the Somerset County Cancer Coalition (SCCC), and its partners joined in the Centers for Disease Control ‘Screen for Life: National Colorectal Cancer Action Campaign.’ The goal of the campaign is to increase awareness of the disease that affects both men and women, and is the leading cancer-related killer in the United States. The Coalition encouraged awareness through a number of initiatives, including a variety of outreach activities to increase colon cancer screenings for county residents. In addition, Coalition members are promoting a program for community groups and organizations, which highlights dietary guidelines and physical activity as essential tools to prevent cancer.

A display with information on *Screen for Life* was in the County Administration building for several weeks with resources and referral information. Information was also distributed at the Somerset Medical Center program on ‘*Advances in Cancer Detection*’ on March 14<sup>th</sup>.

Also in March, in partnership with the [Women’s Health & Counseling Center \(WHCC\)](#), education was provided to clients of the Somerville Food Pantry and Franklin Township Food Bank regarding colorectal cancer. Clients received reusable shopping bags and apples to help promote colorectal cancer awareness. WHCC emphasized several key messages, including ‘colorectal cancer is

preventable, treatable and beatable’; ‘eating a diet high in fiber contributes to a healthy colon’; and ‘scheduling a colonoscopy at age 50 reduces your chances of developing colorectal cancer.’

On April 26<sup>th</sup>, Coalition partner [Memorial Sloan-Kettering Cancer Center](#), in Basking Ridge, hosted a free session ‘Mammography Screening and Beyond: Can anyone make sense of it for me?’ On the 27<sup>th</sup>, another partner, [The Wellness](#)

[Community of Central New Jersey](#), hosted ‘*Embrace Hope*,’ a lunch reception with author Ilene Beckerman, who offered poignant, inspiring and humorous reflections on life to attendees.

The Coalition will kick off May with a press conference and educational forum on the courthouse steps in Somerville on May 5<sup>th</sup>, proclaiming May as National Skin Cancer Awareness Month. In addition, plans are now underway to conduct the

second annual Choose Your Cover statewide skin cancer screening in June, at the Warrenbrooke Pool in Warren. To help further increase skin cancer awareness efforts, both Somerset Medical Center will conduct free skin cancer screenings on May 24<sup>th</sup> and Memorial Sloane-Kettering will also conduct free skin cancer screenings on May 24<sup>th</sup> and 26<sup>th</sup>.

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/cc\\_index.htm](http://www.co.somerset.nj.us/Health/cc_index.htm).



William Paterson University public health education student intern at the WHCC. Jendi Johnny conducting outreach at the Foodbank in Franklin

## Sussex Highlights Women and Cancer Prevention

In January, the Sussex County Cancer Coalition partner Newton Memorial Hospital hosted a *'Parent Alert'* education session for pregnant women and their families, focusing on the risks of tobacco use. The effects of tobacco on the unborn infant and the pregnant woman were discussed, with second hand smoke being highlighted as a risk to all family members. Resources to support quitting tobacco use was available to all participants.

Following that event in February was additional tobacco education efforts for new mothers, a program called *'Mom Alert! Protect Your Baby,'* was held at the Birth Haven Home, a shelter for homeless, pregnant women. Mothers were asked to share their hopes and dreams for their infants. The responses allowed for a discussion on how to help make those dreams a possibility for their babies, by keeping them safe from the very beginning of conception and throughout their lifetime. The need to keep the infant's environment safe from second hand smoke was emphasized, and quit information was distributed.

Sussex County statistics show that women have a high degree of late-diagnosed breast cancer, high incidence and mortality rates for colorectal cancer and a high rate of incidence and mortality for all cancers in general. To help address these issues, *Brewing Up a Healthy Life* was held on February 23<sup>rd</sup> at the Project Self Sufficiency Community Center,

where fifty-five women of all ages and socioeconomic groups heard about the importance of screening tests for early detection of cancer.

This program was developed by the Sussex County Cancer Coalition's Breast Cancer Workgroup, to address the need for Sussex County women to schedule



Sussex County Breast Cancer Workgroup  
Front row Kathleen Calabro, Helen Homeijer, Tracy Storms, Sharon St. Angelo, Betty Pluymsers,  
Back row Cheryl Buxton, Pam Geiger, Pat James, & Darlene Canfield

more timely screening tests for breast, cervical, and colorectal cancers. The goal was to foster a casual atmosphere where women could come together comfortably, and allow for an easy interaction of participants and speakers. Tea and a light lunch were served. China cups, saucers and teapots were used for a feminine touch.

County statistics for female cancers and the late diagnosis of breast cancer throughout Sussex were presented by Coalition Coordinator Helen Homeijer. *'Tea Talk,'* presented by Nancy von Thun, a Saint Clare's Hospital Dietician, noted the benefits of tea and cancer prevention. *'What Women Need to Know,'* presented by Sharon St. Angelo, ANP of New Perspectives Health Care, addressed new cancer guidelines

for screening. Client reminder cards of when each person would be scheduled for an initial screening or follow-up screening were given out.

