



# NJ Comprehensive Cancer Control IMPACT

Statewide Implementation Activities

Volume 6, Issue 4, Fall 2010



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## Record-Breaking Number of Participants Screened at Choose Your Cover 2010

Almost 2,000 people were screened for skin cancer on Saturday, July 17th at *Choose Your Cover 2010*, a free melanoma skin cancer screening, awareness and education program.

What began in 2008 as a small health improvement project at three Ocean County beaches, has grown into one of New Jersey's largest skin cancer screenings with nearly every New Jersey county in the state participating in this year's event.

The collective efforts of the Melanoma Workgroup, part of the New Jersey Governor's Task Force on Cancer Prevention and Early Detection and Treatment, and the local County Cancer Coalitions, were key to the success of this initiative.

Beach-goers and outdoor enthusiasts statewide received convenient, no-cost skin cancer screenings by a volunteer force of healthcare professionals and others from across the state. In addition, participants received free sunscreen, gained a vital awareness about the importance of early detection and

prevention – and learned that it's easy to have fun in the sun while protecting your skin.

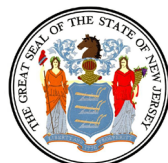
Information from New Jersey's County Cancer Coalitions, the *American Cancer Society*, as well as from the

*Mike Geltrude Foundation*, helped to highlight the dangers of overexposure to the sun's UV rays and the importance of 'choosing your cover.' Wearing protective clothing, a wide-brimmed hat, sunglasses and

avoiding the sun during the middle of the day, when rays are strongest, and applying and reapplying sunscreen were just some of the recommendations participants received. This year, an evaluation was conducted by UMDNJ to determine the effectiveness of the educational component (results are pending).

"Melanoma is a preventable cancer," said Arnold Baskies, MD, FACS, who serves as chairman of the New Jersey Governor's Task Force on Cancer Prevention and Early Detection and Treatment, co-chair of the New Jersey Melanoma Work Group and President of the American Cancer Society, Eastern Division. "New Jersey has a significantly

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## **Message from the Chair**

The OCCP and the Governor's Task Force on Cancer Prevention hope that all of you had an enjoyable summer. Despite the heat, the work of the county coalitions has never been more enthusiastic and goal driven.

Recently, all of the states, territories and Indian nations met in a national forum venue to discuss successes and plans for the future. It should come as no surprise to you that because of your efforts, the entire country views New Jersey as a leader in cancer control. We were especially honored to be chosen for national recognition on implementation, with special kudos to Debra Levinson for a magnificent "how to" presentation to the entire assemblage on our innovative melanoma screening and prevention program. In addition, Peg Knight was especially honored and elected as Chair-Elect of the Comprehensive Cancer Control (CCC) Council sponsored by the National Association of Chronic Disease Directors (NACDD). In this volunteer leadership position, Peg will work to unify CCC programs, thereby creating a formal collective voice, which strengthens advocacy efforts programmatically and legislatively. Congratulations to both of these individuals who were recognized for their exemplary leadership skills and willingness to show the rest of the country what it means to be innovative.

We depend on each and every one of you to continue your hard work to make New Jersey a safer and better place to live for our families and ourselves. Volunteerism has never been more important than it is at this moment in time in our country. Please continue to devote yourselves to the task at hand-cancer control. We are making tremendous progress in this day-to-day struggle.

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

### *Choose Your Cover Continued...*

higher risk of skin cancer than other states. This effort helped to raise public awareness about skin cancer and the importance of early detection, as well as the importance of protecting the skin from the harmful effects of the sun."

At least 334 participants were referred for further evaluation from this year's event. Referrals from seven of the sites are still pending. Out of the more than 3,800 people screened over the last three years, more than 800 have been referred for further evaluation. In the first two years alone, a total of 176 people were pre-identified with some form of skin cancer – 62 with the most deadly form of melanoma. Presumptive diagnoses for this year's event are still being tabulated.

"Thanks to the input of dozens of volunteers throughout New Jersey, led by Debra Levinson, Coordinator of Choose Your Cover and the Ocean County Cancer Coalition, almost 2,000 people received a free screening for skin cancer this year," says Dr. Baskies. "The cooperation of the Freeholders, the local hospitals, physicians and nurses, the mayors, the volunteers and foundations, the county cancer coalitions, and the media, made this one of the most important cancer screenings in the history of our state. Congratulations to all, and get ready for next year!"

