

## A Look Back - As We Move Ahead

### OCCP/Task Force Transition to Next Plan

It was seven years ago this month that the Task Force met for the first time and adopted the CDC's operational definition of comprehensive cancer control as "an integrated and coordinated approach to reducing cancer incidence, morbidity, and mortality through prevention, early detection, treatment, rehabilitation, and palliation." From those 16 dedicated individuals sprang a united force unprecedented in the state of NJ.

Today, as we sit poised on the verge of implementation of the State's second Comprehensive Cancer Control Plan, we cannot help but reflect on how we came to be here.

The first Plan, the culmination of 18 months'



OCCP staff review NJ's first CCCP in preparation for implementing the second edition in 2008.

work, included chapters addressing seven major cancers (breast, cervical, colorectal, lung, melanoma, oral & oropharyngeal, and prostate), five overarching issues (access & resources, advocacy, palliation, nutrition & physical activity, and childhood cancers)

as well as emerging trends, implementation, and evaluation. In total, the Plan included 349 individual strategies over 60 goals and 114 objectives, designed to be implemented over a five-year period from 2003 through 2007. For those

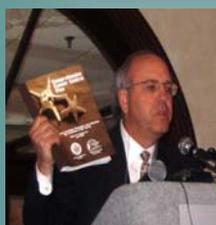
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#### Chairman's Corner



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.

I want to take the opportunity to thank everyone involved with our efforts in cancer control in New Jersey. Literally, over a thousand professionals and volunteers have joined the Governor's Task Force in promoting and enacting our plan in every county. Because of your hard work, deaths from all of the major cancers, breast, co-

lon, lung and prostate, are on the decline. The enthusiasm and expertise demonstrated to date has caught the attention of the CDC and all of our neighboring states. Without the grassroots support demonstrated at a county level, there would be no plan. At this time, I would ask that we rededicate ourselves to eradicating the cancer burden placed on citizens throughout the state. Please continue to invent and work, suggest and ruminate. The staff is here to support your efforts and together with our partners who are similarly interested, we will win this battle.

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who were there when it began, it must have seemed a daunting task.

But today we must take a moment to congratulate ourselves on accomplishing that task. As of December, 2007, 237—more than two thirds—of the 349 original strategies have been completed. OCCP staff are in the process of compiling information pertaining to the barriers which inhibited completion of the remaining strategies so that we may be better prepared to tackle them in the future.

Preliminary analysis has revealed the primary barriers to have been a lack of funding and principal change agents to take on leadership of specific projects. The OCCP and the Task Force are dedicated to overcoming these barriers with a renewed commitment to identify untapped funding sources and to continue to expand the scope of stakeholders engaged in cancer control efforts in NJ.

Despite insufficient funding to implement all strategies in the Plan, a significant amount of

funds were raised in the first five years of implementation. Over \$317K were raised by the workgroups and coalitions, in addition to the normal operating budget allocated to the OCCP and the coalitions by the State of NJ and the CDC. Not included in this total are the countless in-kind contributions of time and resources provided by all stakeholders involved.

After five years of Plan implementation, the burning question is: *Has our hard work paid off?*

Dr. Marcia Sass, Plan evaluator and Task Force appointed chair of the Evaluation Committee, has plans to answer that very question. Dr. Sass is an assistant professor at the University of Medicine and Dentistry of NJ—School of Public

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## Second Plan 101 What's New in the Next Plan?

So what makes the second Plan different from the first? The Task Force, its workgroups and standing committees, with help from the County Cancer Coalitions, have worked to identify areas in need of improvement or alteration. Here are the major changes:

- The Cervical Cancer Chapter has been renamed Gynecologic and now includes ovarian cancer, as well as issues relating to HPV vaccination.
- The Access and Resources Chapter has been incorporated into the Advocacy Chapter.
- Survivorship issues have been moved from the Emerging Trends Chapter and incorporated into each site-specific chapter.
- Complimentary and Alternative Medicines have been moved from

Emerging Trends to Palliation.

