



Essex County Cancer Coalition Meeting Minutes



Approved
NEW JERSEY
MEDICAL SCHOOL
University of Medicine & Dentistry of New Jersey

Tuesday, June 9, 2009, 4:00-6:00 pm
Montclair Public Library
50 South Fullerton Avenue, Montclair, NJ

Attendees: Katie Cleffi, Zelia DeSouza, Kiameesha Evans, Sherry Glover, Deborah Johnson, Dennis Lee, Catherine Marcial, Angela McCabe, Eileen McDonald, Joshua Parks, Daniel Rosenblum, Arnold Rosenheck, Vinny Smith, Christopher Tuohy, Pat Watson, Stanley Weiss

Excused: Susan Sanna, Bill Bullock, Anna Berwitz, Clarisa Bido, Susan Levin

Review and Approval of March 5th Meeting Minutes

The minutes of the March 5th, 2009 meeting were unanimously approved.

Agency Updates / ECCC Committees / Announcements

Essex County Cancer Coalition

- **Leadership Council—Dr. Weiss & Mr. Tuohy**

Report on Oral Cancer Screening and Cancer Health Fair – April 23, 2009

The ECCC's annual health fair was held at New Jersey Dental School (NJDS) on April 23, 2009 in conjunction with the annual oral cancer screening day held by NJDS under the auspices of the multi-state Oral Cancer Coalition. As a supplement to the oral cancer screening, the ECCC arranged for the U.H./S.A.V.E. NJCEED lead agency to provide prostate cancer screening to men, and breast and cervical cancer screening to women, the latter at U.H./S.A.V.E.'s mobile mammography van, which was brought to NJDS for the occasion. A total of 253 persons received oral cancer screenings on-site at NJDS, and an additional 23 were seen at the NJDS satellite clinic in Somerdale (Camden County). Roughly 90% of those receiving oral cancer screening at NJDS were not affiliated with UMDNJ, as a result of the extensive outreach undertaken prior to the event. In addition, Dr. Andrew N. de la Torre's health survey computer kiosk, which educates and interviews patients on risk factors and screening histories for hepatitis B, cardiovascular disease, and several cancers, was in continuous use for the five hours it was provided at the health fair. Owing to U.H./S.A.V.E.'s outreach efforts, a total of 20 women, of whom 18 had never been seen before by U.H./S.A.V.E., visited the van; 17 of these received mammogram examinations, with one referral for further testing, and 15 had cervical cancer screening with Pap tests. There were 10 prostate cancer screenings conducted (medical histories in conjunction with PSA and digital rectal examination), while 12 other men who could not be accommodated due to scheduling problems that day made appointments for future screening by U.H./S.A.V.E. Among the numerous participating organizations were Horizon NJ Health, St. Barnabas Medical Center, the Cancer Institute of New Jersey, the UMDNJ Library's HealthyNJ web-based educational program (which had some 100 visitors). The latter demonstrates the interest of the public in HealthyNJ.

Action item: participating ECCC organizations should strive to refer to HealthyNJ and to place links on their own web sites to www.healthynj.org.

Participation in the NJDEP Radon Awareness Program

The ECCC is expediting its participation in the two NJDEP radon programs discussed on March 5, 2009. The ECCC Leadership Council is aware of only one or two other counties participating,.

Ms. Katie Cleffi, an undergraduate public health major at Johns Hopkins University from New Jersey who is working with Dr. Weiss to assist in the radon programs for the summer of 2009, gave a presentation on Radon and Lung Cancer, which she prepared with the assistance of Mr. Tuohy and Drs. Rosenblum and Weiss.

Mr. Dennis Lee, from the Newark Beth Israel – St. Barnabas Quit Center, introduced himself and described his center's availability related to tobacco issues.

- **Transportation (LC Subcommittee)—Ms. Greene & Mr. Tuohy**

- *Essex County Transportation Resource Guide*

- Compilation of information for the transportation resource guide, listing available transportation resources in Essex County, was completed by the Transportation Subcommittee. Ms. Lois Greene announced that the Newark City Council's Newark Health Initiative has agreed to prepare this brochure using this information. This will nicely complement the existing Essex County Cancer Resource Flyer.

