



NJ COMPREHENSIVE CANCER CONTROL
IMPACT
 IMPLEMENTATION ACTIVITIES

**NJ Office of Cancer
 Control and Prevention**

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 July, 2008

Task Force Summit Marks New Era in CCC

By Stephanie M. Hill, MPH, CTR

Torrential downpours and near hurricane force winds could not dampen the spirits of the 125 health professionals gathered in the ballroom of the Battleground Country Club in Manalapan on May 9th to herald a new era of cancer control in New Jersey with the 2008 Summit of the Governor's Task Force on Cancer Prevention, Early Detection and Treatment. The unprecedented release of the State's second Comprehensive Cancer Control Plan by Governor John Corzine has set in motion a new phase of implementation to continue over the next five years. Efforts are already underway developing programs to address new issues in the second plan, such as HPV, ovarian cancer,



Photo by Carolyn Gehl Fefferman, Esq.

Senator Robert Menendez (left) and Dr. Arnold Baskies (right) were both recipients of the prestigious Task Force on Cancer Prevention, Early Detection and Treatment in NJ Chairman's Award in recognition of their dedication to cancer control. Pictured here with Dr. Baskies' daughter Susan (far left) and wife Amy (far right).

communications, and research and surveillance, as well as to find new solutions to old problems of access to care, education and awareness, and treatment.

"This [was] an opportunity for everyone involved in the fight against cancer to get reenergized

by sharing successes and focusing on what must be done to further reduce New Jersey's cancer burden," said Health and Senior Services Commissioner Heather Howard of the Summit.

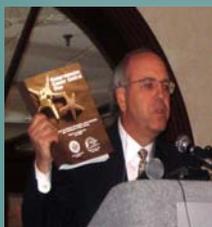
New Jersey Department of Health and Sen-

(Continued on page 13)

Inside this issue:

Web Update	2
Burlington County	3
Atlantic County	4
Deputy Commissioner Address	5
Cape May County	6
Sussex County	6
Monmouth County	7
Mercer County	7
Ocean County	8
Middlesex County	8
Somerset County	9
Essex County	10
Union County	11
Hudson County	11
Legislative Screening Day	12
Bulletin Board	14
County Awards	17
Information	18

Chairman's Corner



Dr. Arnold Baskies is a physician in private practice, as well as the NJ State Chairman of the Commission on Cancer's Cancer Liaison Program and the Chief Medical Officer of the ACS.

We were fortunate to complete our 2nd Cancer Summit with such spirit and enthusiasm, kicking off the 2nd iteration of our statewide cancer control plan. Our attendees realized the power of dedication and mission, meeting with like-minded individuals, who shared their triumphs and innova-

tive ideas with their fellow summit participants.

Recently, we learned of the CDC's high regard for the OCCP and county coalitions' hard work and ingenuity. It was truly inspiring to hear that the CDC is taking New Jersey's successes and hard-learned lessons to the other 49 states, territories and tribal areas. Finally, we are very grateful to all of our stakeholders and partners. They have joined hands with our thousands of statewide volunteers to make New Jersey a safer and healthier state.





Choose Your Cover

FREE
**Skin Cancer
Screening**

Saturday, August 2nd
(rain date Sunday,
August 3rd)
10 AM—2 PM

FREE
**Sun Safety
Education**

3 Locations

Brick Ocean Beach III

Ortley Beach

Ship Bottom

For more information, please call (732) 286-3696. See Page 8.

IMPACT

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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

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Web Update

The searchable database of cancer resources available online at www.njcancer.gov now includes a listing of over 250 nutrition and physical activity programs throughout the state and at the national level. The Nutrition and Physical Activity Resource Guide (also available in limited print) was made possible by a collaboration of the Office of Cancer Control and Prevention, the Cancer Institute of New Jersey, and the Nutrition and Physical Activity Workgroup of the Task Force. Resources available include programs such as the Isles, Inc. Trenton Spirit Walk and services, such as the Mercer County Nutrition Project for the Elderly. Visitors to www.njcancer.gov can easily search for resources within and around their town or county.

According to Dr. Elisa Bandera of CINJ: "Current dietary guidelines for cancer prevention emphasize maintenance of a healthy weight through a healthy diet and a physically active lifestyle. However, the proportion of New Jersey residents following these guidelines is low. Our statewide database of nutrition and physical activity can help NJ residents to locate programs in their area that can help them meet these dietary recommendations. We have also included programs that focus on the nutritional needs of cancer survivors."

Burlington County Cancer Coalition—Busy Spring Spreading Awareness

By Kimberly Harless

The Coalition began the year with a series of Cervical Cancer Awareness displays at local shopping malls and churches. Health educators were on hand at the malls to provide health information to Saturday morning shoppers. Over 300 residents were reached through these events.

In March, the Coalition partnered with a local food pantry to sponsor the *Health for the Hungry* program and delivered cancer screening information to over 200 families receiving food baskets. Throughout the months of February and March, the coalition teamed up with the American Cancer Society, NJCEED and local oncologists to present a series of colorectal cancer education programs, entitled *Don't Die From Embarrassment. How to be*

Fabulous at Fifty and Beyond, to over 150 men and women.

April was honored as Oral Cancer Awareness month with two educational series, *Open Wide* and *Senior Seminar on Oral Health*. The *Open Wide* education series targeted low to middle income adults while the focus was the elderly for the *Senior Seminar*. Additionally, the Coalition hand delivered oral education kits (containing posters and brochures) to county dental offices.

The first annual *Breakfast of Beauty* breast cancer education program was held on May 31, 2008. The event included a catered breakfast, presentations from a local oncologist and a breast cancer survivor and free beauty services to all participants. Local professionals donated massage therapy services,



Cervical Cancer Awareness Month Display at Burlington Center Mall in January 2008

makeovers, hand treatments, manicures and chromotherapy. Participants were also invited to play educational games to reinforce their understanding of the risk factors, early detection practices and prevention behaviors for breast cancer.

