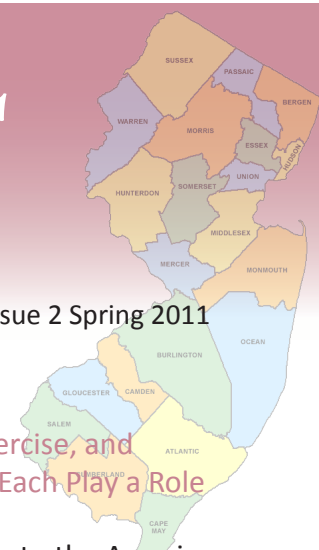




# NJ Comprehensive Cancer Control IMPACT

## Statewide Implementation Activities

Volume 7, Issue 2 Spring 2011



**Diet, Exercise, and  
Body Weight Each Play a Role**

When detected at its earliest stages, chances for a cure from colorectal cancer are as high as 90 percent. There are several excellent screening and diagnostic methods to detect the disease early, before it has spread to vital organs. Further, there are a variety of simple steps one can take to help prevent it.

Yet in spite of this, the impact of colorectal cancer on the morbidity and mortality of Americans in general, and on New Jersey residents in particular, is alarming. New Jersey has the highest incidence rate of colorectal cancer in the country for males and the third highest rate for females. The mortality rates are more optimistic, with New Jersey seventh in the nation for males and fourth for females. Yet despite these statistics, colorectal cancer has not received the same level of attention paid to breast and prostate cancers.

Recognizing that colon cancer is one of the most curable types of cancer if it is diagnosed early, and also noting the general lack of awareness of this particular type of cancer, the primary objectives of OCCP's NJ

### March is Colorectal Cancer Awareness Month

Comprehensive Cancer Control Plan related to colorectal cancer include:

- Increase awareness of colorectal cancer, particularly among high-risk groups;
- Increase knowledge regarding the importance of colorectal cancer screening and the need to request it; and
- Increase awareness among healthcare providers of the importance of screening and the need for patient education

Numerous activities undertaken by the Coalitions throughout the state all contribute to the efforts of achieving these objectives, one small step at a time. In addition to the ongoing activities, the Middlesex County Cancer Coalition will be providing educational sessions throughout March in Dunellen, Perth Amboy and New Brunswick, with particular emphasis on the NJCEED program. In Somerset County, as well as in Atlantic and others, special efforts are being made to share information and resources through local food banks, highlighting dietary guidance to reduce the risks for colorectal cancer.

According to the American Cancer Society (ACS), you can lower your risk of developing colorectal cancer by managing the risk factors that you can control, such as diet and physical activity. For example, diets high in vegetables and fruits have been linked with lower risk of colon cancer, while diets high in processed and/or red meats have been linked with a higher risk of developing the disease. The ACS recommends a healthy diet, with an emphasis on plant sources. This includes foods and beverages in amounts that help achieve and maintain a healthy weight; five or more servings of a variety of vegetables and fruits each day; whole grains rather than processed (refined) grains; and limited intake of processed and red meats.

Avoiding excessive alcohol intake may also help lower the risk of colorectal cancer, and the ACS recommends no more than 1 drink per day for women or 2 per day for men.

Physical activity is another area that can be controlled. Adults are encouraged to get at least 30

*Continued, page 3*



*Working Together to Reduce the Burden of Cancer in New Jersey*

## Message from the Chair

With the winter drawing to an end, it is clear that in spite of the cold weather, the cancer prevention efforts statewide have not been in hibernation. The focus of our attention remains cancer prevention and the best efforts that can be made throughout all of our counties to screen for cancer.

In the coming months, we will be able to look back on our decade long progress with great vigor and see plainly that the course we have charted through our cancer control plans have placed us in the center of the cancer prevention universe. We remain the envy of the entire country when it comes to cancer prevention, mainly because of the ingenuity, enthusiasm, hard work every day, and the collaboration of our many partners statewide.

Never has so much been accomplished with so little resources. Once again, the Governor's Task Force on Cancer Prevention, Early Detection and Treatment and the Office of Cancer Control and Prevention salute the thousands of volunteers who advocate for the cancer patient every hour of every day. *Happy spring!*

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

## NJDHSS Commemorates Teen Cancer Awareness Week

To highlight the unique medical and social challenges facing teenage cancer patients, Health and Senior Services Commissioner Dr. Poonam Alaigh recently toured the teen lounge and met with patients and survivors at The Cancer Institute of New Jersey (CINJ).

"Teen cancer does not get a lot of attention and that's why Governor Chris Christie signed legislation last month recognizing the third week in January each year as Teen Cancer Awareness Week," the Commissioner said. "As a physician, I know that early detection ensures early treatment and improves survival rates. Teen Cancer Awareness Week will serve as a reminder to parents that adolescents need annual checkups," said Dr. Alaigh.

There are approximately 124 cases of cancer in New Jersey adolescents between the ages of 15- 19 each year.

