



NJ Comprehensive Cancer Control IMPACT

Statewide Implementation Activities

Volume 6, Issue 1, Winter 2010



January is Cervical Health Awareness Month

The American Cancer Society estimates that in 2009, over 400 women will have been diagnosed with cervical cancer in New Jersey. All women are at risk for cervical cancer, and it occurs most often in women over age 30. With regular screening and follow-up, cervical cancer is the easiest female cancer to prevent. It is also highly curable when found and treated early. The human papillomavirus (HPV), a common virus that can be passed from one person to another during sex, is the main cause of cervical cancer. At least half of sexually active people will have HPV at some point in their lives; however, few women will develop cervical cancer.

With regular screening and follow-up, cervical cancer is the easiest female cancer to prevent. It is also highly curable when found and treated early.

There are two tests that can help prevent cervical cancer or find it early:

- Pap test (or Pap smear) – looks for precancers, cell changes on the cervix that might become cervical cancer if not treated.
- HPV test – looks for the virus that can cause these changes.

The Pap test is recommended for all women and is one of the most reliable and effective cancer screening tests available. In addition to the Pap test, the HPV test may be used for screening women aged 30 years and

older, or at any age for those who have unclear Pap test results.

The HPV vaccine also helps to prevent cervical cancer. The vaccine protects against the types of HPV that most often cause cervical, vaginal, and vulvar cancers. It is given in a series of three shots and is recommended for 11 and 12 year old girls. It is also recommended for women aged 13 through 26 who did not get any or all of the shots when they were younger. Other ways to prevent cervical cancer are to see your doctor regularly for a Pap test, follow up with your doctor if your test results are not normal, do not

smoke, use condoms during sex, and limit your number of sexual partners.

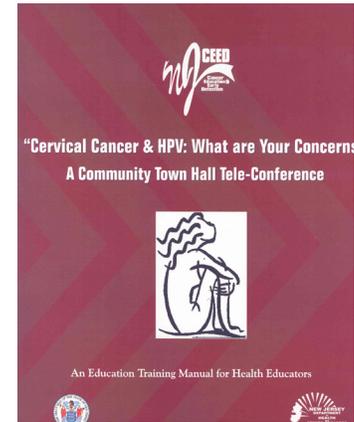
To learn more about cervical cancer, go to: www.cdc.gov/cancer/gynecologic/knowledge.

NJCEED and Cervical Cancer Workgroup Partner to Educate

The Cervical Cancer Workgroup continues to assist the NJ Cancer Education and Early Detection (NJCEED) program with distributing the professional training manual, *Cervical Cancer & HPV: What are Your*

Concerns? The manual was developed by the NJCEED program in partnership with the Workgroup and is designed to be used by health educators and providers.

The manual can be used in a variety of settings and as a working tool to inform the community about cervical cancer and the Human Papilloma Virus (HPV). Included in the manual is a DVD of a community town hall meeting which focuses on HPV, the vaccine and cervical cancer.



The video reflects shared discussions among a distinguished panel of individuals including an OB/GYN physician, a pediatrician, a cervical cancer survivor, a parent, teenagers, a health educator, and a pastor. The purpose of the DVD is to

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Message from the Chair

As the year draws to a close, we should take time to reflect on how successful the efforts of our many coalitions have been throughout the year. Whether it is the shore communities banding together to detect skin cancer and educate people about sun exposure, or the many counties leading the drive to screen for colon cancer, once again we have proven that there is real strength in numbers. The number of people screened for cancer has risen exponentially through that old-fashioned, all-American example of grassroots work. All of our counties have shown real growth in screenings, and have contributed to make the state a truly safer place to live and raise our children.

A special thanks is extended to our staff, without whom there would be no cancer control program. But the hand in hand collaboration of our county coalitions and staff personnel means that we are moving into 2010 with true strength in numbers, significantly buoyed with the knowledge that NJ leads the way in cancer control.

May 2010 be our best year to date, and may we all go from strength to strength.

Arnold M. Baskies, MD, FACS
Chair of the Governor's Task Force on Cancer Prevention

Table of Contents

<i>January is Cervical Health Awareness Month.....</i>	1
<i>Message from the Chair.....</i>	2
<i>Get Moving - Get Healthy! Walk New Jersey Point to Point!.....</i>	3
<i>Tobacco-Free Hospitals in NJ Continue to Increase!</i>	3
<i>Healthy Comfort Food.....</i>	4
<i>Atlantic County Combines Education with Celebration.....</i>	5
<i>Bergen Fights Latest Tobacco Concerns.....</i>	5
<i>Burlington's 'Faith in Wellness Health Fair' a Success!.....</i>	6
<i>Essex County Begins New Tobacco Efforts.....</i>	7
<i>Gloucester County Offers Screening and Education.....</i>	8
<i>Hudson County Continues Several Successful Initiatives.....</i>	8
<i>Mercer County: Educating While Entertaining.....</i>	9
<i>Middlesex County Tackles Prostate Health.....</i>	10
<i>Ocean County to Educate Community on Palliative Care.....</i>	10
<i>Somerset Joins the Barbershop Initiative to 'Cut Out' Prostate Cancer.....</i>	11
<i>Warren County Hosts a Pink Tea Party: Drink To Your Health!.....</i>	12
<i>Union County Coalition Spreads the Word of Prevention.....</i>	12

