



**Essex County Cancer Coalition
Meeting Minutes
Thursday, March 6, 2008, 4:00-6:00 pm
The Priory Restaurant, Newark, NJ**

Attendees: Anna Berwitz, Edith Eze, Mike Festa, Aretha Hill-Forte, Alice Hitzman, Deborah Johnson, Kristen Larsen, Catherine Marcial, Rhonda McCathern, Kathy Nugent, Dan Rosenblum, Arnold Rosenheck, Mark Rutenberg, Susan Sanna (linked in by teleconference), Bob Schermer, Chris Tuohy, Stan Weiss

Excused: Diana DeCosimo

Introductions

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

Review and Approval of December 6th Meeting Minutes

Mr. Festa moved and Dr. Rosenheck seconded approval of the minutes. The motion was passed unanimously.

Agency Updates / ECCC Committees / Announcements

Essex County Cancer Coalition

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

The Leadership Council is continuing to work on outreach to uninsured and underinsured persons through the distribution of flyers containing the NJCEED information as well as several other cancer resources in the community to be distributed by the local health officers in Essex County to restaurants in their municipalities when they issue their mercantile licenses. Specifically, Dr. Festa facilitated this project by allowing Mr. Tuohy to present it to health officers in the county. Since these licenses are only distributed once per year, the health officers raised the idea of also providing this flyer to their health inspectors to be distributed when they conduct inspections of the restaurants. A copy of the flyer to be distributed was provided to ECCC members. Actual copies as distributed will be on brightly colored paper. The plan is to distribute these initially to restaurants and subsequently to expand to other businesses. The flyer will also be useful in other contexts.

The April oral cancer screening day at New Jersey Dental School will, for the second year in a row, also feature a health fair (with emphasis on cancer prevention and detection issues) coordinated by the ECCC. To expand upon the previous year, the U.H./S.A.V.E. program's van has been invited to park outside the NJDS Oral Health Pavilion on 12th Avenue; it is uncertain whether the van will be operational by then. U.H./S.A.V.E. has been invited by the ECCC to offer prostate cancer screening on site – a new innovation for the fair. Dr. Rosenheck added that foci in 2008 will include outreach to Integrity House and to the Newark Housing Authority for smoking cessation, etc.

At the Newark Council aides' training on cancer resources to be held on Thursday, March 20, the various hospitals in the area will describe their resources, in addition to the presentations by the ECCC and the ACS. The ECCC has reached out to Gwen Mahon from the UMDNJ – University Hospital Cancer Center and arranged for her to be included on the agenda for this training session to inform attendees of activities currently going on in the Cancer Center.

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

The Robert Wood Johnson Foundation has invited resubmission of the application for funding of a public service announcement on cancer screening for