



NJ COMPREHENSIVE CANCER CONTROL  
**IMPACT**  
 IMPLEMENTATION ACTIVITIES

NJ Office of Cancer  
 Control and Prevention

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## Touchdown for Childhood Cancer Awareness

### Conference Scores Big

On May 18, 2007, the Childhood Cancer Workgroup of the Governor's Task Force on Cancer Prevention, Early Detection and Treatment in NJ hosted its second survivorship conference, "Negotiating the Present... Planning the Future." The event was a follow-up to the Workgroup's widely acclaimed 2005 program, "Meeting Challenges." Supporters of this year's event included the American Cancer Society, the New Jersey Department of Health and Senior Services' Office of Cancer Control and Prevention, the Jay Fund Foundation, the Lance Armstrong Foundation, and the Valerie Fund. The purpose of the program was to address the growing number of childhood cancer survivors and the unique challenges they face, both now and as they move through the future. Knowledge of one's past treatment and its potential consequences empowers the survivors, their families and caregivers in making life choices. The art of survivorship utilizes education, advocacy, and resources in order to attain the quality of life expected by cure. This conference explored issues to aid in the achievement of this goal.

NJDHSS Commissioner, Fred Jacobs, M.D., J.D., kicked off the day with a welcome address and



NY Giants head coach, Tom Coughlin, signs autographs after the conference.

opening remarks. Keynote speaker, Dr. Archie Bleyer, followed the Commissioner's remarks by introducing the audience to Adolescent and Young Adult Cancer Initiative Momentum. Breakout sessions included issues for the newly diagnosed; school re-entry; influencing public policy through advocacy; finding the balance within and with others; fertility preservation; transition planning; and healthy lifestyles. Dr. Kara Kelly, of Columbia University Medical Center, gave the audience an in-depth look at the use of complimentary and alternative medical

therapies for children with cancer. Finally, childhood cancer survivors and their families talk about how they have achieved a "new normal."

Coach Tom Coughlin, head coach of the New York Giants football team and founder of the Jay Fund Foundation, inspired children and adults alike with his motivating speech "It's Third Down with Nine Yards to Go... Difficult, But You Can Do It!" Coach Coughlin generously donated a pair of autographed footballs which were given to two lucky recipients.

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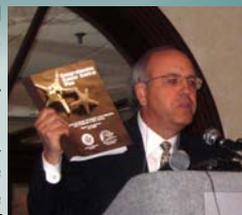
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### WHAT'S NEW?

Dr. Arnold M. Baskies, Chairman of the Governor's Task Force on Cancer Prevention, Early Detection and Treatment in New Jersey, which oversees the implementation of the state Comprehensive Cancer Control Plan, has been bestowed with yet another well-deserved honor. Dr. Baskies was recently named Chief Medical Officer of the American Cancer Society's Eastern Regional Division, the largest of the organization's 13 divisions. As CMO, Dr. Baskies will provide medical advice and direction to the ACS and serve as and spokesman to the public, legislators, and the media. "The ACS could not have chosen a more qualified person for the job," said OCCP Executive Director, Peg Knight. "His appointment is demonstrative of the great working relationship between the Task Force and the ACS." The ACS

has representatives on the Task Force, as well as its workgroups and standing committees and on each of the 21 OCCP-funded county cancer coalitions.



Dr. Baskies is a physician in private practice, as well as the NJ State Chairman of the Commission on Cancer's Cancer Liaison Program. In 2006, He was elected by the American College of Surgeons Board of Regents to serve on the prestigious Commission on Cancer. Please help us to congratulate our Chair on his newest achievement.