Childhood Cancer Conference Webcast Posted Online

A webcast of the June 9th childhood cancer survivorship conference, "*Childhood Cancer: Negotiating the Present...Planning the Future*," is now available online at www.cancereducation.com. A link to the webcast is also available on the OCCP's website: www.njcancer.gov. The conference focused on late effects of childhood cancer and psychosocial issues of the survivor and siblings. Speakers included Julia Reichert, Director of the award winning documentary, *A Lion in the House*; Sandi Ring, National Director of Outreach and Education for SuperSibs!; Michael Harris, MD, Director, Tomorrows Children's Institute, Hackensack University Medical Center; and a panel of healthcare professionals, a young adult cancer survivor, and a parent of a childhood cancer survivor. Funding for the webcast was generously provided by Enzon Pharmaceuticals.

HPV TRAINING MANUAL

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help health educators bring cervical cancer/HPV disease awareness and education into communities.

The training manual which supports the DVD provides a detailed list of issues discussed by the panel, where those issues can be located on the video and additional follow-up resources. Health educators and providers may use the guide to explore various tools to motivate, educate and assist women who are at high risk for cervical cancer with the goal of encouraging prevention and early detection through health awareness.

To obtain a copy of the training manual, contact the NJCEED Program at: 609-292-8540.

The Snowball Effect: Tobacco-Free Hospitals in NJ Continue to Increase!

The Lung Cancer Workgroup is pleased to congratulate and support the following hospitals and healthcare systems that implemented tobacco-free campus policies during the Great American Smokeout (GASO) on November 19th.

- Kessler Institute for Rehabilitation (West Orange, Saddle Brook and Chester Campuses, as well as numerous Kessler Rehabilitation Centers in northern NJ).
 - Saint Barnabas Health Care System (northern facilities). These include: Children's Hospital of NJ at Newark Beth Israel Medical Center, Clara Maass Medical Center, Saint Barnabas Medical Center, and Saint Barnabas Ambulatory Care Campus. The southern facilities implemented tobacco-free policies in November 2008.
 - Solaris Health System (JFK Medical Center, JFK Johnson Rehabilitation Institute and Muhlenberg Campus).
 - Saint Michael's Medical Center (a member of Catholic Health East).
 - St. Joseph's Healthcare System (St. Joseph's Children's Hospital, St. Joseph's Regional Medical Center and St. Joseph's Wayne Hospital).
- By GASO 2010, signs point to over 85% of all identified NJ hospitals and healthcare systems will have implemented tobacco-free campus policies!



To learn more contact Jason Plaia, American Cancer Society - Eastern Division at jason.plaia@cancer.org or call 908-596-1892.

Get Moving - Get Healthy Walk New Jersey Point to Point!

According to the World Health Organization, dietary factors are second only to tobacco as the most important known preventable cause of cancer. There is also increasing evidence that physical activity may be inversely related to some cancers.

A panel of experts commissioned by the World Cancer Research Fund (WCRF) and the American Institute for Cancer Research (AICR) concluded that approximately 30% of all cancers are preventable by dietary means, physical activity, and maintenance of appropriate body weight.

Maintaining healthy eating patterns and physical activity throughout the life course can play a major role in overall health and reduce

the risk of cancer.

One of the primary goals of the Nutrition and Physical Activity Workgroup is to promote



long-term healthy eating patterns, healthy weight, and physical activity for cancer prevention among New Jersey residents.

A key partner on the Workgroup, Rutgers Cooperative Extension, has been working hard to implement their Walk New Jersey Point to Point Challenge. This program

is designed to encourage youth and adults to virtually walk across New Jersey, from Cape May to High Point. The program can be initiated in the classroom, by a group of friends, or individually through the Get Moving Get Healthy-Walk New Jersey Point to Point web site. The following is an example of how the program has been a success.

Health Science Educators invited 4th - 6th grade students from ten NJ middle schools in 7 counties, to participate in the *Get Moving Get Healthy Walk New Jersey Point to Point*

school walking program. Students and teachers were instructed on the appropriate use of wearing pedometers and tracking steps during the normal school day for approximately 6 weeks to determine if there is an increase in their steps.

The objectives of the study were to have the students increase the number of steps that they take during the average school day and to increase awareness of the importance of physical activity and its role in health.

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Get Moving - Get Healthy *(Continued from prior page)*

There were 1,077 students that participated in the walking program. At the end of the six week period, the students walked 53,037 miles. One school walked to Key West and back after they walked the length of New Jersey! When asked if Walk NJ Point to Point had a positive effect on the physical activity of the youth in their classroom, all teachers surveyed stated either “Agree or Strongly Agree.”