In June, the Coalition will host the second annual *Cut Out Cancer* prostate screening awareness program. Last year, the *Cut Out Cancer* program distributed prostate screening information to over 200 men when four local barbershops opened their doors to provide free haircuts for one Sunday afternoon. This year, the event will kick off a summer-long prostate cancer screening incentive program among local barbers. With great support from Anita Linton, Outreach and Training Consultant

for the Barbershop Initiative, the coalition plans to honor the barber shop with the most prostate cancer screened clients in September at our first annual *Ballin' for the Blue Men's Health Basketball Tournament*.

For more information on upcoming events, please contact Kimberly Harless at (609) 265-5548 or kharless@co.burlington.nj.us.



Cut Out Cancer 2007. Local barbershop owner, Mr. Clay, provides a free haircut.

July is

**UV
Safety
Month**

**Protect yourself
from harmful UV
rays.**

**Click [here](#) to
learn more.**

Atlantic Health Living Coalition Celebrates Women

By Angela A. Bailey

On Saturday, May 3, 2008 the coalition provided their 3rd breast cancer survivors' fashion show. "Celebrating Women's Femininity: A Breast Cancer Survivor's Fashion Show" was held at Wash's in Pleasantville, NJ. The facility was bursting at the seams with every seat filled. 250 women attended and approximately 95% were African American women. The coalition targeted African American women specifically because of their breast cancer mortality rate. It was a fantastic event. The highlight of the day was a reenactment of "Where's Shirley?" a play about African American women and breast cancer. The day was fun, educational and focused on breast cancer screening and the importance of getting a yearly mammogram. Teresa Berry (NBC 40) hosted the event again this year and was fantastic as always. Lastly, the eight models, all breast cancer survi-

vors, looked wonderful in the fashions and had a truly special day.

The coalition is also working on the Pleasantville Cancer Initiative spearheaded by the American Cancer Society. The kickoff was held on April 2, 2008 with 69 attendees interested in making a difference in Pleasantville. The Leadership Council and the Eliminating Health Disparities Committee are currently planning events and programs to be implemented in Pleasantville and to increase cancer screenings. This project is a very exciting time for Pleasantville as it is getting an increased effort to encourage residents to get screened for cancer unlike ever before.

New projects are being planned all the time. Please visit our website at www.achlc.com. Anyone interested in participating in the coalition should feel free to contact Angela directly at abailey@shorememorial.org



Above—Fashion show models at the Celebrating Women's Femininity: A Breast Cancer Survivor's Fashion Show on May 3, 2008, Atlantic County.



Right—"Where's Shirley?" performed at the Celebrating Women's Femininity Fashion Show, May 3, 2008, Atlantic County.

"To enhance the quality of life of people affected by cancer, a collaborative, comprehensive approach to addressing the cancer continuum is imperative. Together, we can positively impact the physical, emotional, and practical challenges of cancer survivorship."

-Mitch Stoller

President & CEO

Lance Armstrong Foundation



Deputy Commissioner Bresnitz Gives Warm Words of Welcome; Thanks At the Second Task Force Summit

The following is a transcript of former Deputy Commissioner of Health, Eddy A. Bresnitz's, MD, MS, opening remarks at the 2008 Summit of the Governor's Task Force on Cancer Prevention, Early Detection and Treatment in New Jersey:

Good morning and welcome everyone.

It's nice to see many friends and familiar faces in the audience.

It's been 2 years since the last Task Force Summit and a lot has happened in the world of cancer in New Jersey since then.

The first summit was held on a sunny day.

Today's it's raining but, in my mind, is symbolic of the renewal and growth this second plan represents.

The goals of today's Summit are to both look back at our accomplishments and look ahead to what needs to be done.

Thanks to all of you and others not here today for helping to make progress in Comprehensive Cancer Control, which can only happen through a collaborative process involving multiple governmental, private, public and community stakeholders.

I would like to recognize several key individuals and groups for moving this process forward.

First, thank you to Peg Knight, Director of OCCP for leading this effort on behalf of all related programs in NJDHSS.

Peg keeps the ship moving forward, and is a persistent advocate for cancer control efforts in the Department and the State.

Of course, thanks to all my staff involved in cancer control efforts in the NJDHSS.

Thank you to Dr. Arnie Baskies who has chaired the NJ Task Force

on Cancer Prevention, Early Detection and Treatment since its appointment in 2000.

With his additional role now as the Chief Medical Officer for the Eastern Division of ACS, and now candidate for President-Elect, Arnie has assumed an even greater role in the fight against cancer.

And of course, the Eastern Division of the ACS has been walking point on so many of the cancer war fronts, including advocacy.

Thank you to the Task Force members and the many members of its workgroups and standing committees which have made the second plan a model for other states.

Thanks to the 21 County Cancer Coalitions for their aggregate efforts in reaching out to the public and professionals and supporting the implementation of the Capacity and Needs Assessment projects.

The second CCC Plan sets the course for their continued efforts over the next 5 years.

Thank you to the Federal Government including the CDC, NCI and NIH and other agencies for their contribution and support to states in the battle.

Let us hope that the economy will turn around and we will have a new administration that will devote even more resources to our efforts.

Finally, I would like to thank the



NJDHSS Deputy Commissioner Eddy A. Bresnitz, MD, MS makes welcoming remarks at the 2008 Governor's Task Force Summit.

current and past governors and legislatures for their steadfast support in funding CCC in New Jersey, even in the face of severe and increasing budget constraints.

State expenditures in support of cancer activities have gone from about \$3 million in FY2000 to \$71 million in FY2008.

Although, the Governor's proposed FY2009 budget reduces this amount somewhat, many of the dollars in the past few years have gone to infrastructure support and capacity building.

More importantly, a significant portion of FY2009 dollars will be competitively bid to support research in the state, and based on the experience of NJCCR, for every research dollar distributed through a competitive process, we can expect \$10 back in to the state.

As proposed, the NJCCR will administer, with NJDHSS oversight, the awarding of these research budget dollars.

Proposed funding for support of cancer screening, cancer surveil-

(Continued on page 17)



Cape May Holds Countywide Healthcare Resource Day

By Dick Colosi

Cape May County Freeholder Gerald Thornton and the Chronic Illness Coalition hosted the county's second Healthcare Resource Day which took place on Saturday, April 12th at the Wildwoods Convention Center. Major highlights of the day were two presentations by local health experts on major cancer concerns; as follows:

- "A New Look at Men's Health & the Prostate" Barry S Kimmel, MD, Urology
- "Key Steps for Women to Stay Healthy" Joseph L. Milio, DO. Obstetrics & Gynecology

With over 600 hundred people attending, Healthcare Day is proving to be a unique opportunity that

reaches out to all sectors of the county, giving attendees an invaluable opportunity to learn of the many health resources available in Cape May County. This event was free to all.