- The Colorectal Cancer Chapter will now focus on increasing screening rates.
- Each chapter now includes a strategy pertaining to research and surveillance, emphasizing the need for up-to-date data as well as the importance of staying abreast of new and emerging technologies.
- The Plan will be GREEN! It will be available primarily electronically—on CD Rom and on the web for download. Limited print copies will be available. The new e-Plan will include hyperlinks to updated data sources, cancer screening guidelines, and other important information.

Be sure to download your copy of the second Plan to see what else is new.

### 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 360, Trenton, NJ 08625-0360.

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## Bergen County Executive McNerney Congratulates Author of Winning Slogan

By Kenese Robinson



L to R: Patrick Fletcher; Sue Keitel; Jackie Fletcher; Esther Fletcher; Marie Fletcher; Kenese Robinson, CEED Outreach Coordinator, Department of Health Services

Bergen County Executive Dennis McNerney and the Department of Health Services unveiled the winning slogan of the “early detection” slogan contest on Monday November 19, 2007 at the Community Services building in Paramus. All contestants were honored with certificates, and the first 20 entrants also received a small prize. The winner of the slogan contest, Jackie Fletcher, an 8<sup>th</sup> grade student from the River Dell Middle School in River Edge, received the grand prize. At the event, Ms. Fletcher was accompanied by her father, mother, grandmother and sponsoring teacher.

“This is an innovative way to increase breast cancer awareness among county residents,” said McNerney. “The more women we make aware of breast cancer, the more women will take action to make a difference in their lives. I am especially pleased that the youth of Bergen County, as repre-

sented by Ms. Fletcher, are involved in this important issue.”

The winning slogan, **Remember MAMA: Make A Mammogram Appointment**, was selected from a pool of over 70 entries from over 40 entrants. The purpose of the “early detection” slogan contest was to start a campaign to remind women about the importance of early detection and to bring attention to the recent decline in mammography rates nationwide. The winning slogan will be used on educational outreach materials and promotional items from the Cancer Education and Early Detection (CEED) Program.

The CEED program, a committee of the Bergen County Cancer Coalition (BCCC), provides comprehensive education, outreach, early detection, case management, screening and follow-up for Bergen County residents who meet age and income requirements. CEED is coordinated by the Bergen County

Department of Health Services, with support from the state health department.

For more information on the BCCC, please contact Coalition Coordinator, Ellen Taner at

[ETaner@co.bergen.nj.us](mailto:ETaner@co.bergen.nj.us).

**Find cancer resources  
in your county!**



[www.njcancer.gov](http://www.njcancer.gov)

## NCOA Pilots New Effort in Cape May County

By Dick Colosi

The National Council on Aging is piloting a program in Cape May County (CMC) with Experience Works and Workforce 55+ to train senior participants for future employment in the health care field.

Step one of the program is to have participants from each workforce group take the Chronic Disease Self-Management (CDSM) peer leader training. This peer leader course qualifies the participants to teach the CDSM course.

In CMC, we have dubbed the Chronic Disease Self Management (CDSM) program: PROJECT HEALTHY LIFE. PROJECT HEALTHY LIFE is a workshop given two and a half hours, 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. Subjects include 1) techniques to deal with problems such as frustra-

tion, 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 participative, where mutual support and success build the participants' confidence.

The CDSM peer leader training was conducted by Dick Colosi, Coalition Coordinator, and Bonnie Kratzer from Cape Regional Medical Center. It concluded on November 1, 2007. There are now 16 workforce participants who have had the peer leader training.

Dick and Bonnie are in the process of selecting County non-profit or public agencies to host one or more of these participants. Participants will work 20 hours a week for one year and will be paid by Experience Works or Workforce 55+. To date, those who are interested in having a participant "work" with them in Cape May

County are Cape Regional Medical Center, the Cape May Department of Health and Cape Assist.