## Model for Awareness

### Atlantic County Healthy Living Coalition Celebrates Women



Breast cancer survivors model fashions at the ACHLC's "Celebrating Women's Femininity: A Breast Cancer Survivors' Fashion Show"

On May 19, 2007, the Atlantic County Healthy Living Coalition (ACHLC) held its second breast cancer survivors' fashion show. "Celebrating Women's Femininity: A Breast Cancer Survivors' Fashion Show" was held at Wash's in Pleasantville, New Jersey. This was a well attended event with approximately 200 women attending and approximately three quarters of the population were African American women. The coalition wanted to target African American women specifically because of the breast cancer mortality rate. It was a fun filled day that focused on breast cancer screening education and encouragement, giveaways, great food and a little bit of tears and lots of laughter. Doreleena Sammons-Posey (NJCEED) spoke and sang and had the audience standing by the end of her talk. Teresa Berry (NBC 40) hosted the event and did a fantastic job keeping the day light and entertaining. Lastly, the eight models who were all breast cancer survivors looked wonderful in the fashions and had a truly special day.

On May 9<sup>th</sup> and 16<sup>th</sup> (2007) the coalition in partnership with The Richard Stockton College of New Jersey hosted an End of Life

Curriculum for professionals. This two day seminar focused on a variety of palliative care and hospice topics for predominately nurses. Approximately 20 people attended the two day conference and learned about the differences between palliative care and hospice, pain management, social and cultural issues and much more.

The ACHLC is currently developing its projects for the next year; however some concepts that are already in progress and development are the Komen Friend to Friend Breast Health Project (additional grant funding to educate 500 low income women on breast health), a professional event on November 2, 2007 called the "Continuum of Cancer Care" and a variety of library lectures throughout the county. Anyone interested in participating in the coalition should feel free to contact Angela directly.

The Atlantic County Healthy Living Coalition is made up of a variety of community organizations focusing on educating both the public and professionals on cancer and healthy lifestyle topics.

For more information on the ACHLC, please contact Angela Bailey at

[abailey@shorememorial.org](mailto:abailey@shorememorial.org)

## New Face in Burlington County

Please join us in welcoming Kimberly Harless as the new county cancer coalition coordinator in Burlington County. Ms. Harless is a health educator with over 12 years of experience. She will continue to lead the BCCC in its tradition of excellence in addressing the county's cancer burden.

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

On September 20, 2007, Burlington County Cancer Coalition will co-sponsor with Camden

and Gloucester County Coalitions a conference entitled, "Men's Health – Taking Care of Business". This event is geared toward health care professionals, primary care providers and specialists. Conference objectives include naming the top four cancers affecting men, identifying prostate and colorectal cancer screening guidelines for men, recognizing barriers to cancer screens for men and revealing the factors needed to motivate patients to obtain health screens.

For more information on upcoming events, please contact Kimberly Harless at (609) 265-5548 or at

[kharless@co.burlington.nj.us](mailto:kharless@co.burlington.nj.us)

### IMPACT

NJ Governor

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**Eddy A. Bresnitz, M.D., M.S.**

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**Tom Slater**

NJOCCP Executive Director

**Peg Knight, R.N., M.Ed.**

The IMPACT newsletter is published in January, April, July, and October 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.

We welcome reader comments and submissions of NJCCCP-related articles and photographs. To submit comments or materials, please contact the Office of Cancer Control and Prevention, PO Box 369, Trenton, NJ 08625-0369.

**Stephanie M. Hill, B.S., C.T.R., Editor**

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## Community Education Program on Palliative Care Monmouth County Cancer Coalition

The Monmouth Cancer Coalition and the Monmouth County Division on Aging, Disability and Veteran Interment co-sponsored an educational program on palliative care on May 7, 2007. The program was offered to 24 coordinators from Monmouth County senior centers affiliated with the Office on Aging.

The purpose of the program was to raise awareness about palliative care and its benefits as an important treatment option

for individuals with cancer or chronic illness. The program helped to dispel myths and offered guidance about how to speak to physicians about palliative care.

The speakers included three palliative care nurses from the Monmouth Cancer Coalition: Barbara Eklund, Director of Hospice Services at Monmouth Medical Center, the Saint Barnabas Hospice & Palliative Care Center; Theresa A. Beck,

RN of Visiting Nurse Association of Central Jersey and Karen Sherman, RN, formerly of Central State Medical Center also provided important information and answered questions. All three are advocates of palliative care and leaders in their field.

