



NJ COMPREHENSIVE CANCER CONTROL

IMPACT

IMPLEMENTATION ACTIVITIES

NJ Office of Cancer Control and Prevention

Volume 3, Issue 2
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NJ OCCP Competes—and Wins

\$481K Awarded for Comprehensive Cancer Control Implementation

The OCCP is pleased to report the receipt of a \$481,000 grant award from the Centers for Disease Control and Prevention (CDC) National Cancer Prevention and Control Program (NCPCP) for implementation of the New Jersey Comprehensive Cancer Control Plan. The OCCP has received annual CDC funding each year since 2002, but this was the first year since the program's inception that the application process was a competitive one. During a competitive grant cycle, eligible applicants (including all 50 states in addition to tribes and territories) compete for a share of the available funds. Grant awards are based on merit and are not guaranteed.

Given the robust competition provided by the many exemplary cancer control programs throughout the nation, NJ is delighted to be the recipient of such a significant grant award. The



award includes \$250,000 for OCCP operational expenses, communications and evaluation, as well as \$231,000 in optional grant awards. This is the first time the OCCP has been awarded optional grant funding for site-specific projects.

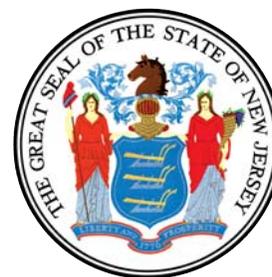
The optional funding includes \$46,000 for a sun safety program to be implemented jointly by the Hunterdon and Ocean County Cancer Coalitions. The **Skin Cancer Reduction**

– **Early Education Network**, or SCREEN, program utilizes a “train-the-trainer” model for the diffusion of evidence-based sun safety interventions in the six NJ counties with the highest melanoma incidence rates.

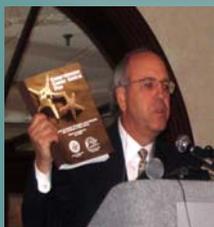
The award also includes \$185,000 for a prostate cancer education and awareness program via Atlantic and Essex County Cancer Coalitions. (See page 6 for more information)

Inside this issue:

OCCP Web Site	2
New Faces	2
Men's Health Expo-sed	3
Project Healthy Life	3
Hudson On the Move	4
Clinical Trial Awareness in Union	4
Middlesex: A Call to Action	5
Burlington Cuts Out Cancer	6
Essex and Atlantic Team Up	6
Announcements & Upcoming Events	7
Congratulations Bergen County	7
Partnerships Pay Off	8
Barber Advocates Recognized	9
Where do You Fit In?	9
Information	10



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.

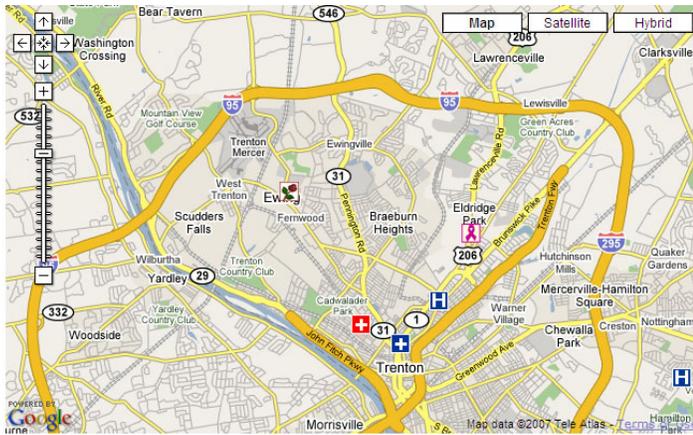
The Task Force continues to put in long hours, and our workgroups are making great progress towards the construction and implementation of our new Cancer Control Plan. We have lots to be proud of, and with the continued support of our

major collaborators, the ACS and our terrific staff at the OCCP, we will continue to make great progress against cancer. We are proud to announce that New Jersey is the recipient of \$481K in grant monies from the CDC for the fiscal year 2007-2008. We will strive to use the allocated resources to the best possible end for the residents of NJ and to continue to hold NJ up as a model for cancer control implementation. Through our sustained collaboration, we will carry on our tradition of excellence.