There were more than 50 exhibitors representing the various health services provided to county residents at no cost or minimal cost. Exhibitors included non profit organizations and volunteer groups such as Volunteers in Medicine, South Jersey Aids Alliance and Gilda's Club. Equally important, there was representation by an array of private sector exhibitors such as the Woodbine Wellness Center, Bayada Nurses and Brendan Borek Pediatric Cancer Fund.

There were also exhibits on important healthcare facilities within the county, including, Victoria Commons, Loylton, and Hope Community Cancer Center.

On hand were key county departments that play a role in meeting community health needs such as Crest Heaven Nursing & Rehabilitation Center, Social Services and the Department of Aging.

Additionally, there were free screenings by the Parish Nurse Program of the Cape Regional Medical Center for blood pressure, blood sugar, cholesterol, peripheral artery disease and fracture risk.

For more information, please contact Dick Colosi, at rcolosi@co.cape-may.nj.us.

Awareness Campaigns Surface in Sussex County

By Helen Homeijer

Lung Cancer and Colorectal Cancer Awareness Campaigns are under way throughout Sussex County.

Sussex County's Public Health Nurses have been busy addressing the issues of high, late stage lung cancer rates among the county's senior citizens. Presentations are ongoing to reach all of the 20 senior citizen groups to increase their awareness of early signs and symptoms of lung cancer, the effects of second hand smoke, and tips for speaking to physicians when warranted. Quit information and motivational buttons stating "I Quit, Ask Me How" were dispersed to identify seniors as role models and to encourage them to be as resources for their peers on how they accomplished quitting.

This project is being expanded to reach another vulnerable group

within the county-WOMEN. Nurses and coalition members will set up booths at municipal "Town Days" to address the adverse effects of smoking related to cancer, escalation of the aging process, dangers of secondhand smoke for children, and effects of smoking in the pregnant woman and fetus. Coloring books for children "I am a Smoke-Free Child" will be available along with other informational literature and visual props.

Two of Sussex County's prominent physicians, Dr. Brian F. Newman and Dr. Min-Yen Han addressed the issue of colorectal cancer at a physician's meeting at the county's two hospitals, Newton Memorial and Saint Clare's-Sussex. In an attempt to open a dialogue between clients and their physicians, in the privacy of their offices, regarding colorectal screening,

posters and tri-fold signs were presented for each physician's office posing the question:

"Do You Know...There is A Screening That May PREVENT Cancer?" Ask Your Physician/Healthcare Provider Today and go to

www.sussexagainstcancer.org .

A letter explaining the project was enclosed in the packet so office staff would be aware of the campaign. The Sussex County website posted the most up to date colorectal screening guideline for reference. The coalition plans to extend the advertisement into the community.

For more information, please contact Helen Homeijer at

HHomeijer@sussex.nj.us.



Oral Cancer Screening and Education Initiative A Success

By Patricia H. Verga, Ph.D.

The Monmouth Cancer Coalition successfully completed its Oral Cancer Screening and Education Initiative by offering free oral cancer screenings from April 24 through May 1, 2008. Twenty-five screening and referral sites consisting of hospitals, community health centers and private dental and physician practices - participated in this groundbreaking effort.

A total of 102 patients were screened across the county of whom 11 were referred for follow-up exams. The Coalition and the Monmouth County Health Department maintain communication with each patient referred to a specialist to assure proper follow up.

The Initiative was led by Michael A. Meddis, MPH, Public Health Coordinator of the Monmouth County Health Department. He was supported by a clinical team directed by Kayvon Haghighi, DDS, MD of Red Bank Oral & Maxillofacial Surgery. Dr. Haghighi is the

President of the Monmouth County Dental Association and a member of the Governor's Task Force Workgroup on Oral and Oropharyngeal Cancer.

The screening period began April 24th which is coincided with Oral Cancer Screening Day sponsored by the Oral Cancer Consortium. To recognize the event and to lend support to the Monmouth Cancer Coalition's Initiative, the Monmouth County Board of Chosen Freeholders issued a proclamation at its April 24th meeting. See <http://www.visitmonmouth.com/pressrelease.asp?newsid=76>.

The Initiative included a presentation in December 2007 by David Lederman, DMD on the importance of prevention and early detection of oral cancer. Dr. Lederman is an acknowledged champion and recognized expert on the oral cancer prevention. He is a member of the Governor's Task Force on Treatment, Prevention and Early



Freeholder Barbara McMorrow, Michael Meddis, Dr. Haghighi and Terry Beck, Chair of the Monmouth Cancer Coalition.

Detection of Cancer in New Jersey, and he chairs the State's Workgroup on Oral and Oropharyngeal Cancer.

For more information about the Monmouth County Oral Cancer Screening Initiative, please contact the Monmouth Cancer Coalition Coordinator at pvirga@newsolutionsinc.com.

Patricia H. Virga, Ph.D. is the Monmouth Cancer Coalition Coordinator. She also serves as Vice President for Consulting Services at New Solutions, Inc., New Brunswick, New Jersey.

First Annual New Jersey Breast Cancer Survivor's Day

By Wanda Allen

The State House in Trenton, New Jersey opened its doors to help the Mercer County Coalition, the New Jersey Department of Health & Senior Services, the state-wide NJCEED, and the Brava Program at Capital Health System celebrate the **First Annual New Jersey Breast Cancer Survivor's Day "Paint the State Pink"** on May 20, 2008. The event honored New Jersey women who were portrayed on the NJCEED 2006 Breast and Cervical Cancer Awareness Calendar. Commissioner Heather Howard presented a proclamation signed by Governor Jon Corzine declaring **May 20th** as New Jersey Breast Cancer Survivor's Day.