"As parents, the health and well-being of our children is our number one priority. Teens with cancer very often face special concerns that are both social and medical and are different from younger pediatric patients. The more we raise awareness and educate consumers about regular physician checkups, health screenings and healthy lifestyles, the more lives we will save," noted Commissioner Alaigh.

Teen Cancer Awareness Week was initiated by the Alicia

*Continued on following page*

## Here's What's Inside

Colorectal Cancer Awareness Month.....	1
Message from the Chair.....	2
Teen Cancer Awareness Week.....	2
Atlantic's TEEN EXPO	
Continues to Grow!.....	4
Bergen Emphasizes	
Radon Awareness.....	5
Cumberland Focuses on Women.....	6
Cape May County	
Hosts Resource Day.....	6
Essex Explores Diet and Cancer.....	7
Hudson Raises Cancer Awareness.....	8
Ocean Supports	
Breast Cancer Survivors.....	9
Somerset Pilots Prevention Effort.....	9
Sussex Has a Busy Fall.....	10
Union's Public Service	
Announcement Reaches More.....	12
Choose Your Cover - NEW DATE!.....	13



## Teens, continued

Rose “Victorious” Foundation (ARVF), to promote cancer awareness and understanding of the unique needs of teens that have the disease. ARVF was established in honor of Alicia Rose DiNatale of Voorhees Township, who died in October 2002 after a 13-month battle with cancer at the age of 17.

“With the recognition of Teen Cancer Awareness Week, New Jersey has created a precedence in identifying the unique needs that hospitalized teens experience,” said DiNatale, Founder and Executive Director of ARVF. “The Alicia Rose Victorious Foundation is proud to have spear-headed this initiative so that the voice and concerns of these courageous teens can now be heard.”

ARVF is dedicated to bringing hope, excitement, and entertainment to teens that are facing difficult conditions while receiving hospital treatment, by providing various activities and services consistent with Alicia’s outlook on making life good. ARVF has a goal of making the time

teens spend in local hospitals and other treatment facilities as entertaining as possible by providing games, movies, music and a place to hang out and just be with their friends or other teens.

CINJ’s Teen Lounge was established in 2005 with help from ARVF and includes laptop computers, couches, a television, and video game console. Movies, magazines and antimicrobial-treated furniture, considered ideal for an immuno-compromised setting, round out the space.

“The CINJ Teen Lounge makes working through cancer a little easier for our teenage patients,” said CINJ Director Dr. Robert S. DiPaola. “It is critical to recognize the challenges faced by adolescent cancer patients, including social needs. Giving teenagers a place of their own to talk and interact helps improve their well-being while they undergo cancer treatment. And, by recognizing Teen Cancer



*David Vereb (Center); Dr. Poonam Alaigh, Commissioner NJDHSS; Giselle and Mario DiNatale, Alicia Rose “Victorious” Foundation; The Honorable James Beach, Senator; Dr. Robert DiPaola, Director, The Cancer Institute of New Jersey and The Honorable Louis Greenwald, Assemblyman recognize “Teen Cancer Awareness Week”*

Awareness Week, we are all reminded of the unique needs for cancer prevention, research, education and care for this population.”

*To help individuals and families affected by childhood, adolescent and young adulthood cancer, the Office of Cancer Control and Prevention developed a valuable Resource Guide, which can be accessed on the [OCCP website](#).*

---

## Colorectal Cancer, continued from page one

minutes of moderate or vigorous physical activity on 5 or more days of the week. Moderate or vigorous activity for at least 45 minutes on 5 or more days of the week may lower the risk for colorectal cancer even more.

Further, it is becoming more and more well-documented that obesity raises the risk of colon cancer in both men and women, but the link seems to be stronger in men. The American Cancer Society recommends that people try to maintain a healthy weight throughout life by balancing what they eat with physical activity. If you are overweight, you can ask your doctor about a weight loss plan that will work for you.

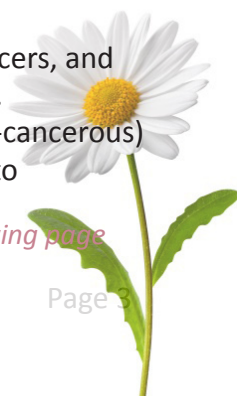
### Other Risk Factors:

**Age:** About 90 percent of all colon cancer cases occur in people older than age 50. About 6 percent of people age 75 to 80 have had colon cancer at some point in their lives.

**Race and ethnicity:** African-American men and women have higher incidence rates of several cancers, and are more likely to die of colon cancer than are men and women of other racial and ethnic groups.

**Personal or family history of colon cancer or non-cancerous polyps:** Polyps are small, benign (non-cancerous) growths that occur in the colon and rectum. Although most remain unchanged, some develop into cancerous growths.

*Continued on following page*



## *Colorectal Cancer, continued*

*Diseases of the colon:* These include Crohn's disease and ulcerative colitis.

*Some hereditary conditions:* Certain hereditary conditions, such as the tendency to have many colon polyps, can result in colon cancer at a young age.

### **Early Detection Saves Lives**

Regular colorectal cancer screening is one of the most powerful weapons for preventing colorectal cancer. Screening is the process of looking for cancer in people who have no symptoms of the disease.