When the teachers were asked to identify the strengths of the program, they noted that the students were:

- More conscious of the need for more physical activity.
- Kept active.
- Exercising more.
- Encouraged to be aware of physical activity.
- Enjoyed seeing how many steps they walked.
- Tried to walk more than the day before.

When the teachers were asked on a scale of 1-5 (with 5 being the highest), how they would rate the overall **Get Moving Get Healthy Walk NJ Point to Point Program**, the majority of teachers surveyed rated the program as a “5” with the remaining teachers rating the program as a “4”.

For more information on Get Moving Get Healthy–Walk NJ Point to Point, go to: https://www.getmovinggethealthynj.rutgers.edu/walking_program/.

mmm...Healthy Comfort Food...

2 Tbsp. canola oil	1 (15-oz.) can white beans, rinsed & drained
1 medium onion, diced	1 (15-oz.) can red beans, rinsed & drained
1 medium green pepper, diced	1 cup lightly packed cilantro leaves, chopped & divided
2 garlic cloves, minced	1 Tbsp. dried oregano
1 Tbsp. ground cumin	Salt & freshly ground black pepper, to taste
1/2 -1 tsp. ground chipotle chile	30 baked yellow corn chips (whole grain preferably)
4 cups fat-free, reduced-sodium chicken broth	1 lime, cut into 6 wedges
1 (14.5-oz.) can diced tomatoes	
1 (15-oz.) can black beans, rinsed & drained	

Three Bean Soup for a Winter's Day!

This warm and hearty soup is ideal for melting away a blustery winter day. Though it only takes about 20 minutes to make, the truly busy can fix it in the morning and reheat it at the end of a long day. Quick,

easy, delicious and healthy, this dish will bring the whole family to the table.

In large Dutch oven, heat oil over medium-high heat. Sauté onions and green pepper, 3 minutes. Stir in garlic and cook until vegetables are tender-crisp, 2 minutes. Stir in cumin and chipotle and cook 1 minute, stirring.

Add broth, canned tomatoes with their liquid, beans, 1/2 cup of cilantro and dried oregano. Bring liquid to boil, reduce heat to medium, and simmer, uncovered, 10 minutes. Let soup cool at least 30 minutes to increase flavor, then reheat before serving. Or, refrigerate soup up to 4 days.

To serve, reheat soup and season to taste with salt and pepper. Crumble 5 corn chips each into bottom of 8 bowls. Ladle soup over chips. Garnish each bowl with remaining chopped cilantro and lime wedge. Serve immediately. Makes 8 servings.

Per serving: 230 calories, 7 g total fat (0 g saturated fat), 32 g carbohydrate, 10 g protein, 8 g dietary fiber, 480 mg sodium. AICR's Weekly Health-e-Recipe email from: www.aicr.org. Tuesday, December 8, 2009, Issue No. 273 .

Atlantic County Combines Education with Celebration

The Atlantic County Healthy Living Coalition celebrated its fifth birthday in November by having a “Happy 5th Birthday Atlantic County Healthy Living Coalition!”



celebration. The event was held at the IMAX at the Tropicana in Atlantic City! The morning was spent by highlighting the Coalition, presenting awards to

Coalition members, educating the group on colorectal cancer and watching the feature presentation, Disney’s ‘A Christmas Carol in 3D (of course everyone received popcorn and a drink).

The Coalition used the event as both a thank you for

members, as well as an educational opportunity for the community. Forty people attended and pre/post tests were taken for the colorectal education. The education piece focused on the basics of colorectal cancer, risk factors, the importance of screening and when to be screened. There was a 23% increase in knowledge after the presentation.

For the first time, the ACHLC presented awards to its members. These award winners, like all members, are essential to helping ACHLC achieve its mission. Awards were given to: Gilda’s Club South Jersey, Exemplary Organization; Joanne Kinsey from Rutgers Cooperative Extension, Exemplary Committee Chairperson; and Linda Duca from the Atlantic County Division of Public Health, Exemplary Individual Member.

Happy fifth birthday Atlantic County Healthy Living Coalition! Here’s to your next five years! For more information about Atlantic County activities, please contact Angela A. Bailey at abailey@shorememorial.org or 609-653-3923. Visit www.achlc.com.

Bergen Fights Latest Tobacco Concerns

The Bergen County Community Tobacco Program Coordinator, Al Ferrara, who is a member of the Bergen County Cancer Coalition, was featured in a WCBS-TV news taping to raise awareness of e-cigarettes and tobacco. Bergen County Freeholder Vernon Walton and Mr. Ferrara addressed concerns about the use of e-cigarettes in Bergen County.

In October 2009, the Bergen County Freeholders passed an ordinance to ban indoor smoking of e-cigarettes countywide in public facilities, while the Borough of Paramus has passed an ordinance to ban indoor smoking of e-cigarettes in the town. The segment was featured on the 6pm WCBS-TV news and was subsequently reported in The Record, the largest newspaper in Bergen County.