Guest speakers and presenters included: Dr. Phillipa Woodruffe, Breast Surgeon/Breast Cancer Survivor, Monica Smith, Susan G. Komen for the Cure Central & South Jersey, Deborah Q. Belfatto, Executive Director Susan G. Komen for the Cure North Jersey, Loretta Mikulski, South Jersey Breast Cancer Coalition/Breast Cancer Survivor, Mattie Holderman, American Cancer Society Reach to Recovery Program/Breast Cancer Survivor, Doreleena Sammons-Posey, Director Chronic Disease Prevention & Control Services/Breast Cancer Survivor, Wanda Allen, Coordinator, Mercer County Cancer Coalition, Linda Johnson, Project Coor-

dinator, NJCEED Program at Capital Health System/Breast Cancer Survivor, Roslyn Council, NJCEED Public & Professional Education Chairperson and Martha Lehlback, Project Coordinator, NJCEED Program at Morristown Memorial Hospital. Over 100 people attended the event including many Cancer Survivors, family members as well as members of the local media.

For more information on the Mercer County Cancer Coalition and its activities, please contact Wanda Allen at wallen@trentonnj.org.



Ocean County Choose Your Cover Screening Salons

By Deb Levinson

Ocean County beach-goers are anticipated to attend "Choose Your Cover," Ocean County's Skin Cancer Screening Salon and Awareness Day on Saturday, August 2, 2008 (rain date: August 3) during the midday hours (10 AM – 2 PM). Ocean County Cancer Coalition (OCCC) volunteers will provide free skin cancer screenings and sun safety education at three Ocean County beach locations: Brick Ocean Beach III (North), Ortley Beach (Central), and Ship Bottom (South). OCCC volunteers, including dermatologists, general and oncology surgeons, advanced nurse practitioners, registered nurses, other professionals and community members will educate people about skin cancer, sun safety and the importance of continuous skin protection and early detection. The program's goals are to educate the Ocean County community and tourists about skin

cancer prevention and sun safety and the need to prevent sunburn by using sunscreen, reapplying it, and use other means to cover the skin and at the same time promote early detection of skin cancer. Volunteers will increase awareness about sun safety practices by educating 1,500 people and increase early detection by screening 300 people.

The Skin Screening Salons will be located at the beach where OCCC volunteers can make it easy for beach-goers to learn how they can limit direct sun exposure. Each screening salon will have a tent/shelter under which the screenings will be conducted. If suspicious lesions are found, participants will be given specific instructions. Participants will receive skin cancer prevention and early detection educational materials, sunscreen samples and social marketing items.

Funding for "Choose Your

Cover" will be generously provided by the Mike Geltrude Foundation, which will also provided educational materials. (www.mikegeltrudefoundation.org) Schering Plough has provided sunscreen, and The Cancer Institute of New Jersey will offer the sun safety giveaways. The Oncology Nurses of Central NJ, the Ocean County hospitals – Community Medical Center, Kimball Medical Center, Ocean Medical Center, Southern Ocean County Hospital -- and health departments (Ocean County and Long Beach Island,) are all OCCC "Choose Your Cover" volunteer organizations as are the American Cancer Society, Horizon Blue Cross/Blue Shield and the NJ Office of Cancer Control and Prevention..

If you are interested in becoming an OCCC Choose Your Cover Volunteer or Sponsor, contact Deb Levinson at (732) 286-3693.

Middlesex County—Raising Awareness Through Theater

By Padma Arvind

The Middlesex County Cancer Coalition has collaborated with Robert Wood Johnson University Hospital to present workshops on Breast cancer in both Spanish and Hindi at events in New Brunswick, Perth Amboy, and Edison.

The theatrical projects created by RWJUH have been very well received and include:

Mother Daughter: daughter finds out about mom's pain and convinces her to have a mammogram and talks about the procedure. The role of the mother was played by a breast cancer survivor.

Breast Cancer Survivor's Personal Story: The survivor's

cancer was diagnosed when she was young. She talked about how her husband found a nodule, but did not tell her. The message insisted that men should notify women of any changes that they might observe in their partner's breasts, etc.

It Hurts Too Much: Nurses and two survivor's acted out women's tendencies to postpone appointments, and why they should not be postponed.

Hair Salon: More details on breast cancer were shared by all participants at a hair salon.

A guitarist played and sang an inspirational song.

During the workshop, a nurse explained the procedure for doing a breast self exam and passed out shower cards.

Breast Cancer Survivors shared their personal stories.

Representatives from the department of transportation distributed bus schedules in and around Middlesex County and talked to the audience about transportation and how to get to a clinic.

A physician at the Edison meeting discussed signs and symptoms with the group.

For more information, please contact Padma Arvind at padma.arvind@co.middlesex.nj.us.



Moving Forward in Somerset County

By Lucille Young-Talbot

During the last quarter of 2008, SCCC embarked on several large projects including the following:

- Radon Awareness and the dangers imposed when combined with smoking for lung cancer. Over 160 radon kits were distributed including 50 at a program at Somerset Medical Center where the coalition also had a table with information on lung cancer and radon.
- Breathe Easy: Relationship Between Lung Cancer, Environmental Agents and Second-Hand Smoke. Dr. Hen-Vai Wu discussed the relationship between environmental agents, second-hand smoke and lung cancer.
- Free radon kits were distributed courtesy of the Somerset County Cancer Coalition.

Cancer Prevention and Nutrition Activities

The coalition also unveiled its new Cancer Coalition Brochure, display board and veggie clips encouraging residents to eat more fruits and veggies. Our theme throughout the year will be on Cancer Prevention and Nutrition.

A program was held at SMC with Dr. Sadler, Gastroenterologist and Karen Connolly, RD titled "Let's talk about colon cancer"

- Distributed 1,000 brochures into goodie bags for Slim down Somerset Event to enhance the importance of nutrition and physical activity and cancer prevention
- Public Health Matters - a local cable television show airing in Middlebrook Regional in March in recognition of colon cancer awareness. To help increase awareness about this PREVENTABLE and highly treatable form of cancer, the program addressed the importance of in-



(L) Somerset Medical Center Intern Jill Beckley, (R) Melissa Donat, from Women's Health and Counseling Center (WHCC)

cluding fruits, vegetables and whole grain foods to help reduce your risk of developing colon or rectal cancer. Guest Karen Connolly, Clinical Nutritionist Somerset Medical Center in Somerville, suggested Karen Connolly RD, physician and introduction to our new theme for cancer prevention and nutrition.

