



## Essex County Cancer Coalition Meeting Minutes



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

Thursday, March 25, 2010, 4:00-6:00 pm  
UMDNJ–New Jersey Dental School, Room 721  
110 Bergen Street, Newark, NJ

**Attendees:** Aamina Ahmed, Florey Cruz-Cerpa, Zeila DeSouza, Kiameesha Evans, Michael Festa, Evelyn Granger, Lois Greene, Aretha Hill-Forte, Rosa Ibanez, Deborah Johnson, Karen Johnson-LaRussa, Nancy Louis, Catherine Marcial, Angela McCabe, Glenn Meuche, Grace Na, Joshua Parks, June Reece, Daniel Rosenblum, Arnie Rosenheck, Elija Swinney, Christopher Tuohy, Sarah Washington, Stanley Weiss

**Excused:** Susan Levin, Shelly Paton-Lionel

### **Review and Approval of December 10<sup>th</sup> Meeting Minutes**

The minutes of the December 10<sup>th</sup>, 2009 meeting were unanimously approved as drafted (no changes made) on a motion by Ms. McCabe seconded by Dr. Rosenheck.

### **Introductions: Stanley H. Weiss, MD (Principle Investigator & Director)**

Those present briefly introduced themselves.

## **Agency Updates / ECCC Committees / Announcements**

### **Essex County Cancer Coalition: ECCC Coordinators and Director/PI**

- **Leadership Council: Stanley H. Weiss, MD & Chris Tuohy**

*Status of future state funding for the ECCC:* Dr. Weiss

Dr. Weiss announced that the OCCP is hoping to accept applications for continued funding of county cancer coalitions, and that although it is possible that the level of funding may be cut, funding is likely to be continued. The ECCC is grateful to now have commitments for letters of support for its renewal application from the Essex County Health Officer, the Dean of UMDNJ-New Jersey Medical School, Ms. Greene, Dr. DeCosimo, and both Essex County NJCEED lead agency coordinators.

*Update on NJDEP Radon Programs:* Mr. Tuohy

Mr. Tuohy reported that sets of radon testing kits have been sent to almost every municipal health officer in Essex County for them to distribute under the Radon Awareness Program, and that ECCC staff are now in the process of following up with these local health officers to assess the progress of the distribution program.

**Action item:** The ECCC still has kits and staff to help distribute them at events, so if ECCC members know of interested organizations or community events at which radon testing kits can be distributed, they should let Mr. Tuohy know.

- **Transportation: Mr. Tuohy**

Mr. Tuohy announced that the draft transportation resource brochure is now in the ECCC office in electronic format and is undergoing final editing. The expectation is that this will function in a manner analogous to the cancer resource brochure developed earlier, which has been and continues to be widely disseminated. Mr. Tuohy described the transportation brochure, as a number of those at the meeting had not previously heard of it.

- **Education and Outreach: Catherine Marcial, Aretha Hill-Forte, & Chris Tuohy**

*NJDS Free Oral Cancer Screening and ECCC Health Fair – April 22, 2010*

Mr. Tuohy informed the meeting that the NJDS has been conducting free oral cancer screenings for twelve years, and that for the last four years the ECCC has collaborated to make these events into broader, mostly cancer-related, health fairs. In 2010, the same services will be offered as in 2009, that is (in addition to oral cancer screening), S.A.V.E.-sponsored breast and cervical cancer screening in the mammography van, S.A.V.E.-sponsored prostate cancer screening, touch-screen audio-CASI health assessment and education kiosks courtesy of Dr. A. N. de la Torre, plus, for the first time this year, free home radon testing kits through the NJDEP's Radon Awareness Program (RAP). All ECCC member organizations are welcome to have literature and information tables at the fair.

Dr. Rosenheck pointed out that this is being partially funded by OralCDx Laboratories, Inc. of Suffern, NY, which developed and supplies the oral brush biopsy. He added that the best way to get people to attend this event is to contact organizations that serve high-risk groups, such as certain unions, retirement homes, HIV Buddies (in Hackensack), etc. Thus, NJDS has developed a presentation on oral cancer that it gives to such organizations to urge them to bring their members to the screening, and Dr. Rosenheck advised the ECCC that analogous presentations could be developed concerning other cancer sites for which screening is available. ECCC representatives could then go out to community groups, such as ethnic, religious, and specific disease-oriented groups, with brochures to advertise the health fair and screening day. Dr. Rosenheck requested that if the ECCC does such organizing and recruits large groups to come, they should advise the NJDS so that NJDS staff can be prepared to serve such groups, but he reiterated that no appointment is needed for the free oral cancer screenings. As an example of successful outreach, he mentioned Integrity House, from which over sixty patients came to last year's health fair.