(See special legislative update regarding e-cigarettes on the following page.)

The Coalition, in conjunction with The Prostate Net and the Black Task Force of Gilda’s Club, held an educational prostate cancer program on October 3rd. The program was titled “Prostate Cancer and its Effect on Black Men,” and was attended by 30 people. The keynote speaker was Virgil Simons. In addition, a local Englewood barber who participated in the Barbershop Initiative (and has since passed away) was presented with The Prostate Net’s “In the Know - Barber of the Year” award.

In honor of Breast Cancer Awareness Month, a banner was displayed at Bergen County Department of Health Services for the month of October. The banner’s message focused on early detection.

Additionally, the ACS “Making Strides Walk” and the Englewood Hospital “Walk for Awareness” were promoted by members of the Coalition.

Lastly, three table displays with breast cancer awareness information were set-up at various organizations and street fairs.



For more information about Bergen County Cancer Coalition activities, please contact Kenese Robinson at krobinson@co.bergen.nj.us or 201-634-2699. Visit www.bergenhealth.org.



E-Cigarettes Legislative Update:

GREAT NEWS!

Following on the heels of local and county legislative activity in Paramus and Bergen County, a bill was signed into law (A4227/4228), which bans the use of e-cigarettes in public places and workplaces and bans e-cigarette sales to people 18 years and younger. This was achieved by amending the 2006 NJ Smokefree Air Act.

*On January 11, 2010, it became the **first state law of its kind** in the nation, with the New Jersey Senate and Assembly both voting unanimously in favor of the law. The law takes effect in 60 days.*

Burlington's 'Faith in Wellness Health Fair' a Success!

On September 26th, the Coalition partnered with the Burlington County Health Department, hospitals and NJCEED to hold the annual 'Faith in Wellness Health Fair.'

In addition to hosting a wide array of health and wellness vendors and organizations, the fair offered participants a number of cancer-related activities and services, free of charge. NJCEED representatives provided program information and pre-screened individuals for intake.

The Coalition promoted the *Hands of Hope for a Tobacco-Free World* project with a table for collecting paper hands with anti-tobacco messages made by children. Jallah Kennedy from UMDNJ supported the anti-tobacco efforts by surveying attendees on tobacco use and collecting referrals for the NJ Quit Centers.

Free dermascan skin analysis for invisible sun damage was also offered, with sunscreen and information on melanoma and other types of skin cancer.

All attending youth were eligible to earn the NJ State Cancer Awareness Youth Educator badge after visiting

the NJCEED, Cancer Coalition and Hands of Hope tables. Youth who successfully earned the badge were asked to share the cancer screening and prevention information they gathered



collaborated with the Alpha Kappa Alpha Sorority, Inc. to hold the Project H.O.P.E. Men's Health Initiative entitled, "Beyond the Barbershop." The program featured a candid discussion with a 10 member panel consisting of male professionals in the areas of cancer, chronic disease, sexual health, nutrition, spiritual health, business, finance and advocacy. The program was also supported by The Barbershop Initiative, the Burlington County Community Partnership for Healthy Adolescents and the American Heart and Stroke Association.

For more information about the Burlington County Cancer Coalition, please contact Kimberly D. Harless at kharless@co.burlington.nj.us or (609) 265-5548. Visit www.burlington.co.nj.us.

Pictured left, top to bottom: Coalition Coordinator Kimberly Harless, speaks with participant about prostate cancer; participants visiting the "Hands of Hope for a Tobacco-Free World" table; Burlington County Health Department employee, Kimberly Mattson, helps out with free skin analysis.

with friends and family.

Cancer survivors were invited to write messages of hope and wisdom on a banner to encourage those whose lives have been touched by cancer. The banner will be displayed at the local health department during National Cancer Prevention Month in February.

On November 21st, the Coalition

Essex County Begins New Tobacco Efforts

The Essex County Cancer Coalition's (ECCC) innovative plans regarding lung cancer prevention both with respect to tobacco issues and radon testing continue with marked success.

A tobacco sub-committee has been formed and met for the first time in August. The group immediately began developing plans to impact tobacco education. One such idea is an electronic resource directory, which would identify resources for both the prevention of tobacco use as well as cessation. Another is to hold an educational event for nurses, health education teachers and administrators from schools in Essex County, providing information about tobacco as well as the quit resources. This type of event may even be held as early as spring 2010.

The ECCC continued its radon awareness campaign in the fall, through its NJDEP-approved participation in the Radon Awareness Program (RAP) and in the Newborn Pilot Program (NPP). For the NPP, ob-gyn departments were contacted in Essex County hospitals. Collaborative efforts are underway with both St. Barnabas in West Orange and UMDNJ – University Hospital in Newark. St. Barnabas will distribute the radon kits and information at classes held for expecting and new mothers; St. Barnabas will also distribute materials on behalf of the ECCC.