- Other programs were conducted for Somerset County Employees with Tia Haggins, RD from SMC and an open house was featured at the WHCC/NJCEED office to unveil the nutrition theme with a speaker, Daryl Minch, RD from Rutgers Cooperative Extension.

Doctor, What Are These Things on My Skin?

Alissa Fox, MD, a dermatologist at Somerset Medical Center discussed the variety of "things" on our skin and explained which ones are cause for alarm and which ones are not. Dr. Fox also talked about

the increasing incidence of skin cancer, how to prevent it and the most current treatment options. The Somerset County Cancer coalition staffed a dermascan skin analyzer for interested participants. (91 participants)

Skin Cancer Screening

Alissa Fox, MD, a dermatologist at Somerset Medical Center conducted a skin cancer screening on May 31 in the Somerset Family Practice building. A Neutrogena representative also participated. Somerset County Cancer Coalition information was available for participants. Sixty-two participants were screened

The Wellness Community

"When A Parent Has Cancer" program was held and over 175 educators attended this important program to locate resources.

For more information, please contact Lucille Young-Talbot at YTalbot@co.somerset.nj.us.



Essex County Cancer Coalition Activity Update

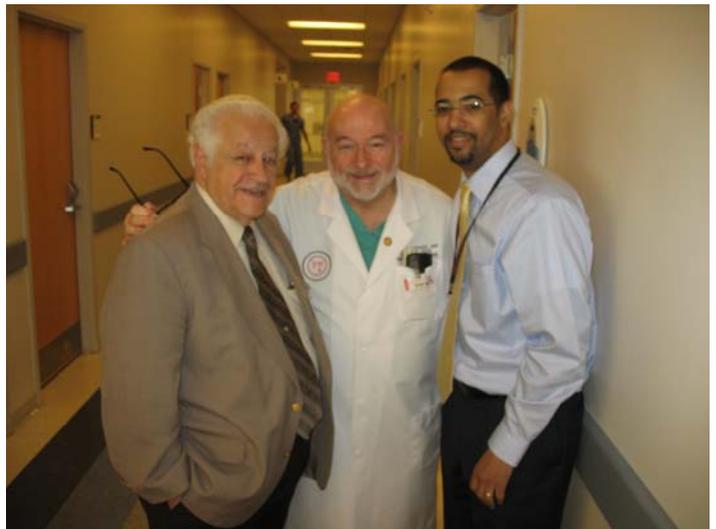
By Christopher Tuohy

The ECCC organized a health fair in conjunction with the Oral Cancer Consortium's free oral cancer screening day. The event was held on Thursday April 24, 2008 from 9:00 AM – 7:00 PM at the new NJ Dental School 12th Avenue Oral Health Pavillion. The ECCC coordinator (Christopher P. Tuohy) and director (Stanley H. Weiss, MD) helped plan this event. We significantly modified the flyer for the event, notably using the lessons learned at our March 6, 2008 coalition meeting to incorporate (for the first time) into all promotional materials the message of prevention when screening for cancer, not merely early detection. Our changes were well received by the event coordinating committee. To extend this health fair's activities beyond those covered in previous years, we arranged for the NJCEED lead agency at UMDNJ – University Hospital to provide prostate cancer screenings for the first time. Many cancer-related community organizations participated in the health fair, including

the ACS, NJCEED, and CancerCare. A total of 215 individuals were screened for free for Oral Cancer during the course of the event.

It was reported at December and January meetings of the Newark Health Committee (NHCCI) that

the Newark City Council aides have received calls inquiring about cancer resources in the community but were not fully aware of all that existed. The ECCC coordinator collaborated with the other members of the NHCCI to create a training session for these council aides and other interested members of the community on this topic. The training session on



(l-r) Mike Festa (Essex County Health Officer), Dr. Arnold Rosenheck (NJDS), Dr. Guy Francis (Urologist, UH S.A.V.E. NJCEED lead agency), Essex County Health Fair and Free Oral Cancer Screening Day, April 24, 2008

March 20, 2008 in the council chambers at Newark City Hall included presentations by the American Cancer Society, NJCEED lead agencies in Essex County, representatives from all the local hospitals, and the ECCC coordinator. The coordinator also ar-

ranged for a representative from the UMDNJ/NJMS-University Hospital (UH) Cancer Center to give a presentation on its current activities. A total of 32 individuals attended, including council aides and leaders of a community seniors committee as well as members of the public.

The ECCC has been working hard recruiting barbers in the community to participate in its Northern NJ Prostate Cancer Initiative (PCI). The ECCC, in collaboration with The Prostate Net (TPN) and the two local NJCEED lead agencies, organized and held a training session for barbers from Essex County on January 14, 2008. The execution of the training session was very successful. The presentations included "Prostate 101" prepared by Mr. Virgil Simons (Founder and President of TPN) in conjunction with our PCI team. A panel discussion was held and included several physicians representing the spectrum within pros-

(Continued on page 16)



(l-r) Aretha Hill-Forte (St. Michael's Medical Center's "In the Pink" NJCEED lead agency), Dr. Stanley Weiss (Director and Principal Investigator, ECCC), Dr. Charles Cathcart (UMDNJ – UH), Dr. Georgi Guruli (UMDNJ – UH), Essex County Barber Training Session, January 14, 2008



Union County Launches Cancer Awareness Series

By Bill Bullock

The Union County Cancer Coalition selected developing and conducting a series of site-specific cancer awareness programs to educate the public in Union County regarding the sign and risks of the priority cancers in New Jersey as well as the need to adopt healthy lifestyles and seek age and risk appropriate cancer screenings promptly. The project was undertaken in partnership with the Union Township Health Officer and YMCA. Each program consists of: a presentation, utilizing publicly available educational material and training aids from an authoritative source such as the American Cancer Society, and a Q&A session. Colorectal and lung cancer awareness programs were presented in

January, nutrition and melanoma cancer awareness programs in February and a prostate cancer program in March and April. The UCCC plans to conduct these programs on an on-going basis.