If you'd like more information about volunteer opportunities or how you can participate in the Choose Your Cover 2011 skin cancer screening event, contact Debra Levinson at 732-418-3232.

## **Breast Cancer Workgroup Sponsors Several Educational Workshops**

In recognition of breast cancer awareness month, the Breast Cancer Workgroup sponsored several educational events held throughout October. All events were free, and open to patients, caregivers, healthcare professionals and the general public, with lunch provided.

"Metastatic Breast Cancer Symposium: Get the Real Facts" was the title for three educational forums held throughout NJ, in recognition of 'Metastatic Breast Cancer Day.'

Two forums were held on October 13th. In Atlantic County, a panel presentation of physicians was hosted by Shore Memorial Hospital in Somers Point, and moderated by

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*Breast Cancer Continued...*

breast cancer survivor, Susan Axler. In addition, another session was held in Mercer County at the State House Annex in Trenton. This symposium featured physicians who treat metastatic breast cancer, as well as input from survivors Kim Casamassimma and Loretta Mikulski.

Lastly, on October 20th, the Wellness Community Center of Central NJ, located in Bedminster, hosted a lecture by Dr. Deb Toppmeyer.

Each of these sessions helped attendees to better understand the specific areas of concern and treatment options for advanced breast cancer. The sessions were supported by several partners, including: The Office of Cancer Control and Prevention (OCCP)-Breast Cancer Workgroup, *South Jersey Breast Cancer Coalition*, *New Jersey Cancer Education and Early Detection Program (NJCEED)* Public and Professional Education Committee, *The Cancer Institute of New Jersey*, *The American Cancer Society*, *The Breast Cancer Resource Center*, *The Wellness Community-Central New Jersey*, *GlaxoSmithKline-Oncology & Acute Care*, *Abraxis-BioScience*, *South Jersey Cancer Fund*, *Gilda's Club*, *Sisters Network of Central Jersey* and the Breast Cancer Connection of Mercer County.

### ***Healthcare Providers Targeted for Lung Cancer Education***

Lung cancer is projected to be the most common cancer in the US and NJ in 2010 with approximately 222,520 new cases in the US and 6,260 new cases in NJ. Lung cancer accounts for the most cancer-related deaths in both men and women. An estimated 157,300 lung cancer deaths (28% of all cancer deaths) are expected to occur in the US and an estimated 4,220 lung cancer deaths are expected in NJ this year.

Research shows that healthcare providers are trusted and important sources of medical information to their patients, and indicate that minimal counseling by a clinician can increase smoking cessation rates. Healthcare providers (HCPs) therefore, must be up to date on tobacco-related issues as well as early detection and treatment for lung cancer.

To help assure that HCPs remain current in their knowledge of lung cancer, a

three part webinar series on lung cancer prevention, early detection and treatment will be hosted in November by the Lung Cancer Workgroup, in conjunction with the Institute of Medicine and Public Health of New Jersey.

The target audience includes: primary care and internal medicine physicians, dental professionals, oncologists, radiologists, pharmacists, advanced practice nurses, registered nurses, federally qualified health center staff, hospital systems, and employee health staff. Continuing medical education credits will be offered to attendees, and the webinar series will be recorded and posted online for future educational use. In addition, a resource guide for the healthcare provider will also be created, distributed electronically, and posted on the OCCP website.

Click on the date/title to register:



#### ***November 1 - Prevention***

Dr. Fred Jacobs, Saint Barnabas Health Care System and Dr. Michael Steinberg, UMDNJ - Tobacco Dependence Program.

#### ***November 8 - Early Detection***

Dr. Robert A. Smith, American Cancer Society.

#### ***November 15 - Treatment***

Dr. Robert J. Korst, Valley Health System.

Funding for this webinar series is provided by The Horizon Foundation of New Jersey. For more information on the webinar series, please visit [http://www.nj.gov/health/ccp/documents/lung\\_cancer\\_webinar.pdf](http://www.nj.gov/health/ccp/documents/lung_cancer_webinar.pdf), email [occp@doh.state.nj.us](mailto:occp@doh.state.nj.us) or call 609-588-7747.

## **Thousands in Atlantic County Learn About Cancer Prevention in 2010**

This year has proven to be a year of proud accomplishments for the Atlantic County Healthy Living Coalition (ACHLC), with thousands of residents and visitors to the county being provided a broad range of educational opportunities. Here are just a few examples of its successes during the 2009 / 2010 grant year.