Radon kits have also been distributed in support of the RAP, specifically through ECCC participation in a health fair in September at the Roche complex in Nutley. Over 200 employees attended and received ECCC brochures and OCCP fact sheets. In addition, 105 free radon test kits were distributed, along with the NJDEP radon brochure. The ECCC table was considered by organizers to be the highlight of the health fair.

The ECCC has a longstanding leadership role in prostate cancer education and screening issues. In light of recent developments and controversies over prostate cancer screening guidelines, as well as September being Prostate Cancer Awareness Month, the September ECCC quarterly meeting included updates about prostate cancer.

The main presentation was given by Mr. Virgil

Simons, founder and president of The Prostate Net.™ Mr. Simons focused on emerging issues, specifically addressing the results of research related to using 5-alpha reductase inhibitors to reduce the risk of acquiring prostate cancer. Mr. Simons also provided updated prostate cancer statistics highlighting the significance of the disease and the need for community outreach to educate individuals and improve awareness.

Stanley H. Weiss, MD, the PI and director of the ECCC, further elaborated on the recently published articles concerning PSA screening and on the use of 5-alpha reductase inhibitors to reduce the occurrence of prostate cancer. In particular, there were important methodological limitations to the two articles recently published in the *The New England Journal of Medicine* concerning the efficacy of PSA screening. Initial feedback from the meeting evaluation forms indicates that ECCC members in attendance felt that the presentation and discussion were excellent and were very well received.

Over the past two years, Dr. Weiss has been working to help establish, as part of the American Public Health Association (APHA), the new "Cancer Forum." In November, at the APHA Annual Meeting, this Cancer Forum held its first scientific sessions, which included presentations related to cancer clinical trials such as public education and enrollment issues.

The Newark campus of UMDNJ was recently established as an NCI-designated Minority-Based Community Clinical Oncology Program (MB-CCOP), making it 1 of only 14 in the nation and the only such program in New Jersey. This designation provides support to physicians who are involved in the care of minority cancer patients. It emphasizes treatment, cancer prevention and clinical trials research and provides support for expanding clinical research in minority community settings.

For more information on ECCC activities, please contact Christopher Tuohy at tuohycp@umdnj.edu or 973-972-4623. Visit <http://www.umdnj.edu/esscaweb>.



Christopher Tuohy, MPH, ECCC Coordinator, distributing free radon kits and information at the Roche health fair in Nutley along with Anita Kopera and Linda Jordan from the NJDEP.

Gloucester County Offers Screening and Education

On October 22nd, the Gloucester County Cancer Coalition partnered with NJCEED for the Men's Prostate Cancer Screening at Underwood Memorial Hospital's Family Health Center. This is the 2nd year such a program was offered to residents.

A total of 74 men took part in the screening (up from 50 in 2008!), and all received prostate cancer literature, giveaways, food and beverages. Pre and post-tests and final evaluations were completed by the attendees, and the men also received \$10 Wawa cards at the end of the session. The evaluations highly recommended that this screening program be offered annually.



Also this fall, the Coalition participated in the Woodbury Nissan Car Dealership Breast Cancer Awareness Event. The Coalition shared a table with NJCEED and spoke to employees and community members about the importance of education, prevention and early detection. The event, pictured to the left, hosted by the owner of the dealership, also offered a silent auction as a means of raising funds for breast cancer research.

October 28th, the Gloucester County Cancer Coalition presented the Youth Cancer Badge for the Thomas E Bowe Elementary School Breast Cancer Awareness Event. There were poems and essays about breast cancer from the students and testimonies

on overcoming breast cancer by one of the teachers and the mother of one of the students. Pictured right is the young teacher, a breast cancer survivor, doing an interpretative dance to "I Think I Can Fly" for the students.

Lung cancer is Gloucester County's leading form of cancer. To help increase awareness of this fact, the Gloucester County Cancer Coalition partnered with Services to Overcome Drug Abuse Among Teenagers in New Jersey (SODAT) on November 17th at Underwood Memorial Hospital to publicize the 'Great American Smoke Out' (GASO) on November 19th. A display table in the main hospital lobby offered the public and the employees information on how to stop smoking, resources to help quit, adopt a smoker and pledge cards for smokers to quit for one day. On the day of GASO, 50 attendees received 'quit pack bags', containing a stress ball, lollipops, car air freshener, a snap band, lip balm, a 'cost of smoking' calculator and quit tip slide. Pictured top is Coalition Coordinator Lisa Little sharing 'quit-smoking resources' with attendee.



For more information about Gloucester County activities, please contact Lisa Little at Little21999@yahoo.com or 856-217-0250.

Hudson County Continues Several Successful Initiatives

In 2009, the Hudson County Cancer Coalition (HCCC) conducted a series of colorectal cancer (CRC) awareness programs that educated audiences about what they should know about CRC (symptoms, risk factors, myths, importance of healthy lifestyles, and the availability of free screening through the NJCEED Program).