The UCCC's second cancer related project for F/Y 2007/8 is an oral/oropharyngeal cancer awareness and screening event that took place in April. The five dental providers, three private practice dentists, a Federally Qualified Health Center and a hospital, volunteered their services for this year's event. They screened a total of 48 people for oral cancer free of charge. This is the second year the UCCC has participated in this event in partnership with the Oral Cancer Consortium and four other Northern

New Jersey County Cancer Coalitions, Essex, Morris, Hudson and Bergen. The Oral Cancer Consortium has been conducting a multi-state, free oral cancer-screening event in April for many years. The UCCC participated in it for the first time in 2007 along with the four other County Cancer Coalitions. We plan to hold this event annually, every April, in partnership with the Oral Cancer Consortium and the other participating counties in the hope that, as this annual event develops and grows, it will become a factor in reducing the burden of oral cancer in Union County.

For more information, contact Bill Bullock at Bbullock20@aol.com.

Hudson County Addresses Gaps in Breast Cancer Screening

By Bill Bullock

The Hudson County Cancer Coalition selected breast cancer awareness in Hudson County as its primary cancer project for F/Y 2007/8 and, toward that end, the HCCC has engaged in many activities including a collaboration with Hoboken Family Planning, Inc. to raise awareness of a gap in the current breast cancer screening safety net involving uninsured (working) women who do not qualify for free breast cancer screening in the NJCEED Program because their incomes exceed 250% of federal poverty. The HCCC has also participated in many other events throughout the year to raise awareness of breast cancer in Hudson County including, most notably, staffing exhibit tables and distributing large volumes of breast cancer educational materials at two major public events held each year

in Hudson County:

The Hoboken Feast of the Martyrs, a four day event held in Hoboken in September 2007 and attended by an estimated 60,000 people, and

The Earth Day Celebration, a one day event held at Liberty State in April 2008 and attended by an estimated 10,000 people.

The HCCC's second cancer related project for F/Y 2007/8 is an oral/oropharyngeal cancer awareness campaign and screening event conducted in April 2008 in partnership with the Oral Cancer Consortium and four other County Cancer Coalitions, Essex, Union, Morris and Bergen. The Oral Cancer Consortium has been holding a multi-state, free oral cancer-screening event in April for many years. The HCCC decided to participate in this event for the first

time in 2007 because the county's adult male population is bearing a much heavier burden from this disease than is the New Jersey male population. Three dental providers volunteered to participate in the April 2007 event and they screened 50 people for oral cancer free of charge. Four dental providers participated in April 2008 event and 68 people were screened for oral cancer. The HCCC thanks everyone who helped make the 2007 and 2008 events successful. We plan to hold this event annually, every April, in partnership with the Oral Cancer Consortium and the other participating counties and, as the event develops and grows, we hope it will become a factor in reducing the burden of oral cancer in Hudson County.

For more information, contact Bill Bullock at Bbullock20@aol.com.



New Jersey Legislators Say “Ahhh” for Oral Health

By Stephanie M. Hill, MPH, CTR

The Task Force Oral Cancer Workgroup, in conjunction with the New Jersey Dental Association and the Oral Cancer Consortium, held an unprecedented screening event on June 12th. Ninety-one men and women were screened for oral and oropharyngeal cancer, and hundreds more were reached with educational messages during the one-day event held at the State House in Trenton.

Eight practicing dentists from the NJ Dental School at UMDNJ, Newark Beth Israel Medical Center, St. Joseph's Regional Medical Center, Red Bank Oral & Maxillofacial Surgery, LLC, Lakewood Pathology Associates, P.A., and the Middlesex County Dental Association as well as dental hygienists from the NJ Dental Hygienists' Association, UMDNJ-NJDS, and Brookdale Community College, volunteered their time to provide free oral cancer screenings to anyone who visited the State House that day.

According to the NJ State Cancer Registry, in 2005, 870 NJ residents were diagnosed with a cancer of the oral cavity or oropharynx, and 212 people died from the disease. When diagnosed in the early stage of the disease, 82% of patients survive beyond five years after diagnosis. However, of those patients diagnosed in the late stage, less than 27% survive five years. Due to this differences in survival between early and late stage diagnoses, screening for early detection of oral and oropharyngeal cancers is imperative. The earlier a cancer is diagnosed, the greater the likelihood of successful treatment. Unfortunately, only 32% of oral cancers are diagnosed in the early stage.

Regular oral cancer exams are the best way to detect oral cancer early, when it is most easily treated. However, a 2004 Behavioral Risk Factor Surveillance Survey (BRFSS) revealed that fewer than 35% of New Jersey adults have ever had an oral cancer exam.

An oral cancer exam involves the thorough examination of the inside and outside of the mouth by a doctor or dentist. It includes the examination of the face and neck for any unusual lumps or masses. Usually, the dentist will gently pull out the tongue using a sterile piece of gauze to check for any lesions on or under the tongue.

Although the risk of developing oral cancer is low compared to that of other cancers, a number of risk factors may increase an individual's chances of being diagnosed with oral or oropharyngeal cancer. While the risk of oral cancer increases with age, the most significant known risk factors are tobacco use and excessive alcohol consumption. Other risk factors include betel quid chewing, immunosuppression, and infection with the human papillomavirus (HPV). An increasing body of evidence suggests that a diet high in fruits and vegetables may reduce the risk of oral cancer.

Due to the underutilization of oral cancer exams and the preva-



David Lederman, DMD, Chairman of the Task Force Oral Cancer Workgroup and Director, Oral and Maxillofacial Pathology at Lakewood Pathology Associates, P.A., explains the risk factors for and signs and symptoms associated with oral cancer to State Senator Kip Bateman (16th District).

lence of known risk factors, the Oral Cancer Workgroup has identified public and professional awareness as its top priority in reducing the burden of oral and oropharyngeal cancers.

Oral Cancer Workgroup Chair and Task Force appointee David Lederman, DMD was especially pleased with the day. “The screening, public education, and legislative outreach were successful beyond my expectations,” he said. “This would not have been possible without the cooperation and coordinated efforts of all of our dedicated and talented volunteers and staff and the several committed organizations and agencies. It is a special privilege working with you.”

The Workgroup has plans to repeat the State House screening again next year. The Workgroup also collaborates with County Cancer Coalitions throughout the State to provide oral cancer education and screening. Visit www.njcancer.gov to find a Coalition in your area.



