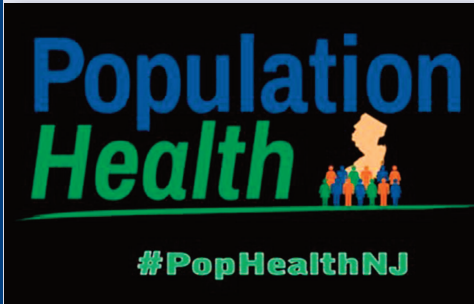




Keeping New Jersey Healthy



NJ's First Population Health Summit A Collaborative Success

By Cathleen Bennett, Commissioner
New Jersey Department of Health



Population health crosses all aspects of the health spectrum, from nutrition and wellness to prevention and disease management. Health itself is a lot more than being free from sickness and cannot be addressed solely with a doctor's visit. Each element of your day-to-day life is part of the solution.

New Jersey's broad array of partners contribute to the population health improvement model. On Sept. 14, the Department of Health convened the state's first Population Health summit with seven other state Departments, including six Christie Administration cabinet members. Together we joined community partners in nutrition, health and wellness, social services, education, housing, transportation and the environment to strategize how to improve health in all policies.

Given the diversity of issues influencing health, it is critical that we partner to build on each other's efforts and the work of our stakeholders. This summer, members of the Governor's cabinet formed the Population Health Action Team to work on creating and advancing policies that build healthy communities and improve health outcomes. We identified nutrition and fitness and lead exposure in children as two key improvement areas.

At the summit, the Agriculture Secretary and Commissioners of Children and Families, Community Affairs, Environmental Protection and Human

continued on page 3



Trenton Mayor Eric Jackson, Health Commissioner Cathleen Bennett, and Colette Lamothe-Galette, Director of the Office of Population Health, at the summit.



Eight state Departments — including six Christie Administration cabinet members — joined a broad array of partners at New Jersey's first Population Health summit on Sept. 14 at the Middlesex County Fire Academy in Sayreville.

Inside this Edition

- #kNOwLEAD campaign 2
- Zika Prevention Kits 4
- Breast Cancer Awareness 5
- HIV, STD, TB 6
- Community Outreach 7
- Cancer Matters 8

Department Kicks Off #kNOwLEAD Campaign



This week — National Lead Poisoning Prevention Week — the New Jersey Department of Health kicked off a #kNOwLEAD public education campaign to increase awareness of all lead hazards for children, educate parents and healthcare providers about the risks of lead exposure in children and encourage them to get their children tested at ages 1 and 2.

In addition to social media, the #kNOwLEAD campaign features a [new childhood lead webpage](#), video messages in [English](#) from Health Commissioner Cathleen D. Bennett and in [Spanish](#) from Deputy Commissioner Dr. Arturo Brito, a [proclamation from Governor Chris Christie](#), downloadable posters on our webpage, bus advertisements in Hudson County and corner store advertising in the eight counties where children are at highest risk of lead exposure: Cumberland, Essex, Hudson, Union, Mercer, Middlesex, Ocean and Passaic. Our new poster is also downloadable in English and Spanish on our new childhood lead webpage.

The Department is also revising its childhood lead rules to make them consistent with the recommendations of the Centers for Disease Control and Prevention’s Advisory Committee on Childhood Lead Poisoning Prevention.

In addition, Commissioner Bennett, Dr. Brito, Assistant Commissioner Christopher Rinn and other members of the Department’s senior staff are traveling around the state speaking to public health and medical organizations to promote the Department’s #kNOwLEAD public awareness campaign.

Please join us in promoting our #kNOwLEAD campaign by liking the Department on Facebook, following us on Twitter and [sharing your own photos](#) using hashtag #kNOwLEAD. Among our partners are the New Jersey chapter of the American Academy of Pediatrics, the New Jersey Hospital Association, the New Jersey State Nurses Association, county and local health officers, WIC clinics and the state Departments of Agriculture, Children and Families, Community Affairs, Education, Environmental Protection, Human Services and Transportation.

Lead can disrupt the normal growth and development of a child’s brain and central nervous system. While peeling, chipping lead-based paint and dust in homes built before 1978 remains the largest contributor to elevated blood lead levels in children, 30 percent comes from other sources including imported toys, candy, spices, jewelry, cosmetics, herbal remedies, pottery and older leaded water pipes.

Twenty percent of New Jersey’s population is foreign-borne, so it important that we get the word out about other sources of lead that could be potential sources of exposure.