OCCP Web Site: Bigger and Better Than Ever

www.njcancer.gov undergoes major overhaul



The new and improved www.njcancer.gov provides interactive maps for finding local cancer resources throughout the state. Each icon on the map is clickable and represents a different program or facility.

At last, New Jersey residents are now able to locate local cancer resources with just the click of a mouse. The long-awaited and much anticipated interactive cancer resource guide is available via the existing OCCP web site at www.njcancer.gov. Visitors to the site have the ability to search for cancer resources in their county, including hospitals, hospices, mammography centers, NJCEED lead agencies, Centers for Primary Health Care, and County Cancer Coalitions.

For the first time, cancer resource information in NJ is interactive and available from a single source.

Powered by Google Maps, the site provides visitors with detailed maps and driving directions to and from facilities, as well as links to individual facilities' web sites.

The project is the culmination of more than three

year's of collaboration by the OCCP, NJDHSS Office of Information Technology Services (OITS), UMDNJ, and the County Cancer Evaluators. Their work laid the groundwork for the site with the creation of the Cancer Resource Database of New Jersey. The database is maintained and kept as up-to-date as possible by dedicated OCCP and OITS staff.

While the list of facilities available on the site is extensive, the OCCP has no intentions of stopping there. Plans continue to expand the list of available facilities. OCCP is currently working with the Nutrition and Physical Activity Workgroup and OITS to add nutrition and physical activity resources to the web site.

We invite you to peruse the site for yourself and take a look at resources in your area. And as usual, the staff at the OCCP welcomes your feedback.

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 Box 369, Trenton, NJ 08625-0369.

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New Faces

OCCP Welcomes New Coordinators

Mr. **Christopher Tuohy** joined the Essex County Cancer Coalition (ECCC) as its coordinator on August 13, 2007. He is near the completion of his Master of Public Health degree at UMDNJ, and is excited about the opportunities his new position has afforded him. We wish Ms. Punam Parikh well in her new position at Mt. Sinai Hospital in NY.

In Middlesex County, Ms. **Padma Arvind** has as-

sumed the role of Coalition Coordinator, the position previously held by Ms. Deb Johnson.

Ms. **Helen Homeijer**, a public health nurse with extensive experience, has joined us as coordinator of the Sussex County Cancer Coalition.

Please join us in welcoming our newest County Coordinators and in wishing Ms. Parikh and Ms. Johnson all the best in their future career endeavors.



Men's Health Expo-sed in Atlantic

By Angela Bailey

On June 2nd, the Atlantic County Healthy Living Coalition hosted the Men's Health Expo at Greate Bay Country Club in Somers Point, New Jersey. Approximately 70 people attended to gain important information on prostate cancer. This event was directed toward men and featured a main speaker, panel speakers, a full breakfast buffet, premier health tables and prizes and giveaways. Our guest speaker, Dr. Charles E. Myers from the Foundation for Cancer Research and Education spoke about a variety of treatment options such as surgery, hormonal therapy, chemotherapy and radiation. He also spoke about nutrition and its link to cancer. Dr. Arnold M. Baskies chair of the New Jersey

Governor's Task Force Cancer Prevention, Early Detection and Treatment spoke about the New Jersey Comprehensive Cancer Control Plan and the initiatives at the state level. He also spoke about cancer rates and the importance of screening and early detection, as well as ran the panel discussion. Also on the panel was Dr. Michael J. Ginieczki from Shore Memorial Hospital; Betty Gallo from the Dean & Betty Gallo Prostate Center at the Cancer Institute of NJ; and Charles and Lee Kearny, a cancer survivor and his wife. Many of the people in the audience were there to gather information about their own treatment or that of a family member. The panel provided the audience with an



Dr. Charles E. Myers speaks at the Men's Health Expo hosted by the Atlantic County Healthy Living Coalition.

excellent opportunity for the public to ask three highly qualified physicians about prostate cancer treatment. They did a wonderful job, and participants left with their questions answered.