Participants will be placed at the various agencies to assist with outreach, e.g. Health Fairs, Healthcare Resource Day, Tobacco Cessation and The Chronic Disease Self-Management course. In addition, participants would do mailings, telephone calling, copying, helping with paperwork, and various other host agency tasks. The participants will start working in 2008.

CMC's Chronic Illness Coalition is pleased to have been selected to pilot this new effort for the National Council of Aging. We look forward to continuing to work with the NJ Department of Aging as well as the U.S. Administration on Aging.

For more information on PROJECT HEALTHY LIFE or on the Cape May Chronic Illness Coalition, please contact Dick Colosi at [rcolosi@co.cape-may.nj.us](mailto:rcolosi@co.cape-may.nj.us).

## On the Air With Warren County Cancer Coalition

By Sarah Price

The Warren County Cancer Coalition has completed several awareness outreach activities since the beginning of the 2007-2008 fiscal year. These efforts have enabled us to reach approximately 638 Warren County residents.

The Coalition Co-ordinators were invited by coalition member Maria Chervenak of Hackettstown Regional Medical Center to speak on her local radio show. The show aired on August 14, 2007 on Oldies 1510 AM, WRNJ. The show is called "Healthier Living" and features Maria and her co-host Bill Weber. They discuss medical related topics, as well as suggestions

on preventative medicine. We were able to educate listeners about the ACS guideline for cancer screenings as well as the services provided by the NORWESCAP CEED program. We also spoke about the educational efforts we are available to provide throughout the county. Maria indicated that the show usually reaches between 5,000-6,000 listeners!

We also conducted our first Oral Cancer Screening on August 21, 2007. Dr. Joseph Maggio, local dentist and coalition member agreed to provide the service free of charge in his office in Phillipsburg. Although we only screened 6

community members for oral cancer, the event ran very smoothly. We hope to conduct another screening in the near future with the help of Dr. Maggio.

The WCCC participated in the "Under the Big Top" fair held at the early childhood learning center in Phillipsburg on September 27, 2007. We were able to provide cancer awareness brochures, information and give-aways to the participants. This was a great event with *hundreds* of local families in attendance. We joined in on two other health fairs in October. One event was a senior health expo

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## Burlington County CHIP

By Kimberly Karless

*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.*

While Burlington County residents fare better than average in many health aspects, recent assessments have targeted several priority health issues for improvement, which the County is addressing through a new Community Health Improvement Plan (CHIP) developed with more than 100 public health partners, including the Burlington County Cancer Coalition.

As part of the planning process,

the County previously conducted health assessments which identified several goals, such as reducing cancer, obesity, diabetes, high blood pressure and heart disease risks, as well as alcohol and drug abuse, and smoking. In brainstorming sessions during the plan development, it was noted that disease and cancer continue to be leading health problems and residents said that cancer had the greatest impact on overall health in the community.

Through surveys and community meetings, the County Health Department identified strategies and resources to improve residents' health through five perspectives – nutrition and physical activity; pre-

ventative healthcare; infectious disease prevention; environmental health, and peace and well being. Strategic goals include increasing the number of residents who consume the recommended daily amount of water, fruits and vegetables, as well as foods with low fat, low sugar and low salt and increasing cancer screenings.

The Burlington County Cancer Coalition is actively participating in the implementation of the CHIP through faith based programs, professional education events and community education activities.

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

## Union County Launches Awareness Program

By Paul Fernandez

The cancer awareness and prevention PSA (Public Service Announcement), developed in January 2007 and broadcast frequently since then throughout the county, became available on Youtube® this quarter. Sixty three downloads of the PSA have been recorded.