[DCA Commissioner Charles A. Richman also announced](#) last week that eight nonprofit organizations have been selected as part of a \$10 million pilot program to identify and remediate lead-based paint hazards in low- and moderate-income households, particularly where children and pregnant women risk permanent harm to their health.

“Over the last 20 years, the incidence of elevated blood levels in New Jersey children was nearly cut in half, even as 20 times more children were tested,” Commissioner Bennett said. “Through this new campaign, we will continue working with our partners to decrease these numbers and educate parents about exposure risks.”

#kNOwLEAD

Protect your child from lead exposure. Know the sources of lead contamination:



Lead based paint
If your house was built before 1978



Imported goods
Some imported goods such as toys, cosmetics, candy, and spices



Herbal remedies
Some herbal remedies and folk medicines



Leaded pipes
Old water pipes with lead



Ceramic pottery
Lead has long been used in ceramic ware in glazes

Get your child tested at ages 1 & 2, and get the facts at nj.gov/health/childhoodlead or follow #kNOwLEAD





Monmouth County Health Officer Christopher Merkel discussed the risks of childhood lead exposure during the “No Safe Level of Lead in Children” panel.



Robert Garrett, Chief Executive Officer, Hackensack Hospital

Commissioner’s Message, *continued from page 1*

Services, along with the Assistant Commissioners of Education and Transportation, joined 150 leaders from academia, private foundations, health care, public health and community groups at the Middlesex County Fire Academy in Sayreville to discuss ways to improve population health among residents and communities.

Collaboration among our partners results in a unified vision and allows for alignment of policies and programs. Attendees enthusiastically worked together on improving health outcomes.

A [population health video](#) played during the summit explains the concept of keeping the well healthy, supporting those at risk for health problems and preventing those with chronic conditions from getting sicker. Population health promotes prevention, wellness and equity in all environments, resulting in a healthy New Jersey. It refocuses healthcare not only on the sick, but also on the well and aims to reduce personal, educational, social and economic costs associated with disease. A broad array of programs contributes to population health, including state parks and recreation areas, Complete Streets, Safe Routes to School, Breakfast in the Classroom, farmer’s markets and supplemental nutrition program such as WIC and SNAP. From ensuring access to nutritious foods, bike trails in our parks and safe playgrounds for our children to play, to mixed-use development – all of these elements power our state health improvement plan — [Healthy New Jersey 2020](#).

Among those participating in the summit were the Advocates for Children of NJ, the Partnership for Healthy Kids, New Jersey Environmental Health Association, the NJ State School Nurses Association, New Jersey Future, the Food Trust, the Nicholson Foundation, the March of Dimes, the NJ Alliance of YMCAs, Rutgers Center for State Health Policy and Sustainable New Jersey at the College of New Jersey.

Trenton Mayor Eric Jackson; Robert C. Garrett, co-CEO of Hackensack Meridian Health; and Dr. Vincent Calamia, chief medical officer for UnitedHealthcare Community Plan of New Jersey, participated in a roundtable discussion on population health moderated by Colette Lamothe-Galette, Director of the New Jersey Office of Population Health. Panels focused on “Partnering to Improve Population Health,” “No Safe Level of Lead in Children” and “Making the Healthy Choice the Easy Choice,” a nutrition and fitness strategy emphasizing access to healthy foods and physical activity in schools and communities.

Physicians and healthcare providers who connect with local health, faith-based and community organizations to link residents to appropriate care help cultivate health improvements for residents where they live work and play. By working together, New Jersey’s population health village will come full circle by driving meaningful improvements for all residents and their families.

To learn more, visit [the Department’s population health webpage](#) or search #PopHealthNJ on social media.

20,000 Zika Prevention Kits Distributed Across NJ



More than 100 volunteers assembled Zika prevention kits, which represent a CDC best practice aimed at reducing the spread of Zika among pregnant women.

During the last week of September, more than 100 volunteers assembled 20,000 Zika Prevention Kits for at-risk pregnant women in New Jersey at a Trenton warehouse. These kits contain information and supplies to protect families and infants from the Zika virus, which is linked to serious birth defects. Zika is a disease spread primarily through the bite of an infected mosquito but can also be sexually transmitted.

These kits represent a CDC best practice aimed at reducing the spread of Zika among pregnant women. New Jersey's county health departments took the lead in distributing the kits to the state's 112 FQHCs and 100 WIC clinics who will provide these kits free of charge, along with Zika-related education to pregnant women they serve. Local health departments can refer pregnant women to these sites, especially if they are traveling to Zika-impacted countries.