New projects are being planned all the time. Please

visit our website at www.achlc.com for more information.

Anyone interested in participating in the coalition should feel free to contact Angela Bailey at ABailey@ShoreMemorial.org.

Project Healthy Life in Cape May

By: Dick Colosi

Cape May County (CMC) is delighted to be among the three counties selected by the NJ Department of Aging to conduct the Chronic Disease Self Management (CDSM) program developed by Stanford University.

This program is made possible through a three year grant from the U.S. Administration on Aging. The grant is entitled "Empowering Older People to Take More Control of their Health through Evidence Based Prevention Programs".

Working closely with Cape May Regional Medical Center, CMC's Chronic

Illness Coalition (CIC) is playing a key role in implementing this well proven program. In CMC, we have dubbed the Chronic Disease Self Management (CDSM) program: PROJECT HEALTHY LIFE.

PROJECT HEALTHY LIFE is a two and a half hour workshop given once a week, for six weeks, in community settings such as senior centers, churches and libraries. Workshops are facilitated from a highly detailed manual by two trained leaders. Topics covered include 1) techniques to deal with problems such as frustration, fatigue, pain and isolation, 2) appropriate

exercise for maintaining and improving strength, flexibility, and endurance, 3) nutrition and 4) making informed treatment decisions.

Sessions are highly interactive, where mutual support and success builds the participants' confidence. After an intensive week-long course held in Princeton, CIC Coordinator, Dick Colosi, was certified as a CDSM Master Trainer, qualifying him to train peer leaders. In partnership with fellow Master Trainer, Bonnie Kratzer of Cape Regional Medical Center, sixteen peer leaders have been trained to conduct the CDSM program, which is

being offered free of charge throughout Cape May County.

CMC's Chronic Illness Coalition is honored to have been selected to inaugurate Stanford University's CDSM in NJ. We look forward to continuing to work with the NJ Department of Aging as well as the U.S. Administration on Aging during the remaining years of the grant and beyond.

For more information on the Cape May County Chronic Illness Coalition or the Chronic Disease Self Management program, please contact Dick Colosi at rcolosi@co.cape-may.nj.us.



Hudson County—On the Move

By Bill Bullock

The Hudson County Cancer Coalition (HCCC) held its first fundraiser, a Bowl-A-Thon, in June. Thanks to everyone who helped make it a success. The HCCC has been busy this summer, working with its partners on several coalition-building and cancer-related activities. HCCC representatives also participated in two of our partners' health fairs: a Save Latin America Health Festival and a Horizon Health Center Health Fair, at which many county residents were educated about the signs and risks of cancer and provided with educational materials and locations where free cancer screenings are available. Joyce Adams, the HCCC Consultant, also attended a

Horizon Health Center's seminar this summer in support of this federally qualified health center, located in Jersey City.

The HCCC also supported the activities of the Hudson County Community Network Association and Family Support Organization this summer and worked with representatives of the American Cancer Society (ACS) on the ACS-sponsored Jersey City Cancer Initiative. In a related event, Bill Bullock, the HCCC Coordinator, is helping the ACS with its October 14th *Strides for Life* breast cancer awareness walk in Jersey City. He attended the kickoff breakfast for the event in August, will help out at the Jersey

City Cancer Initiative's exhibit table at the walk's assembly area, and then will walk in the event.

HCCC representatives also attended the first meeting of the Hudson County Local Information Networks and Communication System (LINCS) Agency's Access to Care Workgroup this summer in Secaucus. The LINCS Agency formed this workgroup to deal with one of the five priorities items identified in county surveys as in need of attention by the LINCS Agency's ongoing process to prepare a County Health Improvement Plan (CHIP).