*Tobacco Subcommittee: Chris Tuohy et al.*

The efforts of the Tobacco Subcommittee to develop a tobacco resource guide for Essex County have lagged a bit, but development of the directory will soon progress again.

## **Presentation: “Non-Dangers/Proper Perspectives of Radiation Therapy Treatments”**

**Robert Goodman, MD,  
Chairman, Radiation Oncology, Saint Barnabas Medical Center**

Ms. McCabe introduced Dr. Goodman, who gave a highly informative extended presentation on the methods, benefits, and risks (mostly avoidable) of radiation therapy for both palliation and cure of cancer. On the specific issue of the safety of radiation oncology, which has been in the news recently, Dr. Goodman emphasized the importance of expert leadership, adequate staffing, and the use of multiple verification procedures by appropriately trained staff in radiation oncology departments to avoid errors. He also commented (rather sharply) on how some radiation oncologists tailor their treatments to misplaced financial incentives, and advised patients to be informed if they need radiation oncology services. Dr. Goodman has graciously permitted the ECCC to post the contents of the PowerPoint® slides he used in his presentation, which will be available at the ECCC web site <http://www.umdnj.edu/esscaweb/presentations/RadiationTherapy.ppt>. This presentation is part of the formal minutes of this meeting.

## **Agency Updates / ECCC Committees / Announcements (continued)**

Dr. Weiss announced that free home radon testing kits were available to Essex County homeowners on the spot at the ECCC meeting through the RAP.

- **Advocacy: Arnold Rosenheck, DMD**

Dr. Rosenheck informed the ECCC that with the present state budget situation, there is no movement on bills or anything else pending, and that it is too soon to predict the outcome of discussions of changes in UMDNJ and University Hospital funding. He noted that federal health care reform has passed, which will have a substantial impact. Ms. Reece asked how to address funding for tobacco prevention and cessation.

- **Update on “The NJ Prostate Cancer Initiative” in Essex County: Deborah Johnson**

Among the recent activities have been several trainings and a screening at Scovil's barbershop in East Orange at which nine men were screened. Ms. Johnson is actively working to arrange other on-site screening opportunities, including one shop in Orange that has a full gymnasium in its basement that may sponsor a health fair and backyard cookout. An audience member advocated connecting with churches. Ms. Johnson also mentioned Integrity House's participation in screenings. She continues to work with the Modern Beauticians Association, supplying cancer awareness information and NJCEED literature as well as publicizing March as Colorectal Cancer Month; she will make a presentation to them at a breakfast event in June 2010. At last week's statewide NJCEED meeting, Ms. Johnson had an opportunity to talk to Ms. Evelyn Granger, of U.H./S.A.V.E., and Ms. Aretha Hill-Forte, of St. Michael's "In the Pink" about other events. She is also developing plans to publicize the statewide "Run for Dad" to be held on Fathers Day in Trenton, using information to be supplied by Ms. Ros Council, and she is hoping to recruit team captains for this event from the Essex County area.

**NJDHSS Office of Cancer Control & Prevention: see handout from Ms. Sue Sanna**

**Essex CEED Community Coalitions, CEED Program Coordinators—Catherine Marcial & Aretha Hill-Forte**

Ms. Marcial reported on the educational awareness event that she and Ms. Reece developed and held at the Masonic Temple. Presentations on cancer clinical trials, NJCEED, the ECCC, and several other topics were scheduled. Unfortunately local turnout was poor due to the weather, as the big snowstorm was the day before the event, but there was a rich assemblage of community organizations that would not have met each other but for their attendance. U.H./S.A.V.E. has learned that it will receive funding from the Susan G. Komen Foundation next year, which will allow the mobile mammography van to visit Hudson County and expand services to Union County as well.

Ms. Hill-Forte announced that teams for the third annual Susan G. Komen Foundation Race for the Cure to be held in Branch Brook Park are forming (and incidentally that Ms. Kathy Harvey of Komen sent her apologies for not attending this meeting). She also announced that the Asian Initiative, which reaches out to Asian communities, has resumed. This year's "In the Pink" cancer education program, to be held on June 4, 2010 at New Hope Baptist Church in Newark with outreach to encourage other churches to participate, will focus on the faith-based community, expanding beyond breast cancer and also including clinical trials.

**Updates from Other Agencies, Other Announcements, Old Business and New Business:**

- **Lois Greene, RNC, Associate Vice President, Oncology/Hematology, Saint Michael's Medical Center**

Ms. Greene advised the ECCC that funding for the CICRS program was eliminated shortly after St. Michael's Medical Center's was designated as a CTSU (CICRS) site (as announced at the previous ECCC meeting). SMMC is now seeking other ways to enable its cancer patients to enroll in clinical trials.