From the time the first abnormal cells start to grow into polyps, it usually takes about 10 to 15 years for them to develop into colorectal cancer. Regular screening can, in many cases, prevent colorectal cancer altogether. This is because most polyps can be found and removed before they have the chance to turn into cancer. (Keep in mind, though, that most polyps are

not cancerous.) Screening can also result in finding colorectal cancer early, when it is highly curable.

For those that have no risk factors other than age, the American Cancer Society recommends that colon cancer screenings begin at age 50. General recommendations include: a fecal occult blood test every year; flexible sigmoidoscopy every three to five years after the initial screening; a barium enema every five to 10 years; and colonoscopy every 10 years. However, your physician will recommend to you a personalized screening schedule based on your age, your risk factors, and your personal medical history.

Learn more about the work of the Colorectal Cancer Workgroup, the Comprehensive Cancer Control Plan, and further details about the types of screenings available for colorectal cancer all can be found on the [OCCP website](#).

## *Atlantic County's TEEN EXPO Continues to Grow!*

The key to successful projects through a coalition is to engage its membership. The Atlantic County Healthy Living Coalition (ACHLC) members are encouraged to identify program opportunities to help enact the New Jersey Comprehensive Cancer Control Plan (NJ-CCCP). The coordinator's role is to ensure the opportunities are achievable, realistic and do in fact, address the goals of the NJ-CCCP. Once the committee decides upon a project, the planning and implementation tasks are assigned to committee members. An example of this is the Healthy Teen Expo project that is implemented by Community Education Committee.

Joanne Kinsey, from the Rutgers Cooperative Extension, initially suggested this initiative. She suggested a health fair

for teenagers that had 'more substance' than a traditional health fair. The project required many partners and the Coalition seemed like the perfect place to initiate such an effort. In the first year (2008-09), it was piloted in two schools. Based on student feedback, certain modifications were made for the following year, when it was implemented in six schools. Approximately 1,000 students were educated over that time. Teen Expo consists of interacting with middle school students in a fun and engaging way. Students enter the gymnasium and are split into two groups. One side consists of a variety of physical activity stations that encourage students to get moving. The other side includes several interactive stations related to nutrition, cancer, heart disease and diabetes.

Students complete a quiz, which is entered into a drawing for various prizes. Students participate in activities on both sides of the gym. Pre and post-surveys are completed, as well as the option of a writing assignment.



Teen Expo is continuously marketed to schools that are not yet participating, even while it is being modified and enhanced for current participating schools.

*Continued on following page*

### *Atlantic, continued*

The committee is now developing a similar project that can be alternated with the Healthy Teen Expo, which is called *Sustainable Me*.

This program is similar as it is provided in middle schools, and is fun and interactive.

*Sustainable Me* addresses different topics, consisting of ten mini-lessons through which the students rotate. The two programs are rotated in the school so the students receive a different program each year. The goal is to have middle school students experience each program

once before they move into high school. The students like it because it is fun, while the teachers like it because it is reaffirming what they are teaching their students. The Coalition partners, many of which are health educators, like it because important educational messages are shared with a large number of students in the community.

For more information about Atlantic County activities, please contact Angela A. Bailey at [abailey@shorememorial.org](mailto:abailey@shorememorial.org) or 609-653-3923. Visit [www.achlc.com](http://www.achlc.com).



## *Bergen Emphasizes Radon Awareness Through Free Radon Kits*

On January 20, in recognition of January as National Radon Action Month, representatives of the Bergen County Cancer Coalition and Bergen County Department of Health Services Environmental Program provided radon awareness information and distributed 90 free radon test kits to employees and visitors at the Bergen County Administration Building, Hackensack. Test kits were secured through funding from the Radon Awareness Program (RAP), an initiative of the New Jersey Department of Environmental Protection.

The focus of National Radon Action Month is to increase the public's awareness of radon, promote radon testing and mitigation, and advance the use of radon-resistant new construction practices. During the outreach, Coalition members stressed the importance of residents testing their homes for radon exposure. Exposure to radon has been identified as the leading cause of lung cancer in non-smokers resulting in approximately 500 deaths per year in New Jersey and approximately 21,000 deaths per year in the United States.

Coalition members also emphasized that radon gas is invisible and odorless and homeowners could easily overlook this potential health hazard without home testing.

A flyer and media release providing information about radon, how it enters a house, its link to lung cancer and the availability of free radon short-term testing kits were developed to help inform the community. The promotional materials were disseminated to local weekly newspapers, Bergen County Local Information Communication System (LINCS) and posted at the site of the distribution.

The Bergen County Administration Building was selected as a distribution site for test kits because of the large number of individuals working or conducting business at this location. Each individual who registered for the free short term testing kit was provided instruction on how to conduct their home test.