On September 6th-9th, the HCCC hosted a table at the Feast of the Martyrs in Ho-

boken. It was estimated that the population of Hoboken doubled during last year's Feast. Therefore, this Feast is a large public event requiring a major effort from the HCCC over this four-day period and is well worth the effort due to the opportunity to bring cancer awareness and education work to such a large number of people. The HCCC also worked on its September events with two other partners, the Hudson Perinatal Consortium's *Tie a Pink Ribbon* Event and the Hoboken University Medical Center annual health fair.

For more information on the HCCC, please contact Bill Bullock at Bbullock20@aol.com

Clinical Trial Awareness in Union

By Bill Bullock

The Union County Cancer Coalition (UCCC) will be focusing its efforts on raising awareness of the importance of participation in clinical trials among Union County residents. Clinical trials, also known as protocols, often use existing treatments in new ways to achieve a better health outcomes in patients with cancer. Other trials may focus on new ways to prevent cancer among healthy individuals. The UCCC will work to not only raise awareness of the existence of clinical trials, but also to dispel the many myths surrounding them – such as the belief that participation

in a protocol makes one a "guinea pig."

Coordinators from all 21 County Cancer Coalitions received training on clinical trial education from representatives from the NJ Commission on Cancer Research, established in 1983 to promote and fund innovative cancer research into the causes, prevention and treatment of cancer, and to bring the benefits of such research to patients in New Jersey through education and outreach.

One such clinical trial is the ExCel Research Study which aims to determine if the drug *exemestane* reduces the incidence of inva-

sive breast cancer in at-risk women. *Exemestane* was approved by the U.S. Food and Drug Administration in 1999 and by Health Canada in 2000 for the treatment of advanced cancer in postmenopausal women whose tumors have stopped responding to tamoxifen. Researchers now believe that another use of the drug may be in preventing breast cancer among women at high risk. Like many clinical trials, the ExCel Research Study is not an *experiment* with a new drug, but a new use for a drug already proven to be safe and effective.

Clinical trials are the best

method for finding new and better treatments for cancer. UCCC representatives will be working to spread these messages throughout the county.

The UCCC will be partnering with stakeholders throughout Union County to implement this and other projects.

For more information on clinical trials, visit www.nj.gov/health/ccr/index.html.

For more information about the UCCC, please contact Bill Bullock at Bbullock20@aol.com.



Middlesex: A Call to Action to Faith-Based Community

By Deborah Johnson

The Middlesex County Community Cancer Awareness Coalition (MCCCAC), 1st Annual Community and Faith-Based Organizations Health Conference: A Call to Action, was held on May 16th, 2007 at the Middlesex County Fire Academy and was a tremendous success. The conference was sponsored by the Middlesex County Public Health Department (MCPHD) and coordinated through the Cathedral Community Development Corporation (Cathedral CDC), a sub-grantee of the MCPHD.

The conference began with a catered dinner, prepared by the Edison Job Corp. A welcome and overview of the coalition's mission and the significance of the conference was presented by Deborah Johnson, Coalition Coordinator at the Cathedral CDC and Deborah Gash, at the MCPHD.

With eloquence and conviction, the Master of Ceremony, Doreleena Sammons-Posey, Director of Chronic Disease Prevention and Services, New Jersey Department of Health and Senior Services guided the audience through the program as well as communicated the conference goals. She also shared her personal experience as a breast cancer survivor.

A goal for the conference was to provide the participants with information regarding various cancers, particularly breast, colorectal, lung, and prostate cancers, which have higher incidence and mortality rates affecting Middlesex County residents than other cancers. This information is documented in the Middlesex County Cancer and Needs Assessment Report Summary. Another goal was to partner with faith-based and community-based organizations to improve outreach to and access for low-income individuals, minority populations, and other medically underserved residents.