Summit

(Continued from page 1)

ior Services Deputy Commissioner, Eddy Bresnitz, MD, MS, praised the Task Force, workgroups, standing committees, and county cancer coalitions, as well as all those involved in comprehensive cancer control efforts in NJ for their outstanding work and achievements over the past eight years. Dr. Bresnitz said he is optimistic about the future of comprehensive cancer control in NJ. "I feel privileged to have been here at the beginning of the process, to have had some part in helping to make this happen and to be associated with all of you to have an impact," Dr. Bresnitz told the audience in his welcoming address. (See page 5 for Dr. Bresnitz's full address.)

Task Force Summit keynote speaker Christopher N. Thomas, MS, CHES, Public Health Advisor for the CDC, spoke about *Meeting Future Challenges* as New Jersey's cancer control partnership breaks new ground. He encouraged New Jersey to continue its tradition of excellence in innovation as it faces new challenges in its implementation of the State's second plan. He also recommended that NJ share its successes and accomplishments with other programs that may benefit from our experience.

The Task Force took a moment to recognize key individuals for outstanding contributions to cancer control with the Task Force Chair Award.

Task Force Chair Award recipient Senator Robert Menendez was recognized for his work in reducing health disparities, improving health outcomes, and saving lives. In the U.S. House of Representatives Senator Menendez introduced the Patient Navigator bill—which was signed into law by President Bush

in 2005. It ensures that all Americans, regardless of income, race, ethnicity, language, or geography, will have access to prevention, screening and treatment, and that they will have an advocate at their side, helping them navigate through today's complicated health care system. For more information on Senator Menendez and his work in health care, please visit www.menendez.senate.gov.

Jean F. Mouch, MD, MPH accepted the Task Force Chair Award on behalf of the Camden County Cancer Coalition for its exceptional work in implementing the Comprehensive Cancer Control Plan in Camden County. The Camden County Cancer Coalition epitomizes the successes that can be achieved through strong leadership and sound community partnerships. Partnerships with such organizations as the American Cancer Society, City of Camden, regional health systems, Camden City Cancer Initiative, Camden County Community Health Improvement Plan (CHIP), Camden City Healthy Futures Committee (UMDNJ) have led to the unique and innovative programs which have made the Camden County Cancer Coalition a model for success.

Much to the surprise of Dr. Arnold Baskies, Senator Menendez presented the long-time chair of the Governor's Task Force with an award recognizing his contributions to comprehensive cancer control efforts in NJ. Dr. Baskies has not only served as the Governor's appointed Chair of the Task Force since its inception in 2000, but is also the Chief Medical Office of the American Cancer Society Eastern Division and the NJ State Chairman of the Commission on Cancer's Cancer Liaison Program. Dr. Baskie's unwavering support of and dedication to the NJ Comprehen-

sive Cancer Control Plan has served as one of the driving factors in the State's success and in its emergence as a national leader in cancer control.

Attendees of the Summit also had the opportunity to hear from their peers about *Partnerships That Work* as well as *What Will Continue to Work*. Examples of successes were shared from workgroups, county cancer coalitions, and NJCEED. Afternoon breakout sessions included topics in HPV and Ovarian Cancer, both new to the 2008-2012 Comprehensive Cancer Control Plan; Access to Care issues, which discussed both legislative solution and transportation options; and Measures that Matter, an introductory session on evaluation and using data from the NJ State Cancer Registry. Further evaluation training sessions will be held by the Evaluation Committee.

The day culminated in a rousing comedy act, *Bringing it Together*, by Scott Burton. Scott has worked with such big names as Jay Leno and Louis Anderson. He is an award-winning comic and world champion juggler. He is also a cancer survivor. Scott was diagnosed with a high-grade osteosarcoma in 1992. Scott emphasized the importance of humor in fighting fear and in facing life. Of all the tools available to us, as health professionals, humor is most often the one least used. Scott's story reminded us that "being afraid of life is the real disease...and that one is curable." For more information on Scott Burton, please visit www.sburton.com.

See page 15 for more photos from the Summit.



Oral Cancer Screening June 12, 2008, NJ State House



Top Left: Dr. Arnold Rosenheck (UMDNJ-NJDS) performs an oral cancer examination on State Senator Anthony Bucco (25th District). **Top Right:** Dr. Sumi Yalamanchili (St. Joseph's Regional Medical Center) counsels Lobbyist Cullin McAuliff. **Bottom Left:** Dr. Abe Speiser (Newark Beth Israel Medical Center) performs an oral cancer exam on Lobbyist Valerie Brown, Esq. **Bottom Right:** Registered Dental Hygienist Debra Goldsmith (UMDNJ-NJDS) provides educational materials to State Senator Anthony Bucco.

Photos courtesy of University of Medicine and Dentistry of New Jersey—NJ Dental School

2008 Governor's Task Force Summit

May 9, 2008, Battleground Country Club

Bulletin
Board



Top Center: Summit Keynote Speaker, Christopher N. Thomas, MS, CHES, Public Health Advisor for the CDC. **Top Left:** Ms. Peg Knight, RN, MEd, OCCP Executive Director thanks Senator Robert Menendez for his work in access to health care. **Center:** Senator Robert Menendez accepts the Task Force Chair Award in recognition of exceptional service. **Top Right:** Scott Burton performs his world-championship juggling while educating the audience on the importance of laughter in healing. **Bottom Left:** Task Force Chair Dr. Arnold Baskies (left) and NJDHSS Deputy Director Dr. Eddy Bresnitz (right) discuss the 2008-2012 NJ Comprehensive Cancer Control Plan with CDC representative and keynote speaker Christopher Thomas (far left). **Bottom Right:** From left to right—Christopher Thomas (CDC), Dr. Arnie Baskies (Task Force, ACS), Dr. Eddy Bresnitz (NJDHSS), Peg Knight (OCCP), and Dana White (CDC).