The program will be offered again upon request to seniors throughout the county. For more information, please contact MCCC Coordinator, Pat Verga at [Pvarga@newsolutionsinc.com](mailto:Pvarga@newsolutionsinc.com).

## Honoring Dad; Dispelling Myths Ocean County Cancer Coalition

This past Father's Day, the Ocean County Cancer Coalition asked area residents to recognize and increase Prostate Cancer Awareness by urging males to be screened. The Prostate Cancer Workgroup began an awareness campaign that targeted area barbershops. Volunteers and prostate cancer support group members distributed flyers to the barbershops. This is a prelude to September, Prostate Awareness month, when free screenings will be offered at area hospitals.

Dispelling the Myths - Pretty in Pink Day will be held on Oc-

tober 18. The Breast Cancer Workgroup is busily developing this year's educational program that will focus on dispelling the myths surrounding senior women and breast cancer. Over 100 attendees are anticipated to join us at this half day program that will be held in the southern sector of the County. The WEAR PINK message will be brought to area high and middle school students who will be asked to urge someone they love to get a mammogram.

To increase referrals to smoking cessation programs, the Ask, Advise and Refer program

(2A+R) protocols will be shared with Ocean County health care professionals. The Professional Education Workgroup is planning to educate health professionals about asking their patients if they smoke, advising them to quit if they do and referring them to a smoking cessation program. Various tools will be provided to help health professionals implement this program in their practice.

For more information, please contact OCCC Coordinator, Deb Levinson at [dlevinson@newsolutionsinc.com](mailto:dlevinson@newsolutionsinc.com).

## Raising Awareness by the 1,000's Warren County Cancer Coalition

The Warren County Cancer Coalition and Co-Coordinator are proud to announce that approximately **2,763** community members were reached through cancer based initiatives through out Warren County in the fiscal year 2006-2007. This is an increase of **1,084** more people compared to fiscal year 2005-2006.

The Warren County Cancer Coalition has had great success with reaching out to public schools and providing school aged children with cancer education. The primary focus of outreach and education has been

geared toward 8<sup>th</sup> grade students. In the future, the coalition would like to expand educational efforts toward more high schools. Four high schools received cancer education on lung, melanoma, breast, cervical, and testicular cancers. Over 990 students were educated through outreach efforts in local high schools. Nine middle schools also received cancer education on same cancer topics and approximately 650 students were educated.

Over 640 community members were educated through cancer awareness presentations

with local churches, worksites, and other civic/community groups. Over 470 Warren County residents were given cancer awareness information at local health fairs and screenings.

The Cancer Coalition along with the NJCEED program decided to plan a 2<sup>nd</sup> annual "ladies night out", because last year's event was such a success. This year's event provided a free meal at Fynn's restaurant, and Dr. Ana Gomes and Dr. Cecelia Rai spoke about breast cancer and the importance of early detection, prevention, and screening. Breast cancer survivor Jackie



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Mattel gave an inspirational speech on her own personal experience with cancer. Each woman in attendance received a "goody bag" containing breast health brochures, information on the CEED program, and breast cancer promotional items.

For more information, please contact WCCC Coordinators Tawny Youtz and Sarah Price at

[youtzt@norwescap.org](mailto:youtzt@norwescap.org) or  
[prices@norwescap.org](mailto:prices@norwescap.org)



*“Comprehensive Cancer Control means collaborating to conquer cancer. Federal, state, county, and local communities are coming together—unified by a plan, resolved to act—to ease the burden of cancer, now.”*

**- Eddie Reed, MD**

Director, Division of Cancer Prevention and Control, Centers for Disease Control and Prevention