The Keynote Speaker was Dr. Mark Stein, M.D. an Assistant Professor of Medicine at The Cancer Institute of New Jersey, and Robert Wood Johnson Medical School/ University of

Medicine & Dentistry of New Jersey in New Brunswick, New Jersey. Dr. Stein's presentation was entitled "Cancer in Middlesex, County Making a Difference." Dr. Stein presented common misconceptions about cancer and a comprehensive overview defining cancer, cancer screenings and detection, cancer risk factors and risk reduction, growing health concerns of cancer among ethnic and racial minorities, information regarding clinical trials, and cancer resources.

Personal stories of cancer survivors were a significant segment of the program. The cancer survivor panelist included Dorothy Reed, Executive Director of the Sisters Network of Central New Jersey, a breast cancer survivor, Maria Guzman, a lung cancer survivor, Robert Schechner, a colorectal cancer survivor, and Gabe Rosko, President of the Prostate Cancer Coalition of New Jersey, a prostate cancer survivor.

The program also included a dramatization sponsored by Robert Wood Johnson University Hospital's Community Health Promotion Program entitled "I am a Man/ Soy un Hombre." The dramatization performed by Claudio Mir, an actor, consisted of a one man educational and theatrical piece addressing the importance for men to be screened for prostate cancer.

At the conclusion of the conference, a Call to Action, which included various outreach strategies to help facilitate partnerships and outreach activities with the Middlesex County Community Cancer Awareness Coalition and/or other groups were discussed. A Call to Action packet was also provided to each participant. Some of the activities included encouraging participants to partner with the Middlesex County Community Cancer Awareness Coalition by becoming a member of the coalition; to promote the New Jersey Cancer Education and Early Detection (CEED) Program; to participate in the State of New Jersey Youth Educator's Badge Initiative; to partici-

pate in the Reach Out for Life: Somebody Needs You Program as an Ambassador, which is a partnership with New Jersey Cancer Education and Early Detection (NJ CEED) and the Susan G. Komen for the Cure Central and South Jersey affiliate – 2-1-1 campaign to promote breast health and mammography screening for underserved women in 13 central and southern counties throughout the state of New Jersey. Participants were also informed that the coalition would follow up with them regarding upcoming partnerships.

A Certificate of Participation was also prepared for those that attended the conference.

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

**“Comprehensive
Cancer Control
Partners are critical
to conquering
cancer—success always
comes when
people work together.”**

**-John Robitscher
Executive Director
National Association of
Chronic Disease Directors**



Partnerships Pay Off in Camden

By Jean F. Mouch, MD, MPH

In August 2006, we welcomed to the Camden County Cancer Coalition (CCCC), Ms. Nancy Hughes, Director of the Community Health Practice (CHP) of Lourdes Medical Center in Camden City. The CHP is a service for the underserved and uninsured and works closely with Project HOPE (Homeless Outreach Program Enrichment), at the Bergen Lanning Health Center. She received a Susan G. Komen Cancer grant to continue to work with the 600+ women enrolled in the clinic for breast and cervical cancer screening.

This relationship is a perfect example of how rich the partnerships of the CCCC. Through the CCCC, Ms. Hughes was put in touch with Joan Lombardi, the NJCEED coordinator at Fox Chase / Virtua Health Cancer Program. The Eliminating Health Disparities Workgroup of the CCCC had been working to hold community events in Camden City with the use of the Fox

Chase Cancer Mammography Van. Ms. Hughes guaranteed the clinic support for performing 30 mammograms with clients registered and case-managed via the CHP. Ms. Lynn Rosner from the County DHHS contributed general health education with the "Get Screened, Stay Healthy, Stay Alive" campaign. Virtua's CEED program registered all eligible women. This partnership has proven to be a great model for reaching out to women who have "never been screened" or are "rarely screened." The partnership, in its first year, has completed over 130 mammograms at 8 events over the 12 months working through the CHP, and NJ-CEED, and is starting to do the yearly exam for some of their clients. Ms. Hughes said of the CCCC Coordinator: "We could not have done this without you. You were the key person to create the wonderful collaboration that has developed for the success of this program. You very quickly responded to my



CHP Director, Nancy Hughes (right) with staff member, Roberta DiCriscio at the Fox Chase Cancer Center Mobile Mammography Van.

request for help in reaching out to Fox Chase and NJ CEED and facilitated our meeting. We would have been lost without you."

