



Task Force on Cancer Prevention Early Detection and Treatment
in New Jersey
Comprehensive Cancer Control Plan
Implementation Highlights



- Union County Ride for Life Program – A program aiming to form partnerships to address the growing need for transportation of cancer patients within Union County.
- Melanoma: Update 2007 – Symposium held April 19th, 2007 in collaboration with Cooper University Hospital. Attendance included 346 healthcare professionals, making it the largest continuing medical education program in Cooper’s history.
- Statewide School Train-the-Training Program – Over 200 school districts have participated in this program, which covers all school-based initiatives across the CCC Plan.
- Coming Together to Conquer Colorectal Cancer in NJ: A Dialogue for Action™ – On June 28th, 2007, in collaboration with the American Cancer Society and the Cancer Research and Prevention Foundation, NJ held its very own *Dialogue for Action* leadership summit, based on the highly successful national program.
- Choose Your Cover campaign – Media campaign held in 2003 encouraged NJ residents and tourists to protect themselves from the harmful effects of the sun.
- Smoke-Free New Jersey – The Task Force’s Advocacy Ad Hoc Committee was instrumental in the passage of the first state-wide indoor smoking ban. It continues to work toward inclusion of casinos in the ban.
- Cancer Awareness Youth Educator Badge – Developed by the Gloucester County Cancer Coalition, the badge is now in use by Boy Scout and Girl Scout organizations throughout NJ and other states.
- The Big ‘C’: Current Trends in Cancer Control – A tri-county collaboration of the Burlington, Camden and Gloucester County Cancer Coalitions to strengthen awareness of and participation in statewide comprehensive cancer control among healthcare professionals.
- Going to the Barbershop to Fight Prostate Cancer – In collaboration with the Prostate Net and NJCEED, local barbers are talking to their customers about prostate cancer and other men’s health issues. They also provide information about free and low-cost prostate cancer screening with participating hospitals.
- Camden City Cancer Initiative – An 18 month addressing prevention, early detection, education and awareness among minority, poor and underserved populations of Camden. Co-chaired by the Camden County Cancer Coalition Coordinator, the initiative brings together corporate leaders volunteering to eliminate the burden of cancer for people living and working in Camden City.
- Task Force Summit 2006 – A full-day event aimed at recruitment, retention, recognition and recommitment of the nearly 1200 stakeholders involved in cancer control statewide. Among those in attendance was Senator John Adler. A second Summit is planned for Spring, 2008.
- Dark Side of the Sun – The Melanoma Workgroup, through a partnership with the Molly Biggane Foundation, has provided all NJ Middle and High Schools with a free DVD and companion educational materials on skin cancer prevention.
- 2006 “In the Know Award” – Presented to the Task Force for its work in implementing the CCC Plan.
- Childhood Cancer Conference Series – The Childhood Cancer Workgroup has held two successful events in conjunction with the Lance Armstrong Foundation, the American Cancer Society, the Valerie Fund and the Jay Fund. Tom Coughlin, head coach of the New York Giants delighted attendees of the 2007 event with a rousing motivational speech, “It’s Third Down with Nine Yards to Go...Difficult, But You Can Do It!”

For more information on these or other projects, visit www.njcancer.gov or call the OCCP at 609-984-4978.