The UCCC began work on a new project for FY2007/8, which is a series of 1 to 2 hour, site-specific, cancer awareness programs to be conducted in January and February in partnership with the Union Township Health Officer and YMCA. Developing a cancer awareness model that the UCCC can utilize to educate the public throughout Union County is the objective of this project. Three to five, site-specific cancer education programs are planned. Each program will consist of: an overview of the county's cancer burden based on information from the Union County Cancer Capacity and Needs Assessment and

Fact Sheet; a presentation of the signs and risk factors utilizing public awareness training aids, pamphlets and videos, from an authoritative source such as the American Cancer Society; and a Q&A session after the video is shown.

The UCCC continues to perform its mission of being a visible presence and a strong voice for cancer awareness, prevention and control in Union County through participation in health fairs and other events. In addition, the UCCC continues to work on its transportation project, and has participated in two meetings concerning the April 2008, multi-county, oral cancer screening event.

For more information on the Union County Cancer Coalition and its activities, please contact Coalition co-coordinator, Paul Fernandez at [PFernandez@uniontownship.com](mailto:PFernandez@uniontownship.com).

## A Look Back

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Health, with a focus in the development, implementation and evaluation of preventive public health programs such as the comprehensive cancer control program. Dr. Sass and the Evaluation Committee plan to work closely with the NJ State Cancer Registry to examine intermediate outcomes of cancer control effectiveness.

And so, armed with our accomplishments and lessons learned from the first Plan, we confidently move into a new phase of implementation.

To kick off implementation of the second Plan, the Task Force will hold a second Summit on May 9th at the Battleground Country Club. Registration will soon be available through the NJ Learning Management Network. For more information on the Summit, please contact UMDNJ-School of Public Health Office of Public Health Practice, 732-235-9452

## Atlantic County: Strengthening Cancer Care

By Angela A. Bailey

On Friday, November 2, 2007, the Atlantic County Healthy Living Coalition in partnership with the Richard Stockton College of New Jersey hosted a one-day professional program (9am – 4pm) for health professionals. It was held at the Carnegie Library Center in Atlantic City, New Jersey with a variety of excellent physicians, nurses and social workers providing the education. “The Continuum of Cancer Care: Strengthening the Multidisciplinary Approach to Cancer Care” featured a unique learning experience. The morning workshop focused on patient navigation by using monologues, audience and panel discussions, and a question and answer series. After lunch several breakout sessions were available on topics such as cancer survivorship; new cancer treatment and clinical trials; and hospice/palliative care, bereavement and caregivers. The event was well received with 54 people participating (predominantly social workers and nurses).

Atlantic County Healthy Living Coalition’s Professional Education Committee did an excellent job working as a team to put this particular event together. After the coalition brainstormed some professional concepts, the committee took that information and developed the program. The committee really wanted to make a professional education session inviting and fun. With that concept in mind a theatre production came together with a monologue and an agenda designed as a Playbill. The Richard Stockton College of New Jersey partnership with the coal-



*Marge Scanny presents at The Continuum of Cancer Care: Strengthening the Multidisciplinary Approach to Cancer Care professional event hosted by the Atlantic County Healthy Living Coalition and the Richard Stockton College of New Jersey.*

tion made the event seamless, as the college had a department responsible for professional education and could gather CEUs and host the event efficiently and smoothly. This allowed the committee to focus their time on speakers and the concepts of the day. The Professional Education Committee has decided to continue doing professional events in our community’s backyard and is already starting on next year’s conference.

New projects are being planned all the time. Please visit our website at [www.achlc.com](http://www.achlc.com). Anyone interested in participating in the coalition should feel free to contact Angela Bailey at [ABailey@ShoreMemorial.org](mailto:ABailey@ShoreMemorial.org).



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## Hudson County Addresses Breast Cancer Awareness

By Bill Bullock

The HCCC selected raising breast cancer awareness in Hudson County as its cancer related project for F/Y 2007/8, and toward that end, the HCCC has engaged in the following four activities thus far this year. First, the HCCC and Hoboken Family Planning (HFP), the NJCEED Grantee for Hudson County, collaborated on a breast cancer awareness program designed to raise public awareness of a gap in the current breast cancer screening safety net involving uninsured (working) women who do not qualify for free screenings in the NJCEED Program because their incomes exceed 250% of federal poverty. Women in this category often delay breast cancer screenings for economic reasons. Letters describing this gap were sent to over 300 people in Hudson County, including business leaders, elected officials, health industry representatives, faith and community based organization directors and other interested citizens. Nearly \$1,000 in contributions has been received thus far to pay for breast cancer screenings for women who fall into this socio-economic category. The project is considered a great success.