The Coalition focused on CRC because, according to a recent report, only 36% of the residents of Hudson

County that should be screened for CRC are being screened for this disease. The CRC program was expanded to include three additional site-specific cancers: breast, cervical and prostate. In June, the Coalition presented its first four-part program to a large public audience at the Higher Ministries Health Fair in Jersey City.

Since then, three additional multi-part programs have been provided. In September, a breast and colorectal cancer awareness program was presented to an

audience of approximately 70 Hudson County Division of Youth and Family Services (DYFS) staff members. In November, a four-part program (breast, cervical, colorectal and prostate) was presented to an audience of approximately 100 senior citizens and a two-part, colorectal and prostate cancer awareness program was presented to an audience of African-American, middle aged men.

Additional sessions of these well-received, multi-part programs are being scheduled for 2010. *(Continued next page)*

Oral Cancer Screening Event Continues to Grow

With active support from the Oral Cancer Consortium and the County Cancer Coalitions in Morris, Union and Bergen counties, the Hudson County Cancer Coalition is working to fight the high rates of oral/oropharyngeal cancer among men in Hudson county.

To address this issue, the Coalition launched its first free oral cancer screening in 2007, screening 50 people; that number was nearly doubled in 2009, when 92 people were screened. Plans are already underway to provide this increasingly popular screening in April 2010, again with the support of Coalition partners.

Second Annual Oral Cancer Prevention Walk: The HCCC is also now planning its second annual Oral Cancer Prevention Walk, scheduled for May 16, 2010. The first Walk took place on April 4, 2009 in Cranford, with active support from the Morris, Union, Bergen and Passaic County Cancer Coalitions, the NJ Hygienists Association, the NJ Dental Society, Horizon Blue Cross, and HCCC partners, such as Community Action of North Hudson and Partners in Prevention who are responsible for the Hudson County Tobacco Control Program. The first Walk was considered a success because of the considerable amount of oral cancer prevention awareness it raised, the nearly 100 people who were screened for oral cancer free-of-charge at the Walk, and the nearly \$6,000 in contributions received from walkers and other sponsors.

For more information on Hudson County activities, please contact Bill Bullock at Bbullock20@aol.com or 201-774-5701. Visit www.hudsoncountycancercoalition.org.

Mercer County: Educating While Entertaining

In honor of Breast Cancer Awareness Month, St. Joseph's Regional Medical Center Cancer Education & Early Detection Program, Rainbows of Hope, in partnership with The Mercer County Cancer Coalition hosted "The Think Pink Luncheon" on October 31st, at Macaluso's in Hawthorne, New Jersey. The highlight of the luncheon was a new and interactive version of the breast cancer awareness play "Where's Shirley?" performed by Winceyco, a company that produces musically educating



programs, and a keynote address regarding good breast health by Al Blunt, M.D. Senior Medical Director of Oncology at Covance Inc. in Princeton, New Jersey. Following the very uplifting performance of the play and the keynote address, attendees took part in "Ask The Doctor" where the audience was able to engage in a question and answer session regarding

breast health issues with the doctor.

The afternoon was capped off with an acknowledgement of breast cancer survivors and a very inspiring musical tribute.

More than 150 people attended this event, and everyone left with a better understanding of good breast health practices, breast cancer issues, clinical trials and a renewed commitment to having regular mammograms.

As usual, we could not have had such a successful affair without a partnership of sponsors: Our thanks to Rainbows of Hope, Mercer County Cancer Coalition, NJCEED Passaic County Cancer Coalition and Komen for the Cure, North Jersey Affiliate. For more information, please contact Linda R. Johnson at Ljohnson@chsnj.org or 609-815-7188.

Photos: Pictured left are attendees Mrs. Mildred Mason (l) and Mrs. Charmine Williams (r). Above: Alcelia Rivera (l), Theresa Lozano (c) and Carmen Santiago (r) of The Latino Breast Cancer Support Group of South Jersey.



Middlesex County Tackles Prostate Health



In Middlesex County, prostate cancer accounts for 14.8% of all cancer cases and 4.8% of all cancer deaths.

On June 20, 2009 the Middlesex County Public Health Department (MCPHD) and the Middlesex County Cancer Coalition (MCCC) sponsored a prostate cancer screening event in conjunction with the South Asian Total Health Initiative at UMDNJ. At this event, sixty men were screened for prostate cancer.

In August, the Coalition participated in “Health Camp Day” at the BAPS religious center, which serves the Asian Indian community. Each year the health committee organizes this event and recruits more than 70 healthcare providers from varied disciplines to participate. Attendees, most of whom are underserved and/or uninsured, are eligible to receive complete physicals.

This year, more than 1000 women and men attended the camp. The MCCC partnered with four volunteer OB/GYN physicians from JFK hospital to identify NJCEED-eligible attendees and provided pap tests and clinical breast exams. In addition, those who were eligible were referred for mammograms. Appointments were also scheduled for eligible men to attend a NJCEED clinic for digital rectal and colorectal exams.

As a result of these and other activities, the MCCC facilitated the screening of 80 men for colon and prostate cancer and enrolled 28 women into the NJCEED program.