## **Comprehensive Health Resource Day Cape May County Chronic Illness Coalition**

On Saturday, April 14, 2007 from 11 am to 3 pm the Cape May County Chronic Illness Coalition for the first time hosted a comprehensive Healthcare Resource Day at the Wildwood Convention Center. Over 400 people took advantage of the event. Exhibiting at the event were various health services, including cancer screening, provided to county residents at no cost or minimal cost by the county health department. In addition, other key county departments playing a role in meeting community health needs were present, including Crest Heaven Nursing Home of the Department of Aging. Also fea-

tured were exhibits from many non-profit organizations and volunteer groups providing health services in Cape May County, e. g. Gilda’s Group, Volunteers in Medicine, South Jersey Aids Alliance. Equally important, were an array of private sector exhibitors providing health services and offering healthcare facilities, such as the Woodbine Wellness Center. Another key component offered by the Parish Nurse Program of Cape Regional Medical Center, free health screenings were offered for key concerns, in particular blood pressure, cholesterol, blood sugar, and fracture risk. Attendees were given the op-

portunity to listen to presentations on major health issues by local experts, including: “Living with Diabetes” from Cindy Kraemer, RN, a Diabetes Educator from Burdette Tomlin Memorial Hospital; “Treating Lung Disorders,” by Dr. Henry Komansky; “Cardiac Rehab and Risk Factor Modification,” from Kim Elliott, RN (Burdette Tomlin); and “Recent Developments in the Treatment of Cancer,” by Dr. Julianne Childs.

For more information on the CMCCIC, please contact Dick Colosi at

[rcolosi@co.cape-may.nj.us](mailto:rcolosi@co.cape-may.nj.us).

## **Open Wide for Awareness Essex County Cancer Coalition**

The Essex County Cancer Coalition (ECCC) sponsored its second annual health fair located at the NJ Dental School (NJDS) in Newark on April 26, 2007. The health fair was held in conjunction with free Oral Cancer Screening Day, which was sponsored by the Oral Cancer Consortium and NJDS for the seventh consecutive year. The Coalition and NJDS collaborated to publicize the health fair and screening. Transportation was arranged for clients of Integrity House, a substance abuse rehabilitation center, to attend the event. Through concerted efforts by Coalition members, 209 people participated in this year’s health fair, up 39% (from 150) in 2006. Eight oral brush biopsies were performed to assess suspicious lesions.

Participants received a free, comprehensive oral cancer screening, learned about the prevention and early detection of various types of cancers, received information about free cancer support services, as well as referrals for upcoming cancer

screenings through NJCEED.

Several Coalition member organizations participated in the health fair, including: Essex CEED agencies (UMDNJ SAVE Women & Men and St. Michael’s Medical Center’s “In the Pink” Program), Newark Cancer Initiative, UMDNJ-SPH Tobacco Dependence Clinic, Newark Health Department, Community Prevention Resources, and UMDNJ Division of Academic Medicine, Geriatrics & Community Programs. Other organizations also distributed information about other health conditions, such as asthma and sexually-transmitted diseases.

The ECCC is working closely with several neighboring county cancer coalitions to expand oral cancer screening and education efforts.

The ECCC formed a Transportation sub-committee in January 2007 to tackle local transportation issues, as many cancer patients lack transportation to/from their treatments. One of the priorities of this sub-

committee is to expand the American Cancer Society’s Road to Recovery program, which provides free transportation to cancer patients for treatment. The sub-committee, co-chaired by Beverly Brevard and Lois Greene, plans to outreach to the AARP and adult communities, where many healthy retirees may form a pool of potential volunteers.

The ECCC website ([www.umdni.edu/EssCaWeb](http://www.umdni.edu/EssCaWeb)) continues to generate considerable hits with a wide variety of follow-up communications received, from Essex County residents and public health professionals nationally. For more information, please contact ECCC Coordinator, Punam Parikh at [parikhpl@umdni.edu](mailto:parikhpl@umdni.edu).



ECCC Leadership Council member Arnold Rosenheck, DMD, performs an oral cancer exam at the ECCC health fair. Dean Rosenheck is also a member of the Governor’s Task Force.