Second, the HCCC and HFP organized and conducted another breast cancer awareness event held in early October to promote the HCCC/HFP project described above as well as to raise awareness of breast cancer generally during breast cancer awareness month. Nearly 100 invitations for this event were sent to HCCC members and other cancer stakeholders. Approximately 25 people attended the event at which breast

cancer awareness information was displayed and distributed to the attendees and light refreshments were served. Third, Bill Bullock, the HCCC Coordinator, helped the Hudson Perinatal Consortium secure the participation for the first time of the City of Hoboken in the Consortium's annual "Tie a Pink Ribbon", breast cancer awareness event held each year in late September in which most Hudson County municipalities participate. Fourth, the HCCC attended or participated in many other public functions and events in the first part of FY 2007/8 to raise breast cancer awareness in Hudson County. These events included but are not limited to: the Hoboken Feast of the Martyrs, a four day event held each year which was attended by an estimated 60,000 people this year; the American Cancer Society's Strides for Life breast cancer awareness walk held on October 14<sup>th</sup> in Jersey City; a meeting with the Jersey City Board of Education Community Liaison person to discuss a breast cancer awareness initiative for the Jersey City School; a Hoboken University Hospital's Health Fair; a Save Latin America Save Latin America Family Festival, a Horizon Health Center's Community partnership meeting; monthly meetings of the Hudson County Community Network Association, and an event at Hudson County Community College at which the HCCC distributed cancer related materials.

It is difficult to measure the impact of these efforts in terms of how many women were motivated to seek breast cancer screenings. Two of the immediate benefits ap-

pear to be an increase in the number of calls to the Hudson County NJCEED Program requesting information about breast cancer screening and an increase the number of new patients actually screened for breast cancer by this Program.

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

## Essex County Update

By Christopher Tuohy

For Breast Cancer Awareness Month in October, the Essex County Cancer Coalition (ECCC) supported 3 East Orange events. "Think Pink, Breast Cancer Awareness Day" was hosted at the dance studio of Ms. Yolanda Ramirez and attended by 45 people. An event hosted in the City Council chambers honored Lori Maddox, councilwoman in East Orange and a breast cancer survivor. National Lee Denim Day was hosted by the Project East Orange Breast Cancer Awareness Program.

Dr. Stanley H. Weiss, ECCC director, received two awards for his achievements in public health. The Prostate Net presented him with its "In The Know Award" at its 3<sup>rd</sup> annual luncheon in September. He received the Dr. Ezra Mundy Hunt Award from the New Jersey Public Health Association in November.

The ECCC helped organize and provided information to over 100 participants at "Building a Healthier Newark: Practical Solutions Through Partnership" in November held by Newark City Council's Health Committee, chaired by Ms. Lois Greene. For more information, email [tuohycp@umdnj.edu](mailto:tuohycp@umdnj.edu).

## Mercer County Cancer Coalition Holds 8<sup>th</sup> Trenton Breast Cancer Walk By Wanda Allen

The Mercer County Cancer Coalition (MCCC) in partnership with the City of Trenton Department of Health and Human Services, Sisters Network-Mercer County, NJ, NJCEED, State Department of Health and Senior Services, St. Francis Hospital, Zeta Phi Beta Sorority and Epsilon Upsilon Omega Foundation (Alpha Kappa Alpha Sorority) hosted the "8<sup>th</sup> Trenton Breast Cancer Walk" on October 20, 2007 at Cadwalader Park in Trenton. The Ellarslie Museum at Cadwalader Park opened its doors to over 150 walkers who donated, registered and participated in the walk. Capital Health System, Horizon NJ Health, NJ Family Care, and The Breast Cancer Resource Center were among those exhibiting, in addition to all the hosting partners. The Trenton Health Impact van was available for HIV testing, blood pressures, and mammogram referrals. The event raised \$2,000, which will help uninsured and underinsured women age 40+ in Mercer County to obtain mammograms.