Based on the success, we worked with CAMCare, a Federally Qualified Health Center, (FQHC) to repeat the process for their clients and for staff members with the Fox Chase Mammography Van. The day was May 14 – "Celebrating Women: Mothers, Sisters, Daughters, Friends." Cooper University's Camden County Cancer Screening Project and NJ-CEED program worked closely with the FQHC to register all eligible women. The American Cancer Society, different HMOs, and the CC-DHHS campaign with general health screening provided a health fair atmosphere. It was a great success!

On September 8, the CHP had planned a celebration of the full year of working with their women's clinic. Together with the Project HOPE staff, they expanded their day of screening for a health fair with the neighborhood and promoted the NJ-CEED

goal for Prostate Cancer Screening. Historically, Camden County CEED programs have set low goals for men's screenings due to the difficulty in recruitment and getting them screened. The Eliminating Health Disparities Workgroup has the goal for 2007-2008 to reach the Prostate Cancer Screening CEED targets. The health fair at the Bergen Lanning Health Center allowed for the digital rectal exam and the PSA testing via professional volunteers. Not only did 25 women receive their breast cancer screening and 3 women their PAP tests, but 20 Men were screened for Prostate Cancer!

Working with an established clinic service located in a high risk population where the targeted groups of low-income minority groups live is a model that we want to bring throughout the City of Camden and to all of the other areas in Camden County! For more information on the Camden County Cancer Coalition, please contact Jean Mouch at mouchjf@yahoo.com.





Barber Advocates Recognized in Mercer County

By Wanda Allen

The Prostate Net presented an “*In the Know Award*” to Kut-A-Way Barbershop owner, Earl Scott, Sr. and Calvin Gunther, manager, for barbers of the year on September 21, 2007. They were selected for their demonstrated leadership, implementation and commitment towards the elimination of health disparities in the African-American community. They have been able to impact the Trenton community in a short period of time by helping to get the word out regarding the importance of screening for prostate cancer. Their leadership role through their commitment in time, energy and their own personal resources to help to bring prostate cancer screening services to the medically underserved and minority community helped to create a greater media focus and awareness regarding the problem of prostate cancer among African-American men.

Both Mr. Scott and Mr. Gunther received their Prostate Net Certificate as “Community Health Motivators”. Not only have they stocked Kut-A-Way Barbershop with pamphlets, they have plans to install a computer where clients can sign up for testing. As part of their grand re-opening in June, Mr. Scott provided refreshments for barbershop patrons and partnered with the Mercer County Cancer Coalition (MCCC), Trenton Health Impact Van and the Brava/NJCEED Program to perform onsite screenings at his shop. An area physician, who is a MCCC member, came to the shop and presented an educational talk to more than twenty-five men on good prostate health and screening as well as engaging in a question and answer session to address specific questions and concerns. The Trenton Health Impact Van performed prostate cancer screening which included the PSA blood test and digital rectal examinations (DRE). Eleven men were screened that day, many for the first time and each left, with the knowledge that they had taken a giant step in doing something positive for their health care. All of



Kut-A-Way Barbershop owner, Earl Scott, Sr., and manager, Calvin Gunther with Virgil Simons, President of The Prostate Net and Linda Johnson, Prostate Net Board Member and member of the Governor’s Task Force on Cancer Prevention, Early Detection and Treatment in New Jersey.

the men’s results were negative.