Individuals were also given instruction on how radon is measured (picoCuries per liter [pCi/L] of air or how much radiation is in a liter of air). Recommendations of the U.S. Environmental Protection Agency and the Department of Environmental Protection to reduce radon exposure if test results indicate radon levels of 4.0 pCi/L of radon or more were shared. Mitigation techniques and their approximate costs to reduce radon levels were also discussed based on individual inquiries. Representatives stressed that an individual who

*Continued on following page*



*Coalition Coordinator Al Ferrara, Jr., and Kelly Diana, Bergen County Department of Health Services Environmental Program, share radon information*

*Bergen, continued*

smokes and lives in a home with an elevated radon level increases their risk of developing lung cancer.

On February 1st, the Coalition distributed their remaining free radon testing kits at The Valley Hospital's Blumenthal Cancer Center, Paramus.

For more information about Bergen County Cancer Coalition activities, please contact Albert J. Ferrara, Jr. at [aferrara@co.bergen.nj.us](mailto:aferrara@co.bergen.nj.us) or 201-634-2707. Visit [www.bergenhealth.org](http://www.bergenhealth.org).

*Countywide Healthcare Resource Day in Cape May County*

Cape May County Freeholder Gerald Thornton and the Chronic Illness Coalition will host the county's fifth Healthcare Resource Day on Saturday, April 9, 2011 from 11 am to 2 pm at the Wildwoods Convention Center. One of the major highlights of the day will be a presentation by a local health expert on major cancer concerns. Last year, a leader in lung cancer research, Thoracic Surgeon Joseph Friedberg, MD of Pennsylvania Hospital, gave a truly enlightening presentation on the latest lung cancer developments.

Over 400 hundred people are expected to attend Healthcare Resource Day. The event provides Cape May County residents a unique "one stop shopping" opportunity to reach out to all sectors of county healthcare

for assistance. The event gives attendees an invaluable opportunity to learn of the many health services available in Cape May County. Healthcare Resource Day is free to all.

There will be more than 50 exhibitors representing the various aspects of healthcare provided to county residents at no cost or minimal cost. Exhibitors will include non-profit organizations and volunteer groups such as Volunteers in Medicine, South Jersey AIDS Alliance and Gilda's Club. Equally important, there will be representation by an array of private sector exhibitors such as the Woodbine Wellness Center, Bayada Nurses and Brendan Borek Pediatric Cancer Fund.

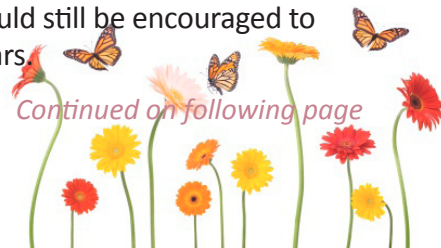
There will also be exhibits on important healthcare facilities

within the county, including Victoria Commons, Loyaltown, and Hope Community Cancer Center. On hand will be key county departments that play significant roles in meeting community health needs, such as Crest Heaven Nursing & Rehabilitation Center, Social Services and the Department of Aging. Additionally, there will be free screenings by the Parish Nurse Program of the Cape Regional Medical Center for blood pressure, blood sugar, cholesterol, and peripheral artery disease and fracture risk.

For more information about Cape May activities, please contact Dick Colosi at [rcolosi@co.cape-may.nj.us](mailto:rcolosi@co.cape-may.nj.us) or 609-463-6521. Visit [www.chronicillnesscoalition.com](http://www.chronicillnesscoalition.com).

*Cancers Affecting Women a Focus in Cumberland*

On December 1, 2010, the Cumberland County Cancer Coalition met to learn about the issue of cervical cancer in Cumberland County. Jackie Craig, American Cancer Society Community Executive for Cumberland and Salem Counties, presented an overview of this important health concern. Irene Darpino, APN, NJCEED – Cumberland Coordinator reviewed the most recent recommendations for pap screening and use of HPV vaccines. A robust discussion followed, including that even in the absence of sexual activity, older woman should still be encouraged to continue routine gynecological exams into their later years.



*Continued on following page*

*Cumberland, continued*

South Jersey Healthcare (SJH) now has a board-certified gynecologic oncologist, Robin Wilson-Smith, DO on staff and that she is committed to providing best treatment to women with gynecologic malignancies. Dr. Wilson-Smith is also interested in educating women in the community about prevention, early detection and access to screening.

In addition, a new location for digital mammography was opened on Delsea Drive in Vineland. The gynecologic oncologist at South Jersey Healthcare is very busy and has noted the high numbers of women presenting with late stage gynecologic malignancies. She will be conducting community education and awareness sessions in Spring, 2011.

For more information about Cumberland County activities, please contact Melanie Pirollo at [pirollom@sjhs.com](mailto:pirollom@sjhs.com) or (856) 641-8675. Visit <http://www.sjhealthcare.net/content/cancerservices.htm>.

## *Essex Coalition Members Explore Diet and Cancer Relationship*

The Essex County Cancer Coalition (ECCC) held its quarterly meeting on December 9, 2010 at Saint Barnabas Medical Center in West Orange. An educational presentation was given by Sean C. Lucan MD, MPH, MS, (pictured below) a family physician practicing in the Bronx and an Assistant Professor at Albert Einstein College of Medicine / Montefiore Medical Center. Dr. Lucan spoke on Food, Environment and Cancer-

Promoting Diets: Nutritional Risk Between and Within

Urban Neighborhoods." His presentation addressed:

- 1) evidence on dietary risk factors for cancer;
- 2) ecological relations between community residents' perceptions of availability of various foods and neighborhood dietary patterns; and
- 3) how availability of various snack foods in neighborhoods relates to children's diets in those neighborhoods.

neighborhoods.