For more information on the Mercer County Cancer Coalition and its activities, please contact MCCC Coordinator, Ms. Wanda Allen at [wallen@trentonnj.org](mailto:wallen@trentonnj.org).



Linda Johnson, Brava/Caps Program at Capital Health System-Mercer providing breast cancer educational materials at the Ellarslie Museum in Trenton.



Wanda Allen, Mercer County Cancer Coalition Coordinator, with educational display table at the Ellarslie Museum in Trenton.

## Somerset County Activities

By Lucille Talbot

### Lung Cancer Awareness and Tobacco Activities

During the second quarter of 2007, SCCC continued to focus on relevant cancers affecting our residents including promoting and posting little lungs at work signs in public places.

In recognition of Lung Cancer Awareness Month, several activities were completed including:

- A proclamation signed by County Freeholders along with a letter to over 750 Business in Somerset County, 21 municipal clerks, respective Mayors and Health Officers with several brochures included in the mailing on the Quit Center, Radon Awareness, Women and Lung Cancer and the county coalition resources with a call to action for support.
- GASO activity in the lobby of Somerset Medical Center conducting education and Quit

Center Resources

- GASO activity at RVCC in the student center conducting education and Quit Center Resources
- Reached 1,000 + residents by coalition members attending health fairs and conducting CO screening and education
- Representation at the North Plainfield Latino Health Fair offering cancer resources including dermascan and CO screenings with a powerpoint in Spanish on the cancer coalition resources; offered FREE radon kits for community members



SCCC Members with Cancer Survivor Sherru Lynn and Freeholder Deputy Director Denise Coyle

### Breast Cancer Awareness Month

Freeholder Deputy Director Denise Coyle joined the Women's Health & Counseling Center (WHCC) and the Somerset County Cancer Coalition (SCCC) in kicking off the fourth annual Breast Cancer Awareness Day on Wednesday, Oct. 3, at 11 a.m. on the steps of the historic courthouse on Main Street.

Freeholder Coyle read a proclamation recognizing October as National Breast Cancer Awareness Month and offered personal remarks. Also present were cancer coalition members (pictured), WHCC Executive Director Carmita Padilla; Director Doreleena Sammons-Posey (not pictured) Chronic Disease Prevention and Control Services of the New Jersey Department of Health and Senior Services Cancer Education and Early Detection; and breast cancer survivor Sherri Lynn of the Somerset County MIS division. Education, resources, advocacy issues, and giveaways were offered and all were invited for refreshments after



Somerset County Girl Scouts earn their Cancer Awareness Educator Badges

(Continued on page 11)