- **Education and Outreach—Ms. Marcial, Ms. Hill-Forte, and Mr. Tuohy**

- *Report on Breast Cancer Educational Session – May 27, 2009—Ms. Marcial*

- The Education and Outreach Committee worked with the U.H./S.A.V.E. program to present an NJCEED-funded breast cancer educational session at Seabra's Rodizio, in Newark, on May 27, 2009. Dr. Margarette R. Bryan, an oncologist on faculty at UMDNJ-NJMS, prepared a presentation on breast cancer which, because she took ill, was given by her colleague, Dr. Lillian Pliner, the Acting Director of the NJMS Division of Oncology. Ms. Marcial expressed her hope that this will be the first of a continuing series. Dr. Weiss stated that this was a highly valuable initiative which was very successful in reaching out to leaders of many community organizations that interact with women at risk for breast cancer. There was an extended, lively question and answer period at the end, demonstrating the intense interest of the audience.

- *New Sun Safety Initiative for Essex County – in development—Ms. Hill-Forte*

- Ms. Hill-Forte was unexpectedly absent, so Mr. Tuohy reported very briefly on this. Ms. Hill-Forte has spoken to the Community Health Representative to plan sun safety education at Essex County pools. Mr. Smith requested that Mr. Tuohy ask Ms. Hill-Forte to contact him (Mr. Smith) directly. Mr. Smith also wanted to know if this is being coordinated with Dr. Arnold Baskies' July 25 event. Mr. Smith, the Enright Foundation, and the Mike Geltrude Foundation (www.mikegeltrudefoundation.org, based in Nutley) are all working on sun safety issues, and thus hoped to be kept closely in the loop by Ms. Hill-Forte. Mr. Tuohy noted that the ECCC distributed some 75 *Dark Side of the Sun* DVDs, which provide sun safety education, at the April 23, 2009 health fair. It was also noted that Ms. Kiameesha Evans (of CINJ), and Mr. Smith are now on the statewide melanoma workgroup, working on melanoma in communities of color. Furthermore, The Enright Foundation is working with Liberty Science Center on sun safety education. Dr. Weiss suggested that Eileen McDonald, the Enright Foundation's director, would be a valuable addition to the Education and Outreach Committee, and she agreed to collaborate on this effort.

- **Advocacy—Mr. Bullock & Dr. Rosenheck**

- In Mr. Bullock's absence, Mr. Tuohy referred meeting participants to the "Talking Points" handout from the *Ad Hoc* Advocacy Committee and advised them to use it as a guide. Dr. Rosenheck reported that county cancer coalitions were funded for an additional year and that he did not expect this funding to be removed.

- **Development—Ms. Marcial & Mr. Bullock**

Ms. Marcial reported that the status of the application to the RWJF to fund a public service announcement was not known. Dr. Weiss noted that funding from many foundations was essentially on hold due to the current economy. It was suggested that the ECCC might consider asking Avon for funding.

- **Update on “The Northern NJ Prostate Cancer Initiative” in Essex County—Ms. Johnson**

Dr. Weiss noted that the NJDHSS had received word from the CDC that the project was being funded for a third year, at level funding. This initiative is being conducted in conjunction with The Prostate Net's™ Barbershop Initiative™.

Ms. Johnson continues her outreach to barbers and unisex hair salons. Barbers she has engaged, especially in East Orange, have pulled together meetings with representation from around the state, at which the Prostate Cancer Initiative (PCI) and other health issues that Ms. Johnson has incorporated are discussed along with other concerns. The Modern Beauticians' Association, founded some 90 years ago by an African American, has become involved in the PCI and has been revitalized by Ms. Johnson's efforts.

Ms. Johnson is working with barbers' organizations on a “Call to Action” to be proactive on matters of health, especially prostate cancer. Goals include getting men to be screened and getting women to get their husbands and other male family members screened, if they are uninsured through NJCEED, otherwise through their primary care providers. Meetings have been held at the Fellowship Center in East Orange; at these, Ms. Johnson's efforts to pull barbers together around prostate cancer have been rewarded by their attentiveness, which has been strengthened by the additional benefits they have realized by being brought together and thus being able to additionally address other health and professional issues. Ms. Johnson will be speaking at the Modern Beauticians' Association Fathers' Day dinner later this month.