Over 30 engaged Coalition members and guests attended the session, providing very positive evaluation comments. A PDF document of the presentation has been posted in the Presentations section of the [ECCC website](#).

On January 3rd, ECCC co-coordinator Daniel Rosenblum, PhD, gave an invited talk on the value of colorectal cancer screening, especially colonoscopy, at the monthly meeting of the AARP West Essex

131 Chapter in Montclair, with 50+ members in attendance. Dr. Rosenblum's presentation, which also included opening remarks describing the ECCC and comprehensive cancer control, was warmly received and was followed by an enthusiastic question and answer session. The chapter president, Ms. Dorothy Heath, expressed an interest in exploring further collaborations on health.

The ECCC and New Jersey Medical School continue to partner with the New Jersey Department of Environmental Protection (NJDEP) to expand the distribution of radon test kits to homeowners in Essex County at no charge. The municipalities of Belleville, Orange and Irvington newly joined our radon awareness program. To promote Radon Awareness Month in January, the ECCC worked with the NJDEP to provide municipalities with news releases and radon awareness proclamations specific to their community, as well as with UMDNJ's News Service to promote radon awareness to local media.

The ECCC also participated in a number of fairs and farmers markets including a table at UMDNJ's Bazaar on November 12, 2010, where numerous cancer-related materials were distributed along with 8 radon test kits. In addition, ECCC distributed cancer-related materials and radon kits at its first cancer outreach activity at a farmers' market. This farmers' market was held at Caldwell's town center, and was well advertised, including a notice that the ECCC would be providing cancer-related information and radon kits. Over two consecutive Fridays in October 2010, 29 kits were distributed.

*Continued on following page*

On December 4, the ECCC participated in the Roseland Holiday Green Gift Fair, where cancer-related materials were distributed as well as 15 radon kits. At each of these locations, participants also took a NJMS research survey about their radon knowledge.

Another outreach highlight was the collaboration of the ECCC, the Northern NJ Prostate Cancer Initiative and the NJCEED S.A.V.E. program to host an exhibit table at the 2010 NJ Chronic Disease Summit on November 4, 2010.

For more information on ECCC activities, please visit *Visit [www.umdnj.edu/esscaweb](http://www.umdnj.edu/esscaweb)*, call 973-972-4623, or contact David Landry at [landrydj@umdnj.edu](mailto:landrydj@umdnj.edu), Dr. Daniel Rosenblum at [rosenbdm@umdnj.edu](mailto:rosenbdm@umdnj.edu), or Dr. Stanley H. Weiss at [weiss@umdnj.edu](mailto:weiss@umdnj.edu).

## Hudson Reinforces Awareness Throughout the County

This past Fall, the Hudson County Cancer Coalition continued to perform its mission of being a strong voice and a visual presence for cancer awareness, management and prevention throughout Hudson County. This was achieved by conducting or participating in a variety of community events and activities. For example, on October 1, 2010, the HCCC assisted one of its partners, the Hudson Perinatal Consortium, with its annual "Tie-A-Pink Ribbon" breast cancer awareness and fund raising event. The HCCC provided two volunteers to staff an exhibit table for the day at the Weehawken Township Building, marking the fourth consecutive year that the HCCC has provided volunteers to assist the Consortium with this important event. The HCCC representatives distributed breast cancer awareness information and sold merchandise to raise funds for the Consortium's breast cancer awareness and assistance programs. The Consortium generously lists the HCCC as one of the event sponsors in proclamations that are secured from the participating municipalities. Most

of the county's municipalities participated in this event. Moreover, in the day's opening ceremonies, the mayors of the participating municipalities usually read the proclamations from city hall or township building's front steps that the Consortium has decorated in pink ribbons. The HCCC thanks the Consortium for the helping it perform its mission through participation in this wonderful event.

Another event that provides the HCCC with an excellent opportunity to perform its mission is the Hoboken Family Planning Distinguished Persons Awards Dinner. Each fall, the HCCC provides significant support to Hoboken Family Planning in coordinating and conducting its Awards Dinner, as the event raises awareness of the need for cancer screening and treatments services in the county's large medically underserved population. This year's Awards Dinner was held on October 7th and approximately 130 people attended, including many community leaders.

In other related events, the HCCC staffed exhibit tables at the Ferris High School College and Job Fair in Jersey City on

October 16th and the Grove Reform Church Health Fair in North Bergen on November 6th. During these events, attendees were educated about the signs and risks of site-specific cancer, especially breast and prostate cancers, and learned about free cancer screenings.