Items include insect repellent, permethrin spray, condoms, educational materials and mosquito nets.

Two types of kits were assembled: international and domestic. Items include insect repellent, condoms and educational materials. International kits also include mosquito nets, while domestic kits contain permethrin spray for clothing. International kits were distributed to assist pregnant women who may be traveling to areas where Zika transmission is ongoing or who have a partner who has recently traveled to an impacted area. Domestic kits will be stockpiled for use in the event of local transmission. [The Department's Zika website](#) also contains CDC information on [how to build your own Zika prevention kit](#).

More than 500,000 items were used in making the kits. The Department would like to especially thank members of New Jersey's Medical Reserve Corps and LINC'S Public Health Nurses (many of whom also serve as MRC Unit Coordinators) who volunteered their time to assemble these kits. The New Jersey MRC is a network of community-based, locally-organized units comprised of volunteers who help ensure their communities are healthy, prepared and resilient. Nearly 5,000 volunteers are available to be deployed during emergencies and disasters. They include nurses, doctors, EMTs, therapists, language translators, counselors, clerical, disability and access and functional needs assistants, hospitality, food services and security.



After kits were assembled, county health departments then distributed them to FQHCs and WIC offices in their communities.

DOH staff from the Divisions of Family Health Services; HIV, STD and TB Services; Certificate of Need and Licensing; Health Facility Survey and Field Operations; Public Health Infrastructure, Laboratories and Emergency Preparedness; and the Commissioner's Office also volunteered to prepare the kits.

New Jersey is nearing the end of its mosquito season, and while Zika virus has not been identified in mosquito pools here, travelers should continue using insect repellent for 3 weeks after visiting an impacted area to decrease the likelihood of local transmission.



On October 7, the Regional Chronic Disease Coalition of Somerset and Morris Counties (RCDC), Zufall Health, Somerset County Freeholder Director Patricia Walsh and cancer survivors came together at a Breast Cancer Awareness Month in Somerville. The RCDC, Robert Wood Johnson University Hospital Somerset, The Cancer Support Community of Central NJ, Susan G. Komen Foundation and Zufall Health talked with residents and provided information on the disease.



Breast Cancer
 AWARENESS MONTH

Health Partners Recognize October as Breast Cancer Awareness Month

With more than 1,300 New Jersey residents dying each year from breast cancer, the Department, health care providers and local health departments are working to raise awareness of the importance of early detection and offer screenings.

The Christie Administration is committed to the fight against cancer – from the State Cancer Registry, which collects and analyzes cancer statistics, trends and research activities, to the New Jersey Cancer Education and Early Detection Program (NJCEED), which provides life-saving screenings, cancer outreach, education and follow-up services to the uninsured and coordinates groundbreaking research and collaboration being done in medical facilities throughout the state to provide advanced treatment options to cancer patients.

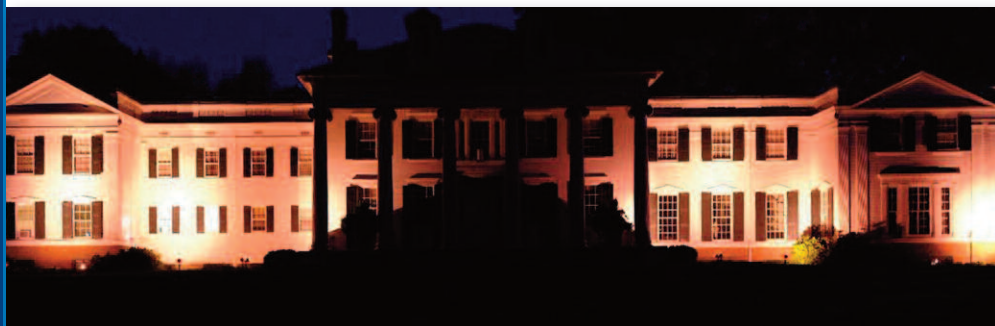
According to the American Cancer Society, an estimated 246,660 women in the United States will be diagnosed with invasive breast cancer, along with 61,000 new cases of non-invasive breast cancer in 2016. Of that number, an estimated 40,450 will lose their fight against the disease.

A number of agencies participated in health fairs and screenings throughout the month of October. Events were held to increase awareness, screen women and encourage communities to get involved. For example, the [Visiting Nurses Association of Central New Jersey](#) held Women's Wellness Day at the Paul McGuire Family Health Center in Freehold on Oct. 19 and 20. Clinical breast exams, pelvic exams and pap tests for all eligible women attending were offered.