Ms. Johnson thanked Ms. Hill-Forte for her specific assistance in Union County screening efforts, and more generally thanked both Essex County NJCEED lead agencies for their support and availability.

Ms. Evans noted that CINJ will have its annual prostate cancer screening in September 2009 without income eligibility requirements. In response to a question from Dr. Weiss, Ms. Evans informed the meeting that CINJ asks men being screened how they were referred to that event and gives them a chance to provide feedback.

Agency Updates / ECCC Committees / Announcements (continued)

- The coalition will be receiving funding for next fiscal year from OCCP.
- Ms. Marcial reported that U.H./S.A.V.E. has already received its funding award letter.
- As noted above, the CDC will fund the NJ Prostate Cancer Initiative for a third year.

Presentation: “Smoker’s Lungs”

Dr. Weiss (filling in for Clarisa Bido, Coordinator, Essex Prevention Resources)

Ms. Clarisa Bido, who was scheduled to lead this presentation, was unable to attend due to a family medical emergency, so Dr. Weiss presented the talk. Dr. Weiss and Mr. Tuohy worked with Ms. Bido on the preparation of the talk.

Dr. Rosenheck added comments on the difficulty of quitting smoking, and Mr. Smith pointed out the necessity for focusing in particular on prevention. Both highlighted the importance of getting the message about not smoking to young children. Ms. Johnson pointed out the existence of REBEL, the antismoking group among high school students.

Dr. Weiss referred to the Harvard School of Public Health symposium on smoking in the entertainment industry a couple of years ago, and also highlighted the value of high cigarette taxes to discourage smoking.

After an extensive discussion on tobacco-related issues, Dr. Weiss suggested forming a small committee of the ECCC to plan future anti-smoking activities. Mr. Smith, who is interested in examining tobacco prevention strategy in the context of the Great American Smokeout later in the fall, wishes to be part this committee, and so do several other Coalition members including Dennis Lee from the St. Barnabas Institute for Prevention and Eileen McDonald from the Joseph Enright Foundation. The ECCC agreed to form this new sub-committee.

Agency Updates / ECCC Committees / Announcements (continued)

- **NJDHSS Office of Cancer Control & Prevention—Handout from Ms. Susan Sanna**

- **Essex CEED Community Coalitions—Ms. Marcial and Ms. Hill-Forte**

Ms. Marcial informed the group that U.H./S.A.V.E. had to suspend screening in June because it ran out of funds, and that the increased screening rates achieved through the use of the van will unfortunately curtail and require rationing of screening throughout the year because the amount of funding for screening has remained level. Thanks to support from Hoboken Family Planning, additional screening will be conducted with the U.H./S.A.V.E. van in the western part of Hudson County and in Elizabeth, Union County. Ms. Johnson asked if U.H./S.A.V.E. can also conduct prostate cancer screenings, and she was advised to consult Ms. Granger for information on this.

Other Old and New Business

- The Enright Foundation is seeking funding for its cancer outreach programs.
- Mr. Dennis Lee advised participants that they should feel free to contact him.
- The Newark Health Department will be teaching 8th to 12th grade girls breast self examination and will have students conducting a tobacco skit.

- Ms. Evans reported that CINJ has additional materials on colorectal cancer in 11 languages, including English, as displayed at the CINJ table at the April 23 health fair. CINJ will add a specialist on survivorship. She also reported that CINJ's September prostate cancer screening will take place from September 21st to 23rd, with some 500 men being screened in three evenings, 5 to 10 PM. There will be a Facebook page, which Ms. Evans is coordinating, for statewide NJCEED, which will be used as well.

Meeting Evaluation Form

The evaluation forms for the meeting were distributed and collected.

Adjournment

The meeting was adjourned at 6:05 PM.

Next Coalition Meeting: Dates proposed for the next ECCC meeting include Tuesday 15 and Thursday 17 September 2009, at a location TBA. Coalition members are to notify Mr. Tuohy concerning their availability and preferences.

Summary of Major Handouts:

1. (Draft) minutes of the March 5th, 2009 Coalition meeting.
2. PowerPoint slides from Ms. Cleffi's presentation on Radon and Lung Cancer
3. NJDHSS update.
4. Advocacy *Ad Hoc* Committee – NJ Budget 2010 Talking Points on Cancer Control

Copies of the "Smoker's Lung" presentation are available upon request.