- 2,546 people were educated through a variety of programs (excluding health fairs), in which a formal education effort was provided. This work was accomplished through the following activities, each of which was free for all participants:
  - Two public events (breast cancer and colorectal cancer)
  - Three professional events (HPV, prostate cancer and tobacco dependence)
  - A school project which included six schools and over 1,000 children
  - One public healthy lifestyle event
  - Two skin cancer screenings
- 2,847 people were reached through health fairs or 'table events'

In addition to the efforts above, the ACHLC also participated in the statewide Choose Your Cover event on July 17th, when 141 beach-goers participated in free skin cancer screenings. The screenings took place at the two locations: Newport Avenue Gazebo, Ventnor City and 16th Street Avenue Gazebo, Brigantine. During the screenings, all participants learned about sun-safe behaviors, including proper sunscreen application, with many becoming aware of potential areas of concern on their body.

The annual healthy lifestyle event, Picnic in the Park, was held on August 20th, with 157 attendees. Co-sponsored with the Atlantic County Division of Public Health, this event gave the 49 participating families the opportunity to do something fun together that is also educational. All participants received a 'passport,' which required the completion of fifteen question and answer activities. These included:

- Guess the fruit/veggie;
- The Carrot Relay Race
- Veggie basketball
- Healthy Food demonstrations and many more.

When participants handed in completed passports, they were entered for a chance to win prizes donated by local businesses. According to Angela Bailey, Coordinator of ACHLC, "An event of this magnitude could never be implemented without all the wonderful people who devote their time to making Atlantic County healthier. Kudos, and thank you to each of the coalition members who participated in the event, and a special thank you to the Atlantic County Division of Public Health, which cosponsored the event."

Looking to 2011, ACHLC continues to identify innovative ways to address different topics in the New Jersey Comprehensive Cancer Control Plan, while continuing to implement its 'tried and true' projects. As the new grant year begins, the ACHLC is looking for new ways of cutting costs, as there is a smaller budget than in previous years. Although some events may no longer be implemented, there are several new ideas in the development process.

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 Reaches Out to Adults and Children Alike***

The Bergen Coalition, in cooperation with the Bergen County Department of Health Services' Office of Health Promotion, presented several programs on skin cancer prevention geared specifically to youth, on ways to stay safe in the sun this summer. Programs were presented at municipal pools, recreation centers and special events such as Safety Town.

Using a 'Stay Safe in the Sun' game board, children randomly selected from 15 questions, each containing a picture pertaining to aspects of sun safety, such as the dangers of UVA/UVB rays, use of sunscreen and lip balm with appropriate SPF factor, amount of time between sunscreen applications, proper clothing to protect from UV rays, importance of sunglasses and the health risks of tanning beds. The health benefits of proper sun safety habits to deter against skin cancer were emphasized. As a means of review and to gauge lesson comprehension, the group in unison identified the significance of each of the sun safety picture messages.

The programs were presented in eight municipalities throughout Bergen County. As a supplemental educational activity to the Choose Your Cover skin cancer screening program, 'Stay Safe in the Sun' was also presented at the Paramus municipal pool. A total of 23 programs were delivered to 646 children, ages 3-13, recreation camp counselors, lifeguards and adults.

In addition, on August 3rd, the Paramus Board of Health, in cooperation with the Bergen County Cancer Coalition and Bergen County Department of Health Services' Office of Health Promotion, presented a Choose Your Cover skin cancer awareness and free screening program for members and staff of the Paramus municipal pool.



*Monika Srivastava, M.D., Advanced Laser & Skin Cancer Center, LLC, Teaneck (right) conducting a skin cancer screening, with support from Paula Opitz, RN, Paramus Public Health Nurse*

Monika Srivastava, M.D., Advanced Laser & Skin Cancer Center, LLC, Teaneck, with technical support from Paula Opitz, RN, Paramus Public Health Nurse, screened 30 individuals. Of the number screened, four individuals were referred for further evaluation, two of which were referred for biopsies. Follow-up is ongoing. Health materials on skin cancer and sun safety were available to adults, while children took part in the 'Stay Safe in the Sun' awareness program.

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).

## ***Cumberland Provides Skin Cancer Screenings to Local Residents***

Cumberland County Cancer Coalition hosted a skin cancer screening in the new cancer pavilion at South Jersey Healthcare Regional Medical Center in Vineland. This screening was part of the statewide Choose Your Cover program to educate community members about and screen for melanoma.