The HCCC also attended the Christ Hospital Gala on November 6th, the Hudson Perinatal Consortium's Annual Meeting and Dinner on November 10th and the International Institute of New Jersey's Wine and Cheese Reception on November 18th at which a considerable amount networking with Hudson County cancer stakeholders took place. In December, the HCCC presented a lung cancer education program to approximately 50 people who were attending the December 15th Meeting of the Hudson County Community Network Association at the YMCA in Jersey City.

For more information on Hudson County activities, please contact Bill Bullock at [Bbullock20@aol.com](mailto:Bbullock20@aol.com) or 201-523-0578. Visit [www.hudsoncountycancercoalition.org](http://www.hudsoncountycancercoalition.org)





## Ocean County Breast Cancer Survivors Receive Comfort

Learning you have breast cancer is an overwhelmingly fearful — and tearful — experience. But the day you are diagnosed is the day you become a survivor — and connecting with others who have been through the experience is of the utmost importance in helping you get through each day.

When the Ocean County Cancer Coalition's Breast Cancer Workgroup teamed up with 92.7 WOBM hosts Shawn and Sue during their *Pretty in Pink* breast cancer awareness efforts and Soroptimist International of Toms River they devised a plan to benefit recently diagnosed breast cancer patients at all Ocean County hospitals.

"We thought a good way to help breast cancer survivors was to get tote bags that could be used for the cancer resource information survivors receive and to fill them with items that a newly diagnosed patient would like to have for comfort," said Bonnie Blume, Soroptimist and breast cancer survivor.

Recently Ocean County Cancer Coalition, Shawn & Sue and Soroptimist International of Toms River area members presented their "comfort bags" filled with goodies to breast cancer survivors at Ocean County hospitals. "As a breast cancer survivor, I know how important it is to have a great support system," Blume said. "Many cancer victims experience confusion or fear and this program is a great way to help women grow stronger."

Members of the Ocean County Cancer Coalition, Soroptimist International of Toms River and Shawn and Sue will continue to give the bags to newly diagnosed breast cancer patients who are in need of a bit of comfort. "Finding breast cancer in its early stages can make all the difference when it comes to survival," said Sue Moll, co-host of 92.7's Breakfast Club with Shawn Michaels. Michaels said he hopes a cure for breast cancer will result in fewer women receiving the comfort bags or needing support. Until that time, they are strong advocates for annual mammograms and monthly breast self-examinations.

Soroptimist International is a worldwide organization for women in management and professions, working to advance human rights and the status of women. The organization currently has more than 90,000 members in more than 3,000 clubs in 124 countries.

For more information, please contact Debra A. Levinson, FACHE at [dlevinson@newsolutionsinc.com](mailto:dlevinson@newsolutionsinc.com) or 732-286-3693. Visit [www.oceancountycancercoalition.njcoalitions.org](http://www.oceancountycancercoalition.njcoalitions.org).



## Somerset Serves as Pilot for Cancer Prevention Effort

The Somerset County Cancer Coalition, highlighting its ongoing commitment to educate community members about the link between cancer prevention, diet and exercise, is represented on the OCCP Nutrition and Physical Activity Workgroup. In fact, a pilot project is underway in Somerset County to utilize a presentation created by the Workgroup, called "Dietary and Physical Activity Guidelines for Cancer Prevention." Lucille Talbot, Coalition Coordinator, with the assistance of volunteer Christian Fernandez, presented this program for *English for Better Health*, a Bound Brook community group learning English as a second language.

*Continued, following page*



*From left to right Christian Fernandez, Coalition volunteer with several members of the ESL class who attended the program "Dietary and Physical Activity Guidelines for Cancer Prevention" at the Bound Brook library.*



*Somerset, continued*

During the pilot phase, the presentation will also be shared with other community groups to assess its effectiveness before being released for all County Cancer Coalition Coordinators to utilize it in their own communities.

Coalition members were also busy with other activities, including participation in more than a dozen health fairs throughout the months of November – January, with many more scheduled for upcoming months. Coalition volunteers offer to host cancer education tables at these corporate and community health fairs and events, including survivors and community organization members.

The Coalition recently supported education efforts of member organization Somerset Medical Center (SMC), which presented a program for over 200 community members entitled ‘Transoral Robotic Surgery: A First for SMC and New Jersey.’ Somerset Medical Center is among the first in NJ and one

of the first nationwide to offer transoral robotic surgery. This innovative procedure is used to treat oral cancer, obstructive sleep apnea and thyroid disorders. Program presenter Dr. Adrianna Hekiert, and otolaryngologist with SMC, also discussed prevention strategies and diagnostic tools.

On March 14th, the Medical Center is also proving ‘Hope on the Horizon: Advances in Cancer Detection.’ This program will help attendees understand risk factors, symptoms, the latest diagnostic technologies, such as PET and CT scans, dual energy chest X-rays and MRI-guided breast biopsies, and treatment options. Speakers will include Lynn Lutwin, RN, patient navigator; Robert Jaffe, MD, radiologist; Anthony Caravello, DO, radiologist.

Also at Somerset Medical Center, on March 24th a panel of physicians and professionals will discuss new evidence regarding lifestyle choices, environmental influences and barriers to cancer

screening, through a program called ‘Exploring Lifestyle Changes and Cancer Prevention.’ Topics such as participation in cancer prevention clinical trials, how to successfully encourage someone you love to get screened and food choices will be addressed.