In partnership with the National Council on Alcoholism and Drug Dependency (NCADD), the MCCC also participated in the annual Young Women’s Health Conference, helping to educate approximately 600 young women. This conference included a full day of workshops on peer pressure, leadership qualities, and self esteem, as well as topics such as nutrition, substance abuse, effects of smoking and cancer screening. The MCCC provided education on the Human Papillomavirus (HPV) and the HPV vaccine.

The Middlesex County Public Health Department’s Health Education Division also offers health education programs for schools, faith-based organizations, employers and staff, health professionals, and other community groups designed to provide information on ways to detect possible cancer and reduce risk of cancer.

For more information about the MCCC, please contact Padma Arvind at padma.arvind@co.middlesex.nj.us or 732-745-3140. Visit www.co.middlesex.nj.us/publichealth/coalition.asp.

Pictured left, Michele Canfield, MCPHD Nursing Division, with prostate screening participant; above, students review health materials at the Young Women’s Health Conference.



Ocean County to Educate Community on Palliative Care

The County Cancer Coalition, in response to guidance from its planning committee, recently initiated a palliative care workgroup. The workgroup’s 2010 plans are to recruit providers from all the major stakeholders in Ocean County and to provide community workshops about palliative care. Still in the recruitment phase, all interested organizations and individuals are invited to become involved.

The second annual “Surviving the Breast Cancer Challenge” will be held on May 4, 2010 at the Quality Inn in Toms River. This free dinner program will be hosted by Shawn Michaels and Sue Moll from 92.7 WOBFM’s Ocean County Breakfast Show.

Shawn and Sue are to be commended for their support of community programs. Through their efforts, the Ocean County Cancer Coalition’s Women’s Health workgroup offers programs such as this to provide information, support and fellowship to breast cancer survivors and co-survivors. To register, call 732-557-2626. See highlights from last year’s “Surviving The Breast Cancer Challenge!” Visit <http://www.youtube.com/user/OCCancerCoalition>.

For more information, please contact Debra A. Levinson, FACHE at dlevinson@newsolutionsinc.com or 732-286-3693. Visit www.oceancountycancercoalition.njcoalitions.org.

Pictured right, top to bottom: Dr. Sara J. McGee; event hosts and key program promoters from 92.7 WOBFM, Ocean County Breakfast Show’s DJs Shawn and Sue.



Somerset Joins the Barbershop Initiative to 'Cut Out' Prostate Cancer

On December 5th, the Somerset County Cancer Coalition (SCCC) joined the Barbershop Initiative in offering free prostate cancer screenings and haircuts to Somerset County men at the Women's Health & Counseling Center (WHCC), located in Somerville. Men age 45 and older who are uninsured and not currently under the care of a urologist took advantage of the "Cut Out Cancer" program to raise awareness about prostate cancer.

Dr. Anthony Catanese, a urologist with Somerset Medical Center, provided a digital rectal exam, a prostate specific antigen (PSA) blood test and a fecal occult blood test for colorectal cancer as part of the program; and Nathan Sanders of Somerset Plaza Unisex Shop provided courtesy haircuts to participants.

Educational materials and gifts were distributed to screening



participants, and plans are now underway for another program in March.

In Somerset County, prostate cancer is one of the leading cancers affecting men.

The next free screening will be conducted in early March at the Somerset Plaza Unisex Shop.

Through grassroots partnership programs such as "Cut Out Cancer," more than 30,000 men have been empowered through education and have been tested.

Knowing that lung and bronchus cancers are the No. 1 cause of cancer-related fatalities in Somerset County, the Somerset County Board of Freeholders, along with the Somerset County Cancer Coalition (SCCC) and its partners, recognized November as Lung Cancer Awareness Month, with several activities planned throughout the month.

Because radon is the leading cause of lung cancer in nonsmokers and the second-leading cause of lung cancer in general, the SCCC tackled these issues on several fronts. For example:

The Somerset County Health Department offered radon kits to residents at a reduced rate of \$5 throughout the month.

Somerset Medical Center (SMC), a SCCC partner, with funding from the N.J. Department of Environmental Protection, offered free radon kits to new mothers and homeowners through its maternal-child health classes.

Addressing tobacco use and its effects on health, the medical center's 'HealthTalk' TV show featured lung cancer and smoking cessation topics throughout November, airing several times per week.

Also, Somerset Medical Center had a display in its lobby on November 19th, in recognition of the American Cancer Society's Great American Smokeout. The date also marked the one-year anniversary of the hospital becoming a smoke-free campus. The



medical center will also provide carbon-monoxide screenings for smokers.

The Somerset Council on Alcohol and Drug Dependency (SCADD), another Coalition member, also participated in the display to introduce the 'Helpers Program,' open to teens and adults. The program offers information, training and support to individuals interested in helping someone quit smoking.

Lastly, beginning on November 9th, the Somerset County Health Department had a display of educational resources in the lobby of the county administration building in Somerville.