## Hudson County Cancer Coalition

The Hudson County Cancer Coalition (HCCC) is making excellent progress in building its Coalition as indicated by the 65 people who live or work in the county that have expressed interest in the HCCC and the many organizations with which we have partnered. The partnership with the County Executive, Mr. Thomas DeGise, has been especially beneficial as Mr. DeGise and his Director of Policy and Communications, Mr. James Kennelly, collaborated with the HCCC last summer to produce the highly acclaimed Hudson County cancer screening awareness public service announcement. From August, 2006 thru June of 2007, the County Executive's Office has paid a substantial amount to broadcast the PSA on cable television network channels such as, Discovery, Lifetime and

ESPN. Each time it is aired the HCCC Coordinator, receives calls from area residents requesting information concerning free cancer screenings and has referred approximately thirty callers to one of the county's NJCEED screening sites. HCCC is very fortunate to have such strong and valuable supporters of its mission as Mr. DeGise and Mr. Kennelly.

HCCC participates in approximately three health fairs each quarter at which they educate county residents about the signs and risks of cancer and provide educational materials and information about free cancer screenings. The HCCC also participates in many other functions to raise awareness of the county's cancer burden and the HCCC's efforts to lower this burden. Recent examples in-

clude: providing information to, completing surveys for, and attending working meetings with, the Hudson County Lincs Agency's Partnership Coordinator; reaching out to the Superintendents of Schools with the Dark Side of the Sun project; attending a Red Cross breakfast and discussing HCCC projects with several attendees including a member of the Board of Trustees of St. Mary's Hospital; attending the monthly meetings of the Community Network Association; meeting with and signing up the Director of Christ Hospital's Radiology Department and the Cancer Survivor Groups (Bayonne and Christ Hospital); and attending the meetings of American Cancer Society's Jersey City Cancer Initiative.

The HCCC chose the Girl Scout's "In the Pink Project" as

its main cancer project for 2006/7. Joyce Adams, the HCCC Consultant, worked with the leadership of the Hudson County Girls Scouts during the summer of 2006 to design the Program and since then, has helped them implement this Program. The Program is designed to educate girls 9 years old and above about breast cancer, as well as to provide opportunities for the girls to inform and educate others and to perform community service related to breast cancer awareness. The goal of the project is to reach at least 200 girls and women per year directly, and an additional 500 per year through the participation of these girls in community activities.

For more information, please contact HCCC Coordinator, Bill Bullock at [Bbullock20@aol.com](mailto:Bbullock20@aol.com).

## Union County Cancer Coalition

The Union County Cancer Coalition (UCCC) promoted its agenda via a televised public awareness campaign. UCCC engaged county officials to make a Union County cancer control and prevention public service announcement; identified and recruited high profile individuals from the county to appear in the PSA; found resources to make and broadcast the PSA on local access television channels; and worked out an arrangement with the Union Township Health Department to manage telephone calls generated by the PSA on a 24/7 basis. As a result of the PSA, UCCC Consultant, Paul Fernandez, was interviewed twice on Comcast's CN8 Local Newsmakers Program to highlight the function, purpose and accomplishments of the UCCC and the state's county cancer coalition program.

The UCCC participates in health fairs at which they educate county residents about the signs and risks of cancer and provide educational materials and information about free cancer screenings. The UCCC also participates in many other functions to raise awareness of the county's heavy cancer burden

and the UCCC's efforts to lower this burden.

According to the Union County Cancer Capacity and Needs Assessment (C/NA) and other authoritative sources, such as American Cancer Society, a nontrivial number of individuals undergoing cancer treatment encounter difficulties obtaining transportation to and from their treatment facilities. Therefore, utilizing its partnership base, the UCCC is exploring the utilization of vehicles from county departments to transport cancer patients. These entities are being invited to become part of the Coalition and, as partners in this endeavor, would offer their vehicles for transporting cancer patients. At present, several municipalities and agencies have given verbal endorsements of this concept. Union Township has been selected to pilot the program. The UCCC plans to form a representative cancer treatment transportation subcommittee within the Coalition to manage the program.