Other upcoming programs this spring supported by Coalition members include a host of nutrition and other healthy living learning sessions, as well as numerous ongoing support groups through The Wellness Community in Bedminster. Of particular note is the organization’s Kidney Cancer Networking group (the only one in the state of NJ), which meets the first Saturday of every month from 10 – 11:30 am. For specific program offerings, visit The Wellness Community [website](#).

To learn more about the Somerset County Cancer Coalition, contact Lucille Y-Talbot at [YTalbot@co.somerset.nj.us](mailto:YTalbot@co.somerset.nj.us) or 908-203-6077. Visit [www.co.somerset.nj.us/Health/ccc\\_index.htm](http://www.co.somerset.nj.us/Health/ccc_index.htm).

## *Sussex Coalition Has a Busy Fall*

The Sussex County Cancer Coalition continually provides education and information to the community in an effort to raise awareness about cancer and methods for prevention. The Coalition participates in many activities, including a collaborative countywide breast health awareness campaign, four health fairs, two interactive learning programs, and an oral cancer screening.

The Coalition, together with Project Self-Sufficiency, holder of the Susan G. Komen Grant,

engaged all 24 municipalities in the county to participate in the *Tie a Ribbon* campaign by hanging ribbons in their community that acted as a visual message of prevention.

Several towns were able to arrange for newspaper coverage of the event. The six county libraries and one town library agreed to display educational poster presentations and breast health handouts for their patrons, including information on the NJCEED program. Evaluations of the event

*Continued, following page*

## Sussex, continued

were completed through these librarians. Ribbons from the *Tie a Ribbon* campaign were added to the displays to assist with recognition of the municipal ribbons.

As a result of Sussex County's high levels of lung cancer, the Coalition plans and implements programs for the most vulnerable populations in our county; teens and young adults, pregnant women, and low income families. The first health fair was held for members of the Project Self-Sufficiency program and it incorporated two separate, but related educational topics of oral cancer and lung cancer. Many visual aids were present at this program to generate interaction and discussions. The program consisted of an oral cancer screening, an educational video on oral cancer with a pre/post test, and Carbon Dioxide (CO<sub>2</sub>) monitoring for both first and second hand smokers. Participation in all three aspects of the program was well received.

The second health fair was held at the Lowe's Fall Community Health Fair. Since many vendors provided food options, the Coalition placed their focus on good nutrition and the benefits of healthy eating and cancer risk reduction. The "5 a Day" program was provided, which stresses the importance of eating a variety of colorful fruits and vegetables each day.

A variety of rainbow colors were displayed with an explanation for each of the

health benefits represented by each color category. The Coalition also distributed game books for children and 'Nutrition for Your Kids-A dietary Approach to Cancer Prevention,' from the Cancer Research program.

The third health fair concentrated on sun safety all year long. The goal was to educate and remind participants that risks from ultraviolet rays do not end with the summer season. A verbal, nine-question pre-test was provided to all participants to determine their basic sun safety knowledge prior to presenting the material. A Derma-Scan was utilized to show the damage that had already occurred and to emphasize the need to protect your skin.

The statistics for Sussex County reflect a high percentage for the late diagnosis of breast cancer. The Coalition works collaboratively with a community task force regarding this health issue and established several approaches to deliver the messages relating to prevention and the importance of early detection. One method incorporated the use of billboards (see photo above) that have been strategically placed in high traffic areas of the county. Another approach was to print breast

awareness information on grocery bags used in local markets.

An educational program on the topic of tobacco was held to observe the Great American Smoke Out (GASO) on November 18, 2010. The Sussex County Cancer Coalition and the Center for Prevention and Counseling



provided a learning opportunity at Sussex County Community College (SCCC) called Tobacco Jeopardy. The education program required students to answer questions related to tobacco in a variety of areas including environment, statistics, cancer and health effects, trends and law. The purpose of the program was to increase awareness and knowledge base of the participants. Prizes consisted of candy and bracelets, which stated "I'm Tobacco Free", and information related to tobacco and smoking cessation were given to all participants. Sussex County Community College hosted this event in their cafeteria during lunch to allow for

*Continued, following page*



*Sussex, continued*

a larger student attendance and over one hundred SCCC students and faculty participated. Students were very often surprised to learn the dangers of tobacco products and the changes in tobacco laws.

Another educational program entitled *Nutrition, Cancer & You*, was held at the Franklin Apartments Senior Housing. An overview of cancer and the effects of promoters and inhibitors were explained. The program content

included the role nutrition plays in cancer prevention and how it relates to promoters and inhibitors. Participants learned how to properly read a food label and viewed a short PowerPoint presentation on nutrition and portion control. Fat tubes representing the fat in fast foods, a fat vest and globs of fat were utilized during the presentation for a visual effect. They received a demonstration and tips on how

to make healthier choices while food shopping, cooking at home, and while dining out. The program ended with a hands-on session where participants practiced reading actual product food labels, an opportunity to try the fat vest and hold the 5 lb. fat glob.