In total, fifty-six men and women received a full-body check by Ingrid Warmuth, MD, a board-certified dermatologist, and three were referred for follow up. The screening went smoothly in the new area and as it was close to 100 degrees outside, the air-conditioned environment was appreciated by all.

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

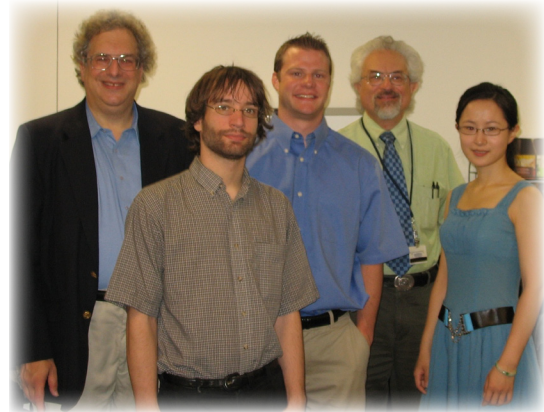
## ***Essex Plans for the Future While Continuing Core Activities***

At the June 3, 2010 meeting of the Essex County Cancer Coalition (agenda posted on the ECCC web site [www.umdj.edu/esscaweb](http://www.umdj.edu/esscaweb)), the featured presentation was by Amanda Medina, MA, MPH, Program Development Specialist, Office of Community Outreach, at The Cancer Institute of New Jersey (CINJ). Ms. Medina spoke about skin cancer and the NJ Choose Your Cover program. She presented both national and NJ skin cancer statistics, outlined the recent history of the *Choose Your Cover* program, and discussed the goals for Summer 2010 and the current sites in Essex County.

Ms. Medina's presentation slides are available at [www.umdj.edu/esscaweb/presentations/SunSafety.ppt](http://www.umdj.edu/esscaweb/presentations/SunSafety.ppt).

Several Choose Your Cover sun-safety and screening events were facilitated by Florey Cruz-Cerpa, the Community Health Coordinator at Mountainside Hospital and ECCC member. For example, at the Mountainside pool, educational information was distributed, and at the Verona pool, education and screenings were conducted. In addition, educational information was also distributed on July 24 at the Montclair Music Festival.

A second coalition meeting was held on June 21, 2010 to discuss future topics, engage the faculty of the New Jersey Medical, School Department of Preventive Medicine and Community Health with the stakeholders of the ECCC, and to honor several persons who have been instrumental to the ECCC's successes and who were leaving their current



*Leadership and staff of the ECCC at the meeting held on June 21, 2010. L-R: Stanley H. Weiss, MD, Joshua Parks, Christopher Tuohy, MPH, Daniel M. Rosenblum, PhD and Grace Na (UMDNJ graduate student)*

positions: Christopher Tuohy, MPH (ECCC co-coordinator for over two years), Joshua Parks (ECCC webmaster), Xina Zheng (UMDNJ graduate work-study student), Charles S. Cathcart, MD (Chair of the University Hospital Oncology Committee), and Anna Berwitz (American Cancer Society).

A new tobacco control resource directory with information on prevention, cessation and advocacy was approved by our Leadership Council and is posted to the ECCC website. This directory will be maintained in electronic format so that it can be modified as needed. It is anticipated that the cuts in funding for the Comprehensive Tobacco Control Program (CTCP) will result in the removal of some of the resources that are currently listed in the directory.

In addition, the ECCC transportation resource brochure was also posted on the ECCC web site. Both of these directories can all be accessed at [www.umdj.edu/esscaweb/ECCCresources](http://www.umdj.edu/esscaweb/ECCCresources).

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Essex Continued...

ECCC members attended The Tenth Annual Steven A. Gelman Memorial Health Forum: Breakthroughs in Cancer Prevention, Treatment and Survival in 2010. This forum featured several presentations about cancer risks, cancer treatment, and coping with a diagnosis of cancer, including a presentation by Ms. Angela McCabe, member of the ECCC Leadership Council.

ECCC distributed numerous cancer-related materials as well as radon information and 50 free radon kits at the forum. After the available radon kits were distributed, others who were interested were given information about radon and asked to contact the ECCC so they could be sent kits. About 40 persons voluntarily completed surveys about their knowledge of radon.