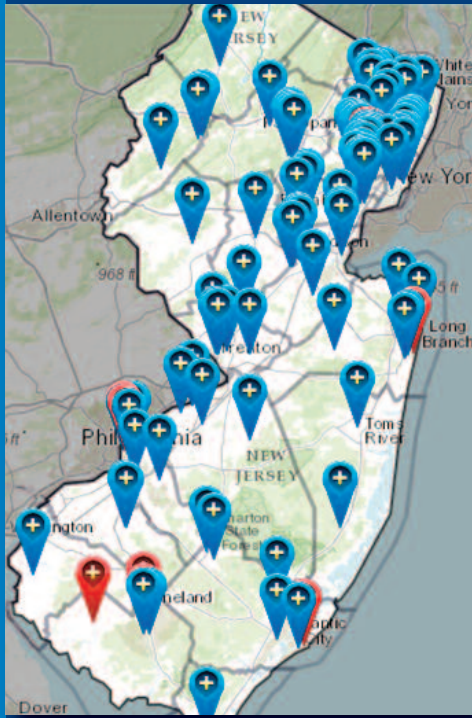
[Community Medical Center](#) hosted a Breast Cancer Awareness Symposium at the Captain's Inn in Forked River on Oct. 17. [Shiloh Community Development Corporation](#) held a breast cancer screening event on Oct. 15 in Trenton and will hold another on Oct. 29.

It is estimated that by the end of 2016, about 7,100 new cases of invasive breast cancer will be diagnosed among New Jersey women. There are currently 2.8 million breast cancer survivors living in the United States.

[The Governor's Breast Cancer Awareness Month proclamation can be found here.](#)



Drumthwackett, Governor Chris Christie's official residence in Princeton, lit up pink on Oct. 15 to honor the strength and courage of those affected.



Click [here](#) for a complete list of testing clinic sites in New Jersey.



Division of HIV, STD and TB Staff Present on Integration of Partner Services Program

Steven Saunders, MS, Director, HIV Prevention and Education Division of HIV, STD and TB Services and Patricia Mason, Division of STD Prevention traveled to Hollywood, FL on September 17 to present at the National Minority AIDS Council's (NMAC's) United States Conference on AIDS (USCA) in one of the conference's Master Series lectures focusing on strategies to end AIDS.

The group's presentation, *Organizational Restructuring to Advance Partner Services in New Jersey*, focused on the Division's plan to integrate HIV and STD Partner Services with the intention of creating a national model. Previously, Partner Services for HIV and STD operated separately. "Partner services" are offered to individuals who have STDs, their partners and others who are at increased risk for infection in an effort to prevent transmission of these diseases and reduce suffering from their complications. Partner services has evolved to include a broad view of the clinical and epidemiologic activities needed to help those with STDs. The Division has been working with CDC Project Officers for both HIV Prevention and STD in launching the integration effort which is set to be complete in 2017.

"Through combining Partner Services staff, the Division will maximize efficiency and resources," said Connie Calisti-Myers, Assistant Commissioner, Division of HIV, STD and TB Services. "Clients will also benefit from having one point of contact with the Division to connect them to available services."

Congratulations to:

Tay Walker was recently named STD program manager for the Department's Division of HIV, STD and TB Services. Tay holds bachelor's and master's degrees in public health administration, and she is pursuing her doctorate degree in health leadership and advocacy. Tay has more than 19 years of experience in nonprofit management.



Every year on December 1, World AIDS Day events take place across the country to raise awareness and show support for people living with HIV. Why not take part in one of the World AIDS Day events in New Jersey this year?

Starting November 14, go to <http://web.doh.state.nj.us/apps2/aids/events.aspx> to find a World AIDS Day event near you.

Community Outreach & Events

Fall 2016



NJ Hospital Association (NJHA) President & CEO Betsy Ryan and Commissioner Bennett attended the NJHA Mother Baby Summit in Princeton on September 19.



DOH Community Health and Wellness staff members, Dr. Deelip Mhaske and Dr. Candido Africa III, presented on prostate cancer at the Delaware Valley Urologic Center on October 5. Dr. Mhaske and Dr. Africa are pictured here with prostate cancer survivor and advocate Mr. Rick Wexler and his wife.