The fully licensed and certified Kut-A-Way Barbershop uses culturally appropriate health education materials and video presentations, to increase a client’s knowledge about risk factors, health lifestyles and the preventive health maintenance schedule. In particular, while clients are receiving a hair-cut, they are able to view a video presentation, “*Making Healthy Choices*”, which is shown on a TV that is situated in front of the barber chairs for easy viewing. African American men are a very reluctant group as a whole in seeking preventative health care services or regular follow-up health care for diagnosed conditions. The goal of the shop is to provide outreach, health education, and referrals for screening services. By doing this they also seek to foster a relationship between men and their primary care providers. Both Earl Scott, Sr. and Calvin Gunther recognize the **opportunity** that barbers have to reach men who might otherwise be unaware of the importance of prostate cancer screening, especially in the African

American community. Please help us congratulate our Mercer County Barbers of the year on their newest achievement.

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

**NOVEMBER
IS
LUNG
CANCER
AWARENESS
MONTH**



Burlington Cuts Out Cancer

By Kimberly Harless

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.

In June, the Burlington County Cancer Coalition held the first annual Cut Out Cancer Program. Free haircuts for men and boys were provided by four local barber shops within African-American communities. Over 200 participants re-

ceived a free haircut and a pedometer along with information on healthy living, cancer prevention, the CEED cancer screening program and the state health insurance programs. Lunch was served free of charge. Free blood pressure screenings were available at three of the four barber-shops. At the end of the event, each participating barbershop was given a DVD player, the DVD entitled "Making Healthy Choices: Prostate Cancer Awareness", a pamphlet

display rack filled with men's health information and a jar of mints imprinted with information about NJ CEED.

In November, the Burlington County Cancer Coalition will be an event partner at the first annual Women's Expo sponsored by Burlington County Woman and Mercer County Woman magazines. The Coalition will host an exhibit booth and present a workshop entitled, "Breast Cancer Awareness – What Do I Need To Know?"

Throughout the months of October and November, the Coalition will design and exhibit smoking cessation and prevention displays at local high schools while promoting the annual Tobacco Free youth poster contest.

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

Essex and Atlantic Team Up to Fight Prostate Cancer

By Christopher Tuohy

The Essex County Cancer Coalition (ECCC) and the Atlantic County Healthy Living Coalition (ACHLC) have joined forces to lead the implementation of a supplemental grant awarded to the OCCP from the CDC for community-based prostate cancer education. The grant was a part of a \$481,000 competitive grant award to the OCCP for use in implementing the Comprehensive Cancer Control Plan. The focus of the program will be to enhance implementation of the Barbershop Initiative, a program created by The Prostate Net under the direction of its founder and president, Virgil H. Simons. Outreach workers, with assistance from the ECCC and ACHLC staffs, respectively, will participate with the local NJCEED lead agencies to implement the program, in coordination

with the county cancer coalitions, OCCP and NJCEED. The Barbershop Initiative works with medical centers to recruit barbers, with a special focus on black communities, to educate them about prostate cancer risk factors and screening. These barbers then serve as lay health educators and community leaders for communicating prostate cancer awareness to their customers, and referring them to participating medical centers for consultation on screening. In the present project, NJCEED lead agencies will function as the medical centers.

Ms. Carrie Norbeck and Ms. Evelyn Gonzales gave a presentation at the ECCC quarterly meeting on June 14, 2007 about the Cancer Information Service (CIS), a program of the National Cancer Institute (NCI). Ms. Norbeck is the Partnership

Program Coordinator for New Jersey and is working with NJ's county cancer coalitions. The Partnership Program provides customized support and numerous resources to reach minority and other medically underserved populations, such as data on local populations and their health needs useful for social marketing, evidence-based programs, guides to health communication theory, and advice on how to communicate to the lay public.