Essex

(Continued from page 10)

tate cancer care (a urologist [Dr. Georgi Guruli], radiation oncologist [Dr. Charles Cathcart], and a medical oncologist [Dr. Stanley H. Weiss]). Another part of our presentation presented evidence that the barber is indeed a critical conveyor of information about prostate cancer to the patrons. We gathered this evidence from our preliminary analyses of an ongoing evaluation of the Barbershop Initiative program nationally. This presentation was developed and given by Dr. Daniel Rosenblum, the ECCC co-coordinator, who has been responsible for the hands-on analysis of these national data. He described some of the findings thus far from the analysis of this survey data and the ways in which the Initiative has been conveying information about prostate cancer to patrons in participating barbershops.

Following the training session, Ms. Deborah Johnson (outreach coordinator for the Northern PCI) went to the shops of the barbers who had attended and provided them with plaques honoring their participation in the PCI and their dedication to addressing prostate cancer in their community. They were also provided with prostate cancer literature to display in their shops and a number of other items from TPN including t-shirts and combs. We also developed award certificates for the special presenters and honored guests, including Ron Salahuddin, the Deputy Mayor of Newark. We also followed-up with those shops that had agreed to come to the training session but did not attend. The vast majority of these barbershops still desired to be involved in the PCI. We determined that rather than trying to



(l-r) Deborah Johnson (Outreach Coordinator, Northern NJ PCI), Kristine Kelly-Wilson (United We Stand Unisex Barber Shop, Scotch Plains), Mayor Sharon Robinson-Briggs (Mayor of Plainfield), Dr. Stanley Weiss (Director and Principal Investigator, ECCC), Tim Muhammad (Choice Cuts Barber-shop, North Plainfield), Virgil Simons (Founder and President, TPN), Mano Starks (Gentlemans Quarters, Plainfield), Robin Mitchell (Neighborhood Health Services, Union County NJCEED), Benjamin Short Jr., PhD (Neighborhood Health Services, Union County NJCEED), Union County Barber Training Session, April 7, 2008

get them to attend another training session, that we would provide information to them one on one within their barbershops so as not to lose them from the PCI. We also provided them with the TPN literature to display in their shops.

Similar training sessions for barbers have subsequently been held in Union and Hudson County and the program has been received very favorably by the barbers in these communities as well. We have also met with the leadership of the NJCEED lead agencies in other northern NJ counties and have included in the loop our colleagues from the respective county cancer coalitions.

For more information on the Essex County Cancer Coalition, please contact Mr. Christopher Tuohy at tuohycp@umdnj.edu.



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make a
difference!
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cancer
coalition
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Bresnitz

(Continued from page 5)

lance, CTCF, the OCCP and CCCP activities remains flat, which some will agree is a positive in this budget climate.

In a moment, you will hear of the successes of Comprehensive Cancer Control in New Jersey efforts to date, and I think you will agree that they have been significant.

Of note, mortality has continued to show a steady decline and incidence is now showing a decline after many years of a steady rise.

Most of us realize that eliminating the scourge of cancer is not possible in our lifetimes, and probably many more lifetimes from now.

Nevertheless, there is much we can do to minimize and control that burden of disease, impairment, disability and death.

We can reduce cancer risk through governmental policies and programs targeted to reducing en-

vironmental carcinogens and changing personal behavior.

We can foster earlier disease detection through promotion of screening efforts and developing new cancer screening tools.

We can cure cancer by getting people into treatment early in their disease and provide them the best, cutting edge treatment available, with the appropriate support needed to complete their treatment regimen.

We can manage incurable cancer by understanding that cancer can be a manageable, treatable chronic disease that responds to palliative modalities to allow individuals to function in society as those with other chronic diseases do.

We can eliminate financial barriers to cancer prevention, early detection and treatment by ensuring that our elected representatives develop, implement and support policies that foster equal access, universal financial coverage, and non-discrimination in the provision

of cancer care.

When I first came to the NJDHSS, the state involvement with and support of CCC was minimal.

I can truly say I have witnessed a remarkable effort in the last decade to tackle the problem of cancer in New Jersey.

We have made tremendous progress but there is much to do.

It is a never-ending struggle that needs constant renewal and attention.

It is through the leadership of so many people here in this room and elsewhere that has made, and makes, this happen.

I feel privileged to have been here at the beginning of the process, to have had some part in helping to make this happen and to be associated with all of you to have an impact.

Thank you all, and I wish all of us the best as we move forward to implement the State's second CCC Plan.

Congratulations Ocean County Cancer Coalition!

The OCCP would like to recognize and congratulate the **Ocean County Cancer Coalition** for submitting the most Event Report Forms during the second and third quarters of FY07/08 (October-December, 2007 and January-March, 2008).

The Ocean County Cancer Coalition continues to excel in its mission to implement the NJ Comprehensive Cancer Control Plan at the county and local level.

Coalition members participated in a local radio station program with 120,000 listeners to promote breast cancer awareness.

The coalition is also partnering with Cape May, Hunterdon, Monmouth, Morris, Sussex and Warren counties to participate in a CDC

Optional Funding Skin Cancer Project entitled, "**SCREEN**" (Skin Cancer Reduction and Early Education Network) to educate the community on the dangers of sun exposure.

The Ocean County Cancer Coalition has partnered with the Melanoma Workgroup of the Task Force to host "Choose Your Cover," a one-day skin cancer screening and awareness event to be held at three popular beaches in Ocean County.

Ocean County Cancer Coalition activities reached over 3,400 individuals over the two quarters, and the Ocean County Adult Cancer Resource Guide, located at www.ochd.org received over 2,500 hits.

Each of the 21 county cancer coalitions, funded by a health service

grant from the OCCP, is required to submit an event report form for each event held. The forms collect information on the type of event, the organizers, the audience, and any funds or in-kind support used to hold the event. The submitted forms are used to keep track of the many activities going on at the local level which might otherwise not be captured at the state level. They also allow the OCCP to track the number of residents reached through CCC efforts.

Please help us to congratulate the Ocean County Cancer Coalition for a job well-done. And don't forget to submit your event report forms—your county could be recognized in the next quarter.

NJ Office of Cancer Control and Prevention

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Coming together to make a difference!



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web!

www.njcancer.gov

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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Information

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. The deadline for submissions for the October, 2008 edition is September 1st, 2008.

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 Registry (NJSCR) at 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.

Archives

Current and past editions of this newsletter are available on the OCCP website at www.njcancer.gov.