Abate Mammo

- September 19** Commissioner Bennett spoke at the New Jersey Hospital Association's Mother Baby Summit in Princeton.
- September 20** Commissioner Bennett spoke at the Princeton Regional Chamber of Commerce 2016 Healthcare Symposium in Lawrenceville.
- September 28** Commissioner Bennett received the Thomas W. Kelly Government Service Award at the New Jersey Food Council 43rd annual Good Government Breakfast in Monroe.
- October 13** Commissioner Bennett delivered remarks at the Camden County Local Boards of Health Summit in Pennsauken.
- October 14** Assistant Commissioner Christopher Rinn spoke at the NJ Public Health Association conference in Edison.
- October 20** Commissioner Bennett received the Civic Champion Award at the NJ YMCA State Alliance Recognition Celebration.
- October 21** Commissioner Bennett delivered remarks at the Monmouth County Regional Health Commission 80th Anniversary Celebration in Tinton Falls.
- October 21** Commissioner Bennett spoke at the Department's 5th Annual WIC conference in Edison.

Congratulations to:

Abate Mammo, Ph.D., Executive Director of the Department's Healthcare Quality and Informatics, of the Department received the [American Stroke Association \(ASA\)](#) Community Conscience Award for his work in advocacy for policy change to improve stroke systems of care including prevention, treatment and rehabilitation for stroke patients within the northeast region.

Dr. Mammo has an extensive background in public health research and has been with the Department for more than 27 years. As Executive Director of Healthcare Quality and Informatics, he oversees the reorganization of two key offices to provide support for population health assessment through assessing incidence and prevalence of key health-related events as well as monitoring trends in health outcomes to inform health policy making.

The award was presented at the 11th Annual Summit of the [Northeast Cerebrovascular Consortium \(NECC\)](#) on October 20. Over 300 stroke professionals, across the eight Northeast states, attended the two-day event which featured poster presentations and evidence-based education focusing on EMS, Rehabilitation and Nurses.

With help from The American Heart Association/American Stroke Association (AHA/ASA), the NECC has developed its own structures and guidelines to implement and advance stroke systems of care in the Northeastern states (Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island and Vermont).

The AHA is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. The ASA is a division of the AHA.

'Cancer Matters'
Brought To You By:

RUTGERS

Cancer Institute
of New Jersey

Rutgers Cancer Institute of New Jersey Expands Reach to Greater Newark

*New partnership with University Hospital
expands oncology services to community*



On Sept. 20, a new partnership between University Hospital and Rutgers Cancer Institute was announced to establish Rutgers Cancer Institute of New Jersey at University Hospital.

A new partnership between Rutgers Cancer Institute of New Jersey and University Hospital in Newark has resulted in the expansion of National Cancer Institute (NCI)-designated Comprehensive Cancer Center services to the greater Essex region. The multidisciplinary service line now includes care provided by Rutgers Cancer Institute medical oncologists, which augments radiation oncology services that have been provided by Rutgers Cancer Institute for the past seven years and surgical oncology services provided by Rutgers faculty members. An infrastructure to bring additional cancer clinical trials to patients in the region is also part of the new partnership, as is the expansion of community outreach, education and screening programs. The new entity is known as Rutgers Cancer Institute of New Jersey at University Hospital, and was celebrated earlier this fall at the Newark facility at a special event that included state, local and university dignitaries.

"Enhancing the access to care to cancer patients in the Essex County area is a major achievement. Bringing these services to Newark through this partnership with University Hospital reflects an understanding of the need for the types of care the Rutgers Cancer Institute of New Jersey can provide as one of the leading cancer centers in the country," notes Rutgers Biomedical and Health Sciences Chancellor Brian Strom, MD, MPH.

University Hospital President and CEO John N. Kastanis, MBA, FACHE, adds, "The changing healthcare environment requires that a more progressive approach be taken to provide access to the most advanced treatment options for the greater Newark community and all of northern New Jersey. We are pleased that this partnership will address this significant need."

"As the state's only NCI-designated Comprehensive Cancer Center, Rutgers Cancer Institute of New Jersey has a mission to provide patients with advanced care, including clinical trials, some of which are only available at NCI-designated centers. This new partnership with University Hospital will expand access to these novel cancer therapies," says Rutgers Cancer Institute of New Jersey at University Hospital Interim Director Susan Goodin, PharmD.

Along with clinical trials that study innovative new therapies and diagnostic methods that are not widely available, care options will include precision medicine approaches that are based on targeting genetic characteristics of cancer and utilizing drug compounds that "block" cancer-inducing pathways, adds Dr. Goodin.