The Coalition expended a considerable effort on increasing awareness of, and screening for, oral cancer because, according

to the C/NA, Union County has a high rate of oral cancer in its female population. In this regard, starting in October 2006, the UCCC attended monthly meetings of an oral cancer screening work group consisting of representatives from five other northern New Jersey County Cancer Coalitions, Bergen, Essex, Hudson, Morris and Passaic, to plan and organize a coordinated six-county oral cancer-screening event that was conducted in April 2007. Utilizing its partnership base, the UCCC recruited dental care providers who offered free oral cancer screenings for this event. The Coalition's standard outreach avenues and numerous municipal health departments volunteered to advertise the event. In addition to these municipal agencies, the United Way volunteered to aid the project by providing use of its 800 number and databank to promote the event, while the Union County Human Service Advisory Council offered their services as a source of outreach. Although limited by a lack of funding, the UCCC's outreach program motivated over 50 people to take advantage of this

year's free oral cancer screenings. We plan to hold this event on annual basis, every April.

For more information, please contact UCCC Coordinator, Bill Bullock at [Bbullock20@aol.com](mailto:Bbullock20@aol.com).

## Evaluation

The Evaluation Committee, chaired by Dr. Stanley H. Weiss, provided direction to the development of the *New Jersey Comprehensive Cancer Control: 2006 Status Report for the Governor and Legislature*. This report underwent review by the NJDHSS and was approved by the Task Force for transmittal to the Governor and Legislature. The report documented excellent progress in the implementation of the NJ-CCCP. It also noted a continuing and increasing discrepancy between cancer incidence and mortality rates in New Jersey. Look for the report online soon at [www.njcancer.gov](http://www.njcancer.gov).

The Committee finalized an evaluation plan, and worked with the OCCP on developing a chapter concerning evaluation for the second NJCCCP.

## Little Lungs—and Big Ideas—At Work Somerset County Cancer Coalition

During the last quarter of Fiscal Year 2007, the Somerset County Cancer Coalition embarked on several large projects, including Radon Awareness and the dangers imposed when combined with smoking for lung cancer risk; paycheck inserts in recognition of smoke free New Jersey's one year anniversary; posting of "Little Lungs at Work" signs in municipal parks and a local little league baseball complex; and lastly, a community program on the human papillomavirus (HPV).

The HPV program, "What's the Connection? HPV, Cervical Cancer, and the HPV Vaccine," was held on May 30<sup>th</sup>, with over 100 attendees. The program was

designed especially for women and young girls interested in examining all the issues related to cervical cancer and HPV. Attendees learned who is at risk, how to protect themselves, what treatments are available and if they should consider the vaccine.

Over 110 radon test kits were distributed throughout county, and 80% were returned for results. A survey distributed to evaluate program effectiveness is still in progress.

For more information, please contact SCCC Coordinator, Lucille Young-Talbot at [YTalbot@co.somerset.nj.us](mailto:YTalbot@co.somerset.nj.us).



Little Lungs at Work project at the Hillsborough baseball complex. From left to right: Steve Berkowitz; Freeholder Ciattarelli and son, Jack Ciattarelli; Rich Resavy; and Becky Csabi (SCADD).

*"It is wonderful to see the support from the major hospitals in southern New Jersey, which enables us to deliver our message."*

**-Dr. Arnold M. Baskies**



## Melanoma: Update 2007

On April 19, the Melanoma Workgroup, chaired by Dr. Arnold M. Baskies, in collaboration with Cooper University Hospital, hosted *Melanoma: Update 2007* at the Clarion Hotel and Conference Center in Cherry Hill. Attended by 346 healthcare professionals, the program was the largest continuing medical education program in Cooper's history. The unprecedented program was made possible by the Cooper Cancer Institute, UMDNJ-Robert Wood Johnson Medical School, Lourdes Health System, the Melanoma Research Foundation, and the NJDHSS/OCCP. The overall objectives of the program were to:

- Provide a continuing medical education program about state-of-the-art early diagnosis and treatment techniques for melanoma. In addition, the seminar will discuss current and investigational treatment options which are essential considerations in the treatment of melanoma, such as sentinel node biopsy, interferon alpha-2b, and vaccine therapy. Current available clinical

trials that are part of treatment and ongoing research on melanoma skin cancer will also be discussed.