The Prostate Net® (TPN) and the Rutgers School of Public Affairs and Administration held a Prostate Cancer Symposium on Saturday, May 15th

at Rutgers University in Newark, as part of TPN's national educational symposia series. Daniel M. Rosenblum, PhD (ECCC co-coordinator) presented "The Impact of Prostate Cancer in New Jersey," where he discussed prostate cancer incidence and mortality data in the US and NJ and identified some key trends. Stanley H. Weiss, MD (ECCC PI and director) gave two presentations at the event — "Prostate Cancer 101: Testing and Treatment" and "Prevention Strategies." The slides are available at [www.prostate-online.org/page/portal/pageview/advocate/2](http://www.prostate-online.org/page/portal/pageview/advocate/2).

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

### **Gloucester Coalition Educates Young Campers**

In partnership with Southwest Council, a private, non-profit health agency which provides prevention and education services to the counties of Cumberland, Salem, and Gloucester, the Gloucester County Cancer Coalition participated in the annual YEY (Youth Empowering Youth) Camp for public school students, grades 4 thru 8.

The young campers took part in a scavenger hunt to earn a Cancer Awareness Badge. To earn the badge, participants tried to find 'cancer facts,' which were strategically placed around the campsite, so they could fill in the answers to cancer prevention-related questions on a fact sheet. The activity emphasized cancer prevention through the importance of developing a healthy

lifestyle at an early age. Upon completion of the mission, each child filled out a ticket for a drawing to win a bike.

The [Southwest Council](#) is a member of the New Jersey Prevention Network, a state-wide corporation linking prevention services throughout the entire state of New Jersey. The organization has been a very active partner of the Coalition for several years, and played a strong role in the process to help NJ to become smoke free.

For more information about Gloucester County activities, please contact Lisa Little at [Little21999@yahoo.com](mailto:Little21999@yahoo.com) or 856-217-0250.



*Camp Counselor and YEY program participant hold up a Cancer Coalition giveaway with educational info inside*



## ***Hudson's Education Efforts Expand to New Areas***

The Hudson County Cancer Coalition (HCCC) has developed a series of cancer awareness programs to educate public audiences about certain site-specific cancers. Topics addressed include symptoms, risk factors, myths, the importance of screenings, early detection, adopting healthy lifestyles and the availability of free cancer screenings through the NJCEED Program. The HCCC began this outreach effort two years ago by developing and presenting a series of colorectal cancer awareness programs in 2009.

Since the start of this outreach effort, six additional multi-site programs have been conducted, with very positive audience feedback. These programs included breast and colorectal cancer awareness sessions to a variety of audiences, including:

- 70 Hudson County Division of Youth and Family Services (DYFS) staff members;
- 100 senior citizens attending an AARP meeting in Jersey City;
- Middle-aged men attending an African American male fraternity-sponsored health fair in Jersey City;
- A small group at New Hope Baptist Church in Jersey City; and
- 50 people attending the Higher Power of God Ministry's Men's Health Empowerment Summit in Jersey City.

The Hudson Coalition also contributed to the statewide Choose Your Cover effort on July 17th, by providing cancer-awareness education to an audience made up primarily of people of African-American decent. The session was held at the Higher Ministries, Inc. Community Health Fair in Jersey City, where HCCC Coordinator, Bill Bullock presented a multi-part cancer awareness program.

Information was shared regarding the signs and risks of breast, cervical, prostate, colorectal and skin cancers, the need for age and risk appropriate screenings for these cancers and the importance of prompt follow-up and treatment.

In the skin cancer segment, Mr. Bullock pointed out that the incidence of melanoma in people of color is not zero. To make this point, he shared research recently highlighted in USA Today titled "Skin Cancer is Universal" with the subtitle "People of Color Also Have Reason to Respect the Sun." The data showed "the melanoma incidence rate is: 1 per 100,000 in Black men and women; 5 per 100,000 in Hispanic men and women; 19 per 100,000 in White women and 29 per 100,000 in White men." It was also noted that when melanoma is found in people of color, it is more likely to be diagnosed at a later stage, further highlighting the need for routine screenings, regardless of skin color.

For more information on Hudson County activities, please contact Bill Bullock at [Bbullock20@aol.com](mailto:Bbullock20@aol.com) or 201-774-5701. Visit [www.hudsoncountycancercoalition.org](http://www.hudsoncountycancercoalition.org).

