



**Essex County Cancer Coalition
Meeting Minutes
Thursday, December 14, 2006 4:00-6:00 pm
The Priory Restaurant, Newark, NJ**

Attendees: Mary Abernathy, Bill Bullock, Lissette Cespedes, Donna Feigenbaum, Lois Greene, Aretha Hill-Forte, Catherine Marcial, Punam Parikh, Marge Rojewski, April Salomon, Robert Schermer, Azadeh Tasslimi, Paula Valenzuela, Marielos Vega, and Stanley H. Weiss.

Introductions

Participants introduced themselves to the Coalition and stated which organization(s) they represent.

Approval of September 28th Meeting Minutes

Minutes of the Coalition's September 28, 2006 meeting were distributed, reviewed, and unanimously approved with no changes.

Coalition Stakeholder Assessment

The annual stakeholder assessment was conducted. Coalition members suggested that we invite Dr. Gloria McNeal from UMDNJ School of Nursing to join the Coalition. Dr. McNeal serves as Project Director of the school's Wellness Mobile Healthcare Project. The mobile van will offer primary care services to Newark area residents, including Pap and prostate-specific antigen tests.

Agency Updates/Announcements

Hudson, Union, Morris, & Passaic County Cancer Coalitions—Bill Bullock & Bob Schermer
Bill and Bob discussed opportunities for multi-county collaboration—across six counties focusing on oral cancer prevention and early detection. They have received a commitment from St. Joseph's Medical Center to give free screenings in Morris County.

Lissette Cespedes, CMS Study, Cancer & Latino Medicare Beneficiaries
Lissette informed the Coalition that she is coordinating educational workshops on colorectal cancer for Leadership Newark fellows. An announcement about these workshops will be included in a newsletter to extend the training to other community leaders. Trained community leaders will then disseminate information about colorectal cancer to their clients. To date, 25 people have completed the training. Natasha Coleman from the American Cancer Society is helping to train leaders and conduct the workshop, while Marielos Vega conducts the training. They would like to offer the training to Essex CEED coordinators. A long-term objective is to train all CEED coordinators statewide. The next training is scheduled for the end of January. Participants who complete the training are awarded \$100 as an incentive for attending the training.

Newark Cancer Initiative

The Initiative will participate in the Newark Mayor's Wellness Campaign which is focused on decreasing obesity and promoting physical activity. This campaign will utilize community sites and workplaces. The American Cancer Society has a new patient navigator program aimed at increasing cancer survivors' awareness about programs such as Road to Recovery and Look Good, Feel Better to improve their quality of life.

St. Michael's "In the Pink" Program—Lois Greene & Aretha Hill-Forte

Dr. Ibegu has joined the CEED program at Cathedral Regional Cancer Center. In 2006, the program screened 500 women for breast and cervical cancers.

UMDNJ-SAVE Women and Men Program, Catherine Marcial

The CEED program has a new subcontract with Newark Community Health Centers to conduct breast and cervical cancer screenings. When the anticipated mobile screening van arrives, it will serve the medically underserved population some days and insured individuals on other days.

A proposal is being developed to solicit funds to produce and air cancer-related public service announcements throughout Essex and neighboring counties.

NJDHSS, Marge Rojewski

The CEED program is partnering with the South Jersey Susan G. Komen Foundation to provide breast cancer screening to women living in Hunterdon County and south (13 counties in total), whose incomes fall between 251-300% of the federal poverty level. The state is utilizing 211 call centers to refer eligible women to this initiative. This type of program is a first for the Komen Foundation.

The American Cancer Society is collaborating with NJ Dialogue for Action, which focuses on promoting colorectal cancer screening.

Donna Feigenbaum, Lung Cancer Circle of Hope

The Lung Cancer Circle of Hope is conducting symposiums at Princeton University and Morristown Memorial Hospital. Additional symposiums are being planned for next year. A lung cancer race will be held on November 5, 2007.

Presentation: Marielos Vega, RN, Department of Family Medicine, New Jersey Medical School, "Super Neighborhoods Community Covenants—SNCC and their potential role in Community-Based Participatory Research & Education".

Marielos presented on Newark's Super Neighborhood Community Covenants (SNCC), a city-wide initiative addressing public safety, economic empowerment, family & children, and government reform. Through this initiative, Newark was divided into 21 "super neighborhoods" by the City Planning Department. The goals of SNCC are to 1) strengthen neighborhood capacity 2) redesign access to public services 3) increase government collaborations 4) strengthen a sense of community and 5) increase opportunities for residents and other stakeholders to work together.

Within each super neighborhood, residents, educational institutions, community and civic organizations, and businesses worked together to identify, plan, and set priorities to address the needs and concerns of their neighborhood.

Each neighborhood made a commitment that the community and government would work together to pursue and achieve common objectives.

A discussion followed on how to incorporate cancer awareness into the Super Neighborhoods Model. Barriers are that many residents' primary concerns are having enough food to eat and their personal safety. Integration with other services and causes is essential.

Marielos presented some questions for Coalition members to think about: How can the CBPR model be applied to the Essex County Cancer Coalition? How can we take advantage of the SNCC to advance the mission of the Coalition to improve cancer research and education?

Next Coalition Meeting: March 22, 2007 @ The Priory Restaurant, 233 West Market Street, Newark, NJ, 4-6pm