- Increase knowledge of the participants about the State of New Jersey's implementation strategies of the New Jersey Comprehensive Cancer Control Plan as it applies to melanoma in ten New Jersey counties.

- Increase physician and health care provider knowledge and practice concerning the issues of melanoma cancer awareness, early detection, and screening for melanoma skin cancer.

- Increase physician and health care provider knowledge and practice to include patients in clinical trials and appropriate palliative care for melanoma skin cancer.

- Learn from a panel of experts how to diagnose, educate, and refer patients for treatment suspected of having melanoma by investigating case studies involving melanoma skin cancer and the optimal care plan for patients.

The program was highlighted by such notable speakers as: Dr. Arnold M. Baskies, Chair of the Governor's Task Force on Cancer Prevention, Early Detection and Treatment and Chief Medical Officer of the American Cancer Society, Eastern Division; Dr. Naomi Lawrence, head of the Division of Procedural Dermatology at Cooper University Hospital; Dr. James S. Goydos, Director of the Melanoma and Soft Tissue Oncology Program at the Cancer Institute of NJ; Dr. Lynn M. Schuchter, Division of Hematology-Oncology, Hospital of the University of Pennsylvania; and Dr. Robert Somer, Director of the Medical Oncology Clinical Trials Center and Genitourinary Cancer Center, Division of Hematology and Medical Oncology at Cooper University Hospital.

Dr. Baskies commented, "This conference elevated the medical community's awareness of this ever growing health threat. It is wonderful to see the support from the major hospitals in southern New Jersey, which enables us to deliver our message."



## NJ Comes Together to Conquer Colorectal Cancer OCCPIACS Host A Dialogue for Action™

Thanks to a collaboration between the American Cancer Society, the New Jersey Department of Health and Senior Services' Office of Cancer Control and Prevention, the Colorectal Cancer Workgroup of the Task Force on Cancer Prevention, Early Detection and Treatment in New Jersey, and the University of Medicine and Dentistry of NJ (UMDNJ) Center for Continuing and Outreach Education, New Jersey colorectal cancer stakeholders have had the opportunity to participate in the Cancer Research and Prevention Foundation's (CRPF) highly successful *Dialogue for Action™* project to increase colorectal cancer screening in New Jersey. The one-year, state-level *Dialogue for Action* is designed to engage the broad diversity of colorectal cancer screening stakeholders throughout the state in a highly interactive and collaborative process. The *Dialogue for Action* project culminated in an innovative leadership summit to advance strategies and action plans for prevention and early detection of colorectal cancer. This summit, titled, "Coming Together to Conquer Colorectal Cancer in New Jersey: A *Dialogue for Action*", was held June 28, 2007 at the Trenton Marriott at Lafayette Yard. The *Dialogue for Action* summit was an innovative, consensus-building and action-oriented forum that will move long-range planning to increase colorectal cancer screening rates into implementation.

Participants spent the first half of the day-long program listening to speakers discuss such key topics as how to use behavioral theory to increase colorectal cancer screening; practical solutions to increasing screening; mobilizing advocacy efforts; and coalition building. Speakers included Dr. Arnold M. Baskies, Chair of the Governor's Task Force on Cancer Prevention, Early Detection and Treatment and Chief Medical Office of the American Cancer Society, East-