One-to-one opportunities were also available to assist those that needed guidance in this area. The availability of screenings for all women in Sussex County for pap tests and mammography were emphasized, and handouts with contact information, including the NJ Cancer Education and Early Detection (NJCEED) program were provided.

Lastly, on March 19<sup>th</sup>, the Coalition supported a lecture and luncheon organized through Summit Breast Care and Beyond Horizon Coaching. *'Sailing Through Your Breast Cancer Journey'* was a program of empowerment and support for breast cancer survivors and their families. Speaker Hueina Su, MS, BSN, CEC Mindful Wellness Expert (see photo below), and author of *"Intensive Care for the Nurturer's Soul"* and *"7 Keys to Nurture Yourself While Caring for Others"* provided real life tools and tips to help participants sail through rough waters of diagnosis, treatment, and survivorship.

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



## *Union Coalition's Public Service Announcements Reach Wider Audience*

As was reported in the last issue of IMPACT, over the past year the Union County Cancer Coalition has focused significant effort on a lung cancer and smoking cessation awareness campaign. The campaign is based on a made-for-television Public Service Announcement (PSA) that is designed to communicate in a compelling manner the following three, very important, public health messages to the residents of Union County: 1) Lung cancer is the leading cause of cancer death; 2) Smoking causes most lung cancers; if you smoke, quit!; and 3) If you don't smoke, don't start!

The PSA was completed in October 2010 and widely distributed this past fall, resulting in approximately 50 hours of total viewing time in the five month

period from late October 2010 thorough late March 2011. Airing locations included schools, county and municipal buildings, and other venues.

A representative of the "Y" for Eastern Union County saw the PSA on one of these outlets and requested a copy to show to Y members at Y facilities in Union, Elizabeth and Rahway. The Y is in the process of changing its image from a "gym and swim" facility to a "family wellness center". In this regard, the Y of Eastern Union County purchased and transformed the Union Hospital complex in Union Township into its newest family wellness center. The Grand Opening ceremonies for this new facility were held in March. They included a walk through of the new facility, offering the public

the opportunity to see first hand the Y's transformation to, and emphasis on, family wellness. The UCCC is pleased to report that Y's video promotion of its new family wellness concept, shown to the public during these grand opening ceremonies, included periodic playing of all three UCCC Cancer Awareness PSAs: the Lung Cancer/Smoking Cessation PSA, and the Prostate and Breast Cancer Awareness PSAs created in prior years. The Coalition is proud to have these productions considered an asset in helping the Y promote its new image of family wellness.

For more information, please contact Bill Bullock at [Bbullock20@aol.com](mailto:Bbullock20@aol.com) or 201-523-0578. Visit [www.uniontownship.com/web/index.html](http://www.uniontownship.com/web/index.html)

## *Warren Hosts Bilingual Breast Cancer Awareness Event*

The Warren Cancer Coalition provides a minimum of 50 cancer-related outreach and education events per year, reaching over 1,500 Warren County residents. Programs provided include information on the following topics: Top Five Cancers in Warren County: breast, lung, melanoma, colorectal and prostate cancers; Foods to Fight Cancer; Nutrition and Physical Activity Guidelines for Cancer Prevention; Oral Cancer; Cervical Cancer; and NJCEED Eligibility and Screening Information.

The programs are provided in a variety of settings, including faith-based organizations, worksites, schools, social service agencies, community/social groups and any other interested organizations in Warren County. WCC is always looking to form partnerships with new groups to reach even more residents with this important health information.

On April 14<sup>th</sup>, the Coalition hosted a Breast Cancer Awareness program with guest speaker Dr. Ana Gomes, a Spanish-speaking family medicine physician who practices in Phillipsburg. The event targeted Hispanic women, a growing population in the county. The goal of the program was to provide education which will help attendees more readily obtain breast cancer screening services, by addressing the language barrier and creating an inviting atmosphere. The very engaged audience of 45 women received information on risk factors, signs and symptoms, prevention strategies, and screening recommendations for breast cancer.

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

# TIPS FOR SUN SAFETY!



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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IMPACT is published four times per year by the NJ Department of Health and Senior Services Office of Cancer Control and Prevention, for those who have dedicated their efforts to implementing the NJ Comprehensive Cancer Control Plan and are committed to reducing the cancer burden in New Jersey.

It is also available online on our website at [www.njcancer.gov](http://www.njcancer.gov)

We welcome reader comments and submissions of OCCCP-related articles and photographs. To submit comments or materials, please contact: Office of Cancer Control and Prevention 12D Quakerbridge Plaza, Suite D02 • Mercerville, NJ 08619 • EMAIL: [occp@doh.state.nj.us](mailto:occp@doh.state.nj.us)