## ***Monmouth Skin Cancer Screening Impact Continues to Grow***

On July 17, 2010 the Monmouth Cancer Coalition provided free skin cancer screenings to 705 adults at six beaches in Monmouth County. Choose Your Cover combined the collective expertise of all five Monmouth County medical

centers, three health departments, six oceanfront municipalities and numerous volunteers to fight skin cancer where risks are perhaps the greatest - at the beach. In total, 705 people received full body exams of which 217 were referred for follow-up



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*Monmouth Continued...*

with a physician. Educational materials, sunscreen and door prizes were also provided to participants.

The program included a research component, conducted by UMDNJ, to evaluate the effectiveness of Choose Your Cover as an educational opportunity.

Choose Your Cover began in 2008 at three Ocean County beaches under the auspices of the Ocean County Cancer Coalition, when over 500 people received a skin cancer screening exam. In 2009, all four New Jersey shoreline counties participated in this highly successful event, screening nearly 1,376 individuals. In its first year of Choose Your Cover, Monmouth Cancer Coalition contributed 534 (39%) of the total.

The purpose of Choose Your Cover was to raise awareness about the risks of skin cancer due to sun exposure. The goal is supported by the 2008-2012 New Jersey Comprehensive Cancer Control Plan. In New Jersey and Monmouth County,

melanoma is one of the fastest growing cancers. In Monmouth County, melanoma incidence rates are third highest in the state and, contrary to most cancer types, have been increasing dramatically in recent years.

On July 17th screenings were located at Asbury Park Beach, Bradley Beach, Long Branch Beach, Highlands Recreation Center Beach, Sea Bright Boro Beach and Belmar Beach. Clinical teams represented the *Jersey Shore University Medical Center, CentraState Medical Center, Bayshore Community Hospital, Riverview Medical Center, Monmouth Medical Center,* and *Monmouth County Health Department, Blue Cross Horizon Family Care* provided its Care-A-Van at Belmar Beach where additional educational materials on melanoma and other cancers were distributed.

*The Monmouth County Regional Health Commission, Long Branch Health Department and Visiting Nurse Association*



*Beach-goers waiting to be screened in Belmar*

*of Central Jersey* provided additional support at the various sites. Over 80 volunteers included health educators, cancer survivors, youth, researchers and other members of the Monmouth Cancer Coalition.

Generous donations were received from the *Michael Geltrude Foundation*, the Jimmy Henderson Fund and *Wegman's Food Stores*.

For more information, please contact Pat Virga at [pvirga@newsolutionsinc.com](mailto:pvirga@newsolutionsinc.com) or 732-418-3219. Visit [www.monmouthcancercoalition.org](http://www.monmouthcancercoalition.org).

### ***Hundreds Receive Education and Screening in Ocean County***

Sun safety is important to all of the county's visitors and residents. Nowhere was this more evident than at Ortley Beach (Toms River), Brick Beach II, Seaside Park, Seaside Heights, and Ship Bottom where people lined up to take advantage of free skin cancer education and screenings at the Choose Your Cover events. This is the 3rd year this program has been held in Ocean county.

While more than 550 people took advantage of the free screenings that were offered on July 17, gratitude was expressed by past participants including one who had been diagnosed with melanoma and another with squamous cell skin cancer. Thanks to "Choose Your Cover" their cancers were diagnosed early, which is one of the program's goals.

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Ocean Continued...

In addition to adult screenings, children were also learning how to enjoy the sun safely and responsibly. Using UV index cards, the children held out the cards to get a color-coded reading, similar to a mood ring, that tells them how strong the sun is and how well they should protect themselves before playing outside. In addition, free samples of sun screen, lip balm and other sun safety items were available.

The dedicated volunteers and donors who made this possible were from the *American Cancer Society, CancerCare, Central NJ Oncology Nursing Society, Community Medical Center, Mike Geltrude Foundation, Health South Rehabilitation Hospital, Long Beach Island Health Department, Ocean County Health Department, Ocean Medical Center, South Jersey Oncology Nursing Society, and Southern Ocean County Hospital.*

In addition to Choose Your Cover efforts, the Ocean Coalition provided the Skin Cancer Reduction - Early Education Network (SCREEN) program throughout the area, including a Seaside Park summer camp. Geared to children in third through fifth grade, children in the SCREEN program learned how to enjoy the sun responsibly.