ern Division; Dr. Suzanne M. Miller, Senior Member, Division of Population Science and Director of the Psychosocial and Behavioral Medicine Program at Fox Chase Cancer Center; Linda Fleischer, Director, Health Communications and Public Health Cancer Information, Education, and Research Program of Fox Chase Cancer Center; Dr. Mark J. Sterling, Director of Gastroenterology and Hepatology at UMDNJ – NJ Medical School; Dula F. Pacquiao, EdD, RN, CTN, Associate Professor and Director of the Stanley Bergen Center for Multicultural Education, Research and Practice at the School of Nursing at UMDNJ; Dr. Alfred F. Tallia, Professor and Chair of the Department of Family Medicine of Robert Wood Johnson Medical School; Dr. James L. Weese, Professor and Chairman of the Department of Surgery, UMDNJ – School of Osteopathic Medicine; Peter Slocum, Vice President, Advocacy, of the ACS Eastern Division; Dr. Richard R. Capone of St. Rita's Medical Center, Med-Care Clinic in Lima, Ohio; Glenn E. Schneider, MPH of the Maryland Citizens' Health Initiative Health Care for All! Coalition; and a special presentation by colorectal cancer survivor, Mr. Bard H. Goldstein.

For the second portion of the day, participants were engaged in intimate and highly interactive conversations designed to generate discussion and prioritize actions around important issues such as disseminating evidence-based strategies for increasing screening rates; changing the standard of care for NJCEED by expanding advocacy efforts to seek funding for the screening program to include coverage for colonoscopy and treatment; and establishing strategies for collaborative agreements among partnerships to lead to improved colorectal cancer screening in the state.

"The summit was an enormous success, and we have a



Dr. Tallia speaks on the role of primary care in increasing colorectal cancer screening rates.

great sense of accomplishment," said *Dialogue* co-coordinator, Stephanie Hill. "But really this is just the beginning. We know where we are with regards to colorectal cancer screening, and we know where we want to be. Now this *Dialogue* will help us get there."

The program planning committee was chaired by Dr. Mark J. Sterling and Dr. Ana Natale-Pereira of UMDNJ. Other planning committee members included co-coordinators, Stephanie Hill (OCCP) and Michelle Tropper (ACS); Natasha Coleman (ACS); Regina S. Cunningham (CINJ); Shawna V. Hudson (CINJ); Peg L. Knight (OCCP); Marion Morrison-Viteritti (ACS); Meghan Perrin (ACS); Margaret Rojewski (NJCEED); Susan M. Sanna (OCCP); Sharon Smith (OCCP); Judi Sohn (C<sup>3</sup>: Colorectal Cancer Coalition); Dr. Robert Spierer (Jersey Shore Medical Center Endoscopy); Leslie Stewart (SGNA); Jennifer Sullivan (ACS); and Dr. James Weese (UMDNJ).

Those who attended the summit will have the opportunity to vote electronically to prioritize the recommendations that came out of the event, and the Colorectal Cancer Workgroup will then develop an action plan for implementation.

*"We know where we are...and where we want to be. Now this Dialogue will help us get there."*

**-Stephanie M. Hill,  
BS, CTR  
NJ DFA Co-  
ordinator**



## NJ Office of Cancer Control and Prevention

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## Why the Starfish?

*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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## Announcements

### Newsletter Submissions

Does your Workgroup or Coalition have an announcement or upcoming event you would like featured in this publication? With an electronic distribution of nearly 1000 stakeholders, it is a great way to reach others involved in cancer control in New Jersey. Please email all submissions to: [OCCP@doh.state.nj.us](mailto:OCCP@doh.state.nj.us). The deadline for submissions for the October, 2007 edition is September 1<sup>st</sup>, 2007.

### Got Data?

Reliable statistics can help to add credibility to any cancer initiative. Cancer incidence, mortality, and survival data are available for use from the NJ State Cancer Register (NJSCR) at [www.cancer-rates.info/nj/](http://www.cancer-rates.info/nj/). The North American Association of Central Cancer Registries (NAACCR) has awarded the NJSCR the Gold Standard, the highest standard possible for data quality, every year since the inception of this award in 1995.

Unsure how to use or interpret data? The OCCP staff is available to answer any questions you might have and to assist with data usage. Customized data are also available upon request. Please send all data requests and data-related inquiries to [OCCP@doh.state.nj.us](mailto:OCCP@doh.state.nj.us).

### Archives

Current and past editions of this newsletter are available on the OCCP website at [www.njcancer.gov](http://www.njcancer.gov).