# Monmouth Cancer Coalition Releases Countywide Resource Directory

By Patricia H. Virga

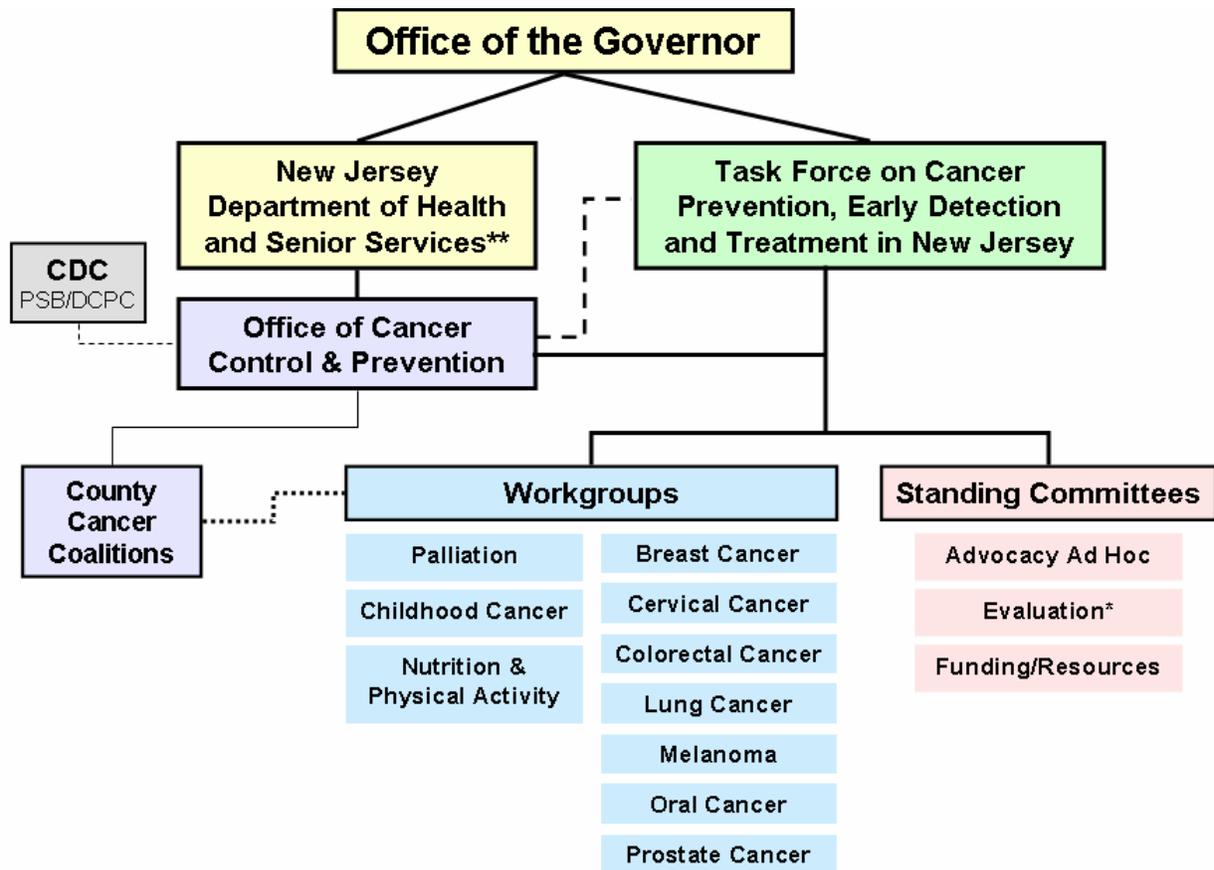
Members of the Monmouth County Cancer Coalition have completed a comprehensive local directory of cancer-related resources and services. Over 65 organizations located in Monmouth County are listed, along with their respective contact information. The directory includes information on foreign language access and available financial assistance. The

directory can be accessed via the Coalition's website [www.monmouthcancercoalition.org](http://www.monmouthcancercoalition.org) and facilitates interactive searches by municipality, organization and type of service offered. Hard copies are also available from the Coalition upon request.

The Directory is the result of a one-year effort to locate health and supportive services in the

County. It incorporates information from the New Jersey Cancer Resource Database and additional data from various other sources. All information was verified and updated for this Directory. For more information, contact Patricia H. Virga, Coordinator, Monmouth Cancer Coalition at 732-418-3210 or [pvirga@newsolutionsinc.com](mailto:pvirga@newsolutionsinc.com).

## Where do You Fit In? NJ Comp Cancer Organization



\* Access and Resources Subcommittee is part of the Evaluation Committee

\*\* Includes activities of Cancer Epidemiology Services, the NJ Commission on Cancer Research, the NJ Cancer Education & Early Detection Program, and Center for Health Statistics.