The SCREEN program is offered in several counties, and can be provided at summer camps, schools, pool areas -- wherever children are out in the sun!

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).

***"It's a great idea to combine fun with sun safety. The Ocean County Cancer Coalition has been generous with handouts, photo-sensitive cards and wrist-bands, lip balm, bumper stickers, hats and buttons."***  
*Jean M., Teacher  
Seaside Park Elementary School, SCREEN site*

### ***Passaic Coalition Has a Full Summer of Activities***

During the summer months of June through August, the Passaic County Cancer Coalition actively participated in several skin cancer awareness events, including the statewide Choose Your Cover campaign, the Passaic County Fair, and other events, often in partnership with the Passaic County Health Department and other organizations.

Choose Your Cover took place in the James Roe Memorial Pool in Wayne, where PCCC provided skin cancer screenings and education to pool-goers. Thirty pool guests received education, with

twenty-two taking part in skin cancer screenings. As a result of the screenings, nine referrals were made, for which seven were recommended biopsies. Thanks to Dr. Neena Chima's participation, such follow up care was offered to participants.

The Coalition also participated in other activities related to sun safety, which included use of a derma scan to highlight the sun's damaging effects, and distribution of educational materials and

sun safety incentives such as sunscreen and lip balm.

These activities were held at the Passaic County Fair, the Paterson Administration Building and Willowbrook Mall, located

***"If it had not been for the skin cancer screening I would not have even dared to go to the doctor and get myself checked."***  
***Screening participant, Wayne***

in Wayne, each promoting sun safety and sunscreen use.

Once again with the help of the Derma Scan, the Coalition was able to provide evidence of

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*Passaic Continued...*

sun damage to participants, therefore encouraging safer practices. Health education materials, along with sun safety incentives to encourage sun safe practices were distributed. Nearly two hundred people participated in these three sites alone.

The PCCC has also been reaching out to older adults to share information about cancer prevention. A bi-lingual education session (English / Spanish) was provided to a total of 110 participants at Clifton's 'Sweet Home Adult Day Care Center,' highlighting the roles of healthy nutrition and physical activity in cancer prevention.

For more information about the Passaic County Cancer Coalition, please contact Araceli Pintle at [AraceliLopezBS@gmail.com](mailto:AraceliLopezBS@gmail.com) or 973-365-5607. Visit [www.cityofpassaic.com/cancer](http://www.cityofpassaic.com/cancer).

### ***Somerset Emphasizes Sun Safety Throughout the Summer***



*Volunteers at Choose your Cover:  
Jessica, Sadi, Denise and Marina*

The Somerset County Cancer Coalition members, together with Somerset County Health Department staff, took part in the County's 4-H fair for three hot days in August, where an estimated 50,000 people attended! Coalition members assisted in distributing thousands of informational brochures on sun safety for families and over 800 sun hats with lip sunscreen, and kids sunglasses with sun safety tips for parents over three days!

In addition, the Coalition members worked to provide several skin cancer screenings and a variety of educational programs to people of all ages. Locations included *Memorial Sloan-Kettering, Somerset Medical Center*, Bernards Township and Warren Township, screening nearly 450 community members! Many more received a variety of

educational materials and sun-safety support items.

The Somerset Coalition supported local resident and President of the *National Ovarian Cancer Coalition (NOCC)* (and Somerset Coalition member) Lynn Franklin, at a recognition event in her honor at the TD Bank Ballpark in Bridgewater. Lynn was recognized for her tireless efforts to combat ovarian cancer. (See Lynn pictured right.)

At the event, U.S. Representative Leonard Lance (R-7th District) presented Lynn with a U.S. flag that flew over the Capitol. The Coalition supported Lynn by assisting in the distribution of ovarian cancer related brochures. In addition, sun safety information was also distributed to game attendees.



In support of its focus on healthy eating and nutrition as a critical cancer prevention tool, the Coalition distributed information and "green grocery bags" at the farmers markets in Somerset County on several Thursdays during peak season. This will continue throughout the early fall.

Several events were held for Breast Cancer Awareness Month, including Celebrating Shades of Pink on October 6th and Coalition participation in the American Cancer Society's Breast Cancer Walk on October 17th.

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).