To learn more about the Somerset County Cancer Coalition, contact Lucille Y-Talbot at YTalbot@co.somerset.nj.us or 908-203-6077. Visit www.co.somerset.nj.us/Health/cc_index.htm.

Pictured is Nathan Sanders of Somerset Plaza Unisex Shop (l), Urologist Dr. Anthony Catanese (r) and Mr. Mike Kaplan, a program participant (seated).

The Union County Cancer Coalition (UCCC) continues its work of being a strong voice and visible presence for cancer awareness, control and prevention in Union County. Included in its recent activities is a remarkable breast cancer-screening event that took place on October 29th at the Street Light Mission in Elizabeth.

On that day, UMDNJ staff brought its state-of-the-art mobile mammography van from Newark to the Street Light Mission's site on East Broad Street and screened approximately 20 uninsured women for breast cancer. The screenings were comprehensive in nature, including clinical breast exams performed on the van by a UMDNJ staff medical doctor. In addition, mammograms were taken and read on the van by a qualified UMDNJ x-ray technician. Some of the women also received cervical cancer screenings performed that day on the van as well.

The UCCC has been a strong advocate of utilizing the mobile mammography van in Union County for both NJCEED - funded

and privately-funded breast cancer screening events. Moreover, the UCCC has worked behind the scenes to facilitate the partnership that led to the screenings at the Street Light

Union County Coalition Spreads the Word of Prevention

Mission and the Plainfield Municipal Health Department on June 25th.

Prior to these events, a UCCC representative worked with the pastor of the Street Light Mission and Plainfield Health Officer to identify and invite women who met the screening eligibility guidelines to be screened (i.e. uninsured, between the ages of 40 and 64, with incomes less than 250% of the poverty level).

The Coalition's co-coordinators also invited two PSE&G 'Health and Safety' representatives, to attend the Street Light Mission screening, where one representative described the event as "phenomenal."

Shortly thereafter, PSE&G invited the Coalition to present to

approximately 60 PSE&G employees who are responsible for employee health and safety at facilities throughout New Jersey. The purpose of this presentation was to familiarize members of the PSE&G Employee Health and Safety Council with the cancer awareness, control and prevention work provided by the County Cancer Coalitions and NJCEED. Leaders of the PSE&G Health and Safety Council recommended that Council



members advise uninsured (part-time) employees at their facilities and other groups in their areas, such as faith-based organizations, of the available programs and services.

For more information, please contact Bill Bullock at BBullock20@aol.com or 201-774-5701. Visit www.uniontownship.com/web/index.html.

Warren County Hosts a Pink Tea Party: Drink To Your Health!

On October 22nd, the Warren Cancer Coalition (WCC) sponsored a "Pink Tea Party" for thirty Warren County residents in honor of Breast Cancer Awareness Month. The program titled: "A Tea Seminar: Drink to Your Health" is part of the Functional Foods for Life Educational Program Series provided by Sherri Cirignano, MS, RD, LDN from Rutgers Cooperative Extension of Warren County. She spoke about the history and health benefits of various types of tea, including its cancer-fighting properties.

A portion of the program was dedicated to the importance of screening for breast cancer and the availability of the NJCEED program in Warren County. The educational portion of the program was followed by an afternoon tea and healthy lunch for all participants. Breast cancer brochures and door prizes were also distributed!



Share and Learn in Your Neighborhood: A Night Out for Good Food and Bi-lingual Conversation about Colon Health

The second of two Bi-lingual Colorectal Cancer Awareness events was held on October 29th, at St. Joseph's Church in Washington, NJ. The event was attended by 25 participants. Dr. Ana Gomes, a bi-lingual family practice physician, spoke about the risk factors, signs and symptoms, and screening methods for colorectal cancer. Sarah Engler, Warren County's NJCEED

(Continued, next page)

(Warren County, continued)

Coordinator, gave an overview of the NJCEED program including eligibility guidelines. The Clinical Trials Nurse from Warren Hospital, Carol Jiorle, explained the various types of clinical trials as well as the benefits and drawbacks to help educate the community about this important topic.



The evening was capped off with a lecture on the “power of prevention” for colon cancer by

exercise and healthy nutrition. This portion of the program was provided by Sherri Cirignano, RD from Rutgers Cooperative Extension of Warren County

Each individual received a complimentary healthy meal, incentives, and educational materials in both English and Spanish. Pre and post tests were provided to all participants in their language of choice as a method of evaluating the program.

Both colon health programs provided this year were funded in part by The Novartis Outreach and Education Project of The Cancer Institute of New Jersey. The project is a joint effort of several members of the Warren Cancer Coalition including: NORWESCAP, Inc., The Warren County Health Department, Rutgers Cooperative Extension of Warren County, Hackettstown Regional Medical Center, Warren Hospital, and East Stroudsburg University.

Why does the Office of Cancer Control and Prevention choose the Starfish as part of its logo?

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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We welcome reader comments and submissions of OCCCP-related articles and photographs.

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