## Warren County

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which was also a very successful event. The other was a Red Ribbon Week kick-off event, where we provided information to high school ages students and their families. We were able to reach the families of children, teens and senior citizens by participation in these Warren County events.

NORWESCAP joined in the festivities for Breast Cancer Awareness Month in October. We hosted the "Tickle Us Pink" event on October 30, 2007. The theme of the event was the color pink-we decorated with pink streamers, balloons and posters. We provided pink punch and cookies and cake with pink icing. We provided goody bags and a large array of breast cancer brochures to all participants. The event offered two educational sessions: one on stress and laughter and another on the basics of breast cancer. Approximately 35 people attended the event, including NORWESCAP employees and local residents.

For more information on the

Warren County Cancer Coalition, please contact Sarah Price at [prices@norwescap.org](mailto:prices@norwescap.org).

## Somerset County

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the ceremony to celebrate strides towards breast cancer survivors. A display was in the lobby of the administration building for the entire month.

### Girl Scout Cancer Education Badge

The Somerset County Cancer Coalition as a grantee of the New Jersey Office of Cancer Control and Prevention has adopted the Cancer Awareness Youth Educator Badge Project, developed by the Gloucester County Cancer Coalition. There are several requirements that the Girl Scouts need to fulfill to earn this badge. The Coalition hosted an evening of cancer education and an opportunity to address cancer awareness and concerns in North Plainfield.

Holding this event not only allowed the girls to fulfill the badge requirements, but also provided an oppor-

tunity for the residents of North Plainfield to learn more information about various types of cancer. Some of the badge requirements included:

- Identifying the four most common cancers in county
- Obtain and distribute 100 pieces of educational materials
- Speak with an oncologist or oncologist's office staff and ask how cancers are treated
- Collect 10 signatures of individuals who have promised to go for a cancer screening
- Write about the most important thing you have learned from working on this badge.

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

## Congratulations Warren County Cancer Coalition!

The OCCP and the Task Force would like to congratulate the Warren County Cancer Coalition (WCCC) for submitting the most Event Report Forms for the first quarter of FY2007/8. This includes events held between July and September, 2007.

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 on the state level. They also allow the OCCP to track the number of residents reached through CCC efforts throughout NJ.

Among the WCCC activities in the first quarter were an appearance on the *Healthier Living* program on WRNJ Radio in Hackettstown, NJ, a skin cancer awareness session, a free oral cancer screening session, and the promotion of

Comprehensive Cancer Control through various activities. Through these events, the WCCC reached 388 individuals, in addition to the thousands more reached through its radio appearance.

Please help us to congratulate the Warren County Cancer Coalition for their efforts to bring cancer awareness and education to the community.

Please submit all event report forms to:

[Stephanie.hill@doh.state.nj.us](mailto:Stephanie.hill@doh.state.nj.us)

## NJ Office of Cancer Control and Prevention

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## Why the Starfish?

*There was a young man walking down a deserted beach just before dawn. In the distance he saw a frail old man. As he approached the old man, he saw him picking up stranded starfish and throwing them back into the sea. The young man gazed in wonder as the old man again and again threw the small starfish from the sand to the water. He asked, "Old man, why do you spend so much energy doing what seems to be a waste of time." The old man explained that the stranded starfish would die if left in the morning sun. "But there must be thousands of beaches and millions of starfish!" exclaimed the young man. "How can you make any difference?"*

*The old man looked at the small starfish in his hand and as he threw it to the safety of the sea, he said, "It makes a difference to this one!"*

*-Author Unknown*

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## 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](mailto:OCCP@doh.state.nj.us). The deadline for submissions for the July, 2008 edition is June 1<sup>st</sup>, 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/](http://www.cancer-rates.info/nj/). The North American Association of Central Cancer Registries (NAACCR) has awarded the NJSCR the Gold Standard, the highest standard possible for data quality, every year since the inception of this award in 1995.

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

### Archives

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