## ***Union's Oral Cancer Events Continue to Grow***

Three years ago, the Union County Cancer Coalition (UCCC) had the pleasure of joining a partnership which included Dr. Hillel Ephros, DMD, MD, Program Director, Oral Maxillofacial Surgery and Chairman, Department of Dentistry at St. Joseph's Medical Center, the Oral Cancer Consortium, and other northern New Jersey County Cancer Coalitions, to participate in a multi-county, free oral cancer-screening event in the spring of each year.

The UCCC is pleased to announce that it recently completed its fourth annual New Jersey Oral Cancer Screening Event on May 16, 2010, which resulted in 80 individuals receiving free oral cancer screenings. In addition, since the event, two others have contacted the UCCC, requesting an oral cancer screening. Each was deeply concerned about conditions in their mouths and publicity concerning the UCCC Oral Cancer Screening Event had motivated them to call and request screenings because of suspicious lesions. Both have since been screened and one has been referred to Dr. Ephros for follow-up.

The UCCC also hosted the 2nd Annual Multi-County Oral Cancer Prevention Walk, also held on May 16th in Rahway. Being the host coalition for the second consecutive year meant that the UCCC was engaged in all aspects of planning, organizing and conducting the Walk.

Dr. Richard Olin, Director of the Robert Wood Johnson Rahway Hospital Dental Department, was actively involved in planning and organizing the event as well. As a result of Dr. Olin's efforts, not only were additional dentists recruited to perform screenings with him during the event, but *Robert Wood Johnson Rahway Hospital* donated \$1,500 plus community advertising and nursing staff to perform blood pressure checks at the Walk. All of this effort and support contributed to a very successful day.

Many other organizations supported the Walk, including but not limited to: Hudson, Morris, Union, Bergen, Sussex and Passaic County Cancer Coalitions, Union County Government, *Bergen Community College*, the *New Jersey Dental Hygienists Association*, the *New Jersey Dental Society*, *Delta Dental*, the Rebel Kids, *Healthfirst NJ* and *Community Action of North Hudson*. Because of the generous support of time and resources, this year's Prevention Walk was a resounding success!

For more information, please contact Bill Bullock at [Bbullock20@aol.com](mailto:Bbullock20@aol.com) or 201-774-5701. Visit [www.uniontownship.com/web/index.html](http://www.uniontownship.com/web/index.html).



## ***Warren Educates Farm Community...And Hits the Airwaves!***

The Warren Cancer Coalition participated in the Warren County Farmers' Fair during the first week of August. Three lessons with a fun activity were provided throughout the week at the 'Kids Corral' booth. The first program was on the importance of physical activity, followed by a hula hoop contest. The second lesson consisted of explaining the value of fruits, vegetables, and having a balanced diet, with a healthy snack of celery, peanut butter and raisins provided for the children to make 'ants on a log.' The kids really enjoyed making this simple, healthy snack. Lastly, a sun safety presentation was shared with the children and their parents. Education was provided on the signs and symptoms of skin cancer and the proper methods used to apply sunscreen. Samples of sunscreen and lip balm were available after the program.

At each of the events, cancer awareness brochures were shared with participants. This was a great week and a fun way to share this valuable information with Warren County children and their parents.

On August 9th the Warren Cancer Coalition co-coordinators spoke about cancer awareness with Reverend Dr. Frank Fowler on his weekly radio show, "Let's Talk About It." The program airs on Monday

*Continued, following page*

Warren Continued...

mornings on WRNJ 1510 AM radio in Hackettstown. Reverend Dr. Fowler, the Senior Pastor of Trinity United Methodist Church in Hackettstown, indicated that an audience of approximately 6,000 tune in to the program. This congregation has participated in several cancer awareness programs over the years.

Topics discussed included community services provided by NORWESCAP, and specifically the cancer screenings and education provided by the Coalition and the Cancer Education and Early Detection Program (CEED). The eligibility guidelines as well as the screening provided through CEED were thoroughly described. In addition, the importance of a healthy diet, foods that fight cancer, and exercise and the role they play in cancer prevention were also discussed.

Listeners were informed about the availability of free educational programs and the WCCC and how they can join the coalition or find out more about services.

For more information, please contact Sarah Engler or James Stephenson at NORWESCAP at [prices@norwescap.org](mailto:prices@norwescap.org) or [stephensonj@norwescap.org](mailto:stephensonj@norwescap.org) or 908-387-9888. Visit [www.warrencancereducation.com](http://www.warrencancereducation.com).

### *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. To submit comments or materials, please contact:  
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