For more information, please contact Helen Homeijer at [HHomeijer@sussex.nj.us](mailto:HHomeijer@sussex.nj.us) or 973-579-0370. Visit [www.sussexagainstcancer.org](http://www.sussexagainstcancer.org).

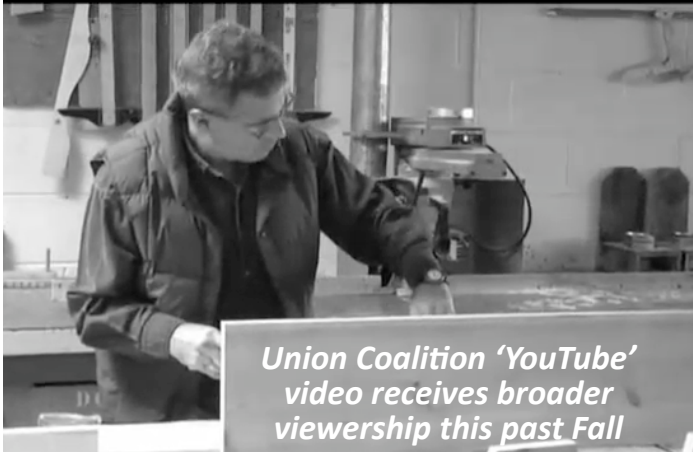
### *Lung Cancer Awareness Public Service Announcement Reaches More in Union County*

In the fall of 2010, the Union County Cancer Coalition (UCCC) began to broadly share its newly developed Lung Cancer Awareness Public Service Announcement (PSA) with all municipal and county Health Officers. As November was Lung Cancer Awareness month, the PSA was frequently aired on local access cable channels and closed circuit television within municipal buildings.

After showing the PSA to a Union Township Health teacher in December, the teacher decided to show it in all health classes, asking students to document their reactions to it. Also in December, a letter was received from the YMCA of Eastern Union County, which serves the municipalities of Union, Elizabeth and Rahway, saying YMCA representatives had seen the PSA and intend to use it in their community education programs. Representatives of the Medicaid HMO HealthFirstNJ have also viewed the PSA and reacted favorably to it. Although the UCCC does not have feedback as yet from either the Union Township School System or the YMCA regarding these PSA-motivated activities, it is safe to say that the PSA is having an impact where it counts, in the school system and in the community. The PSA can be seen via [YouTube](#).

The UCCC had no resources to develop its Lung Cancer Awareness and Smoking Cessation PSA. The UCCC Co-coordinators devised the concept, wrote the script and recruited UCCC partners, convincing them to donate the services and resources needed to create and broadcast the PSA. The UCCC sincerely thanks everyone, and the organizations they represent, for their help in producing this high quality and, evidently, thought-provoking PSA.

For more information, please contact Bill Bullock at [Bbullock20@aol.com](mailto:Bbullock20@aol.com) or 201-523-0578. Visit [www.uniontownship.com/web/index.html](http://www.uniontownship.com/web/index.html).



**MARK YOUR CALENDAR!**  
*The 2011 'Choose Your Cover' is Set  
 for Saturday, June 25th!*

**BRINGING FREE SKIN CANCER SCREENINGS  
 TO AREAS THROUGHOUT NJ !**

*Choose Your Cover* brings free skin cancer screenings, complimentary sunscreen and a wealth of vital skin safety information directly to the people who are spending extended time in the sun – at the beach, ball park and other outdoor venues.

Watch for details in the next issue of *IMPACT* on locations throughout NJ where residents and visitors to the state can learn about skin cancer prevention, detection, and sun smart precautions.

For the consecutive third year, a collaboration of physicians, advanced practice nurses, hospitals, health departments, community organizations, municipalities, lifeguards, corporations and volunteers will join together to fight melanoma and other skin cancers, and reduce the risk of skin cancer in the Garden State. *Stay tuned for more details!*



**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**

NJ Governor  
Chris Christie

Lt. Governor  
Kim Guadagno

NJDHSS  
Commissioner  
Poonam Alaigh, MD,  
MSHCPM, FACP

NJDHSS  
Deputy Commissioner  
Susan Walsh, M.D.

NJDHSS  
Director of  
Communications  
Donna Leusner

OCCP  
Executive Director  
Peg Knight, R.N., M.Ed.

OCCP  
Research Scientist  
Sharon Smith, MPH

OCCP  
Public Health  
Representative  
Susan Sanna, RN, BSN

OCCP  
Community Officer  
Irene Enarusai

OCCP  
Secretarial Assistant  
Teri Schley

*IMPACT* is published four times per year 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.

It is also available online on our website at [www.njcancer.gov](http://www.njcancer.gov)

We welcome reader comments and submissions of OCCCP-related articles and photographs. To submit comments or materials, please contact: Office of Cancer Control and Prevention 12D Quakerbridge Plaza, Suite D02 • Mercerville, NJ 08619 • EMAIL: [occp@doh.state.nj.us](mailto:occp@doh.state.nj.us)