- **Aretha Hill-Forte, Coordinator, Saint Michael's Medical Center's "In the Pink" NJCEED Lead Agency**

Ms. Hill-Forte noted the recent problem in the region related to bedbugs, and inquired as to where to refer people who have such problems; it was advised to have them contact their local health department.

- **Kiameesha Evans, MPH, CHES, Program Director, Outreach, CINJ**

Ms. Evans informed the ECCC that she is working with various people on the Choose Your Cover campaign for this summer. CINJ is encouraging its sixteen network hospitals to participate. Of particular relevance to Essex County, Mountainside Hospital has responded enthusiastically, and Ms. Evans offered to put Mr. Tuohy in touch with Florey Cruz-Cerpa of Mountainside.

For those affiliated with faith-based institutions, CINJ's outreach program has linked with a church in Howell to work on issues of weight loss and nutrition, with a hospital near the church enlisted to provide six months of educational programs. This model of collaboration between hospitals and faith-based organizations is transferable to other hospitals, and CINJ's outreach programs will help identify appropriate religious organizations for a given hospital to collaborate with and set up the relationship.

Ms. Evans also announced that SATHI is continuing; please contact Ms. Evans for further information.

On June 10, 2010, at the New Brunswick Hyatt Regency, there will be an educational program on health literacy.

On May 1, 2010, the Leukemia and Lymphoma Society will hold an event to inform people how to better access health care that is available to them. This is not just for those concerned specifically with leukemia and/or lymphoma. Ms. Evans will send an announcement of this to Mr. Tuohy for further dissemination to the ECCC.

A PowerPoint® presentation on colorectal cancer, oriented to those with limited literacy, is now available in both English and Spanish. Print-ready fact sheets on colorectal cancer are also available in English and ten other languages.

There is also a PowerPoint® presentation available on melanoma for communities of color, in which the danger of melanoma is often ignored.

CINJ's outreach program is working with the Wellness Community to conduct a full day of health for the Latino community entirely in Spanish, to be held in the Perth Amboy "Y", with free babysitting provided, in late spring or early summer.

**Action item:** ECCC members who know of persons who might be interested should forward their names to Ms. Evans.

- **Glenn Meuche, CancerCare**

CancerCare offers emotional support and limited financial assistance to people with cancer. In particular, they have a Door-to-Door program for people with multiple myeloma, which includes more than just transportation. There is also a Copay Foundation that addresses several specific cancer sites for people with those cancers who are insured and are getting treatment.

- **Zelia DeSouza, U.H./S.A.V.E.**

Ms. DeSouza reported that she has visited two churches to promote colorectal cancer programs this month.

- **June Reece, American Cancer Society**

The ACS is now helping to recruit subjects for a study piggybacked on MPS2; contact Ms. Reece's office for further information.

This year's all-night Relay for Life event, to be held locally at NJIT on April 30, 2010, will focus on that study. Ms. Reece is working with U.H./S.A.V.E. and nine other organizations.

An event is being planned concerning: *What Services Are Available for the Uninsured?* The ACS is looking for advice on where to hold event more successfully.

There is a video available, *All Jokes Aside*, with Steve Harvey getting a colorectal exam.

Ms. Reece reminded the ECCC that the Newark Cancer Initiative meets on the third Thursday of each month, alternating months between in-person and conference call formats. Newark has a \$2 prescription drug plan for Newark residents, supported only by Liss Pharmacy in Newark.

### **Radon Questionnaire and Meeting Evaluation Form**

A questionnaire assessing knowledge about radon, as well as the usual Grins & Gripes evaluation form, was included in the packets of material distributed to all attendees. Attendees were reminded to complete it, and these were collected.

### **Adjournment**

The meeting was adjourned at 6 PM on a motion by Dr. Festa.

**Next Coalition Meeting:** The next coalition meeting date and location are to be announced.

### **Summary of Major Handouts Given Out at the Meeting:**

1. Meeting agenda.
2. (Draft) minutes of the December 10<sup>th</sup>, 2009 Coalition meeting.
3. Flyer announcing the NJDS free oral cancer screening and ECCC health fair to be held Thursday, April 22, 2010.
4. Press release for the Essex County Radon Awareness Program and Newborn Pilot Program.
5. State Update from the OCCP for the Third Quarter of FY2010.
6. Questionnaire assessing knowledge about radon.
7. "Grins & Gripes" meeting evaluation form.