Ms. Punam Parikh presented "Cancer Education Materials Distributed by New Jersey Health Departments Do Not Meet the Needs of Many Residents" at the County Cancer Coalition Coordinator's Meeting on July 11, 2007. The presentation highlighted the importance of considering health literacy when developing health educational

materials. The study involved the collection of cancer education materials from local health departments in New Jersey and from their corresponding publishers. These materials were assessed for reading level and cultural sensitivity. The vast majority of both English and Spanish cancer education materials were written well above the recommended 5th grade reading level. These materials are therefore not readable by over 40 million Americans (who have been deemed functionally illiterate). Twice as many Spanish as English materials scored below the generally accepted level for cultural sensitivity.

For more information on the ECCC, please contact Coordinator, Chris Tuohy at TuohyCP@umdnj.edu.



Announcements & Upcoming Events

- The Atlantic County Healthy Living Coalition, together with the Richard Stockton College of New Jersey, is hosting a program (credits will be given) on **Friday, November 2** (9am – 4pm) for health professionals. It will be held at the Carnegie Library Center in Atlantic City, with a variety of excellent physicians, nurses and social workers. **“The Continuum of Cancer Care: Strengthening the Multidisciplinary Approach to Cancer Care”** will feature a unique learning experience. The morning workshop will focus on patient navigation. After lunch, several breakout sessions will be available on topics such as cancer survivorship; new cancer treatment and clinical trials; and hospice/palliative care, bereavement and caregivers. For more information and to register, contact 609-652-4227 or go to www.stockton.edu/hshs under “Nursing” or “Social Work”.

- The 3rd Annual New Jersey Vaccines For Children Program Provider Education Conference: **Improving the Health of Adolescents and Young Adults** will be held in two locations this year: **Wednesday, November 7**, at The Palace at Somerset Park in Somerset, NJ; and **Wednesday, November 28**, at Merion Catering in Cinnaminson, NJ. Each program will be held from 8am to 4pm and requires pre-registration. A registration fee of \$25 per person will cover the cost of breakfast, lunch, and conference materials. Continuing education credits will be provided. For more information, please contact Annette Lehman at 609-588-9988.

- New York Times best-selling author, Jennifer Weiner, will speak at the **AtlantiCare Women’s Health & Wellness’ Fourth Annual Breast Health Signature Event** on **October 18** at the Sheraton Atlantic City. The dinner lecture will also feature Etta D. Pisano, MD, FACR, vice dean of Academic Affairs; Kenan professor of Radiology and Biomedical Engineer-

ing; and director of the Biomedical Research Imaging Center, University of North Carolina School of Medicine at Chapel Hill, will also speak. The event will include free health screenings, retail vendors, door prizes and giveaways; as well as an exhibition of artworks of those who have had or been touched by breast cancer. A registration fee of \$50 (\$45 for AtlantiCare Spirit of Women™ members) includes dinner and one drink ticket. There will also be door prizes and drawings. Valet parking at the Sheraton will be free. To register for, for information about submitting art or to sponsor this event; or for information about other AtlantiCare Women’s Health & Wellness services, please call 1-888-569-1000, email [womenshealth@atlanticare.org](mailto:women-shealth@atlanticare.org) or visit www.atlanticare.org.

- And don’t forget! November is **Lung Cancer Awareness Month**.



Together, we can
make a
difference!
Join your county
cancer
coalition
today!

Visit www.njcancer.gov
to find out
how

Congratulations Bergen County Cancer Coalition!

The OCCP would like to recognize and congratulate the **Bergen County Cancer Coalition** for submitting the most Event Report Forms during the last quarter of FY06 (April-June, 2007).

Among the many events submitted were a HealthEase Senior Wellness Fair, which provided coordinated health screenings and education on numerous health and wellness conditions, including cancer (attendance: 250); the presentation of “Recruitment of Youth by Big Tobacco” at the Indian Hills High School (attendance: 245); and distribution of cancer education materials at various events throughout the county. The Bergen County Cancer Coalition will receive a certificate recognizing its contribution.

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 Bergen 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!



We're on the
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 January, 2008 edition is December 1st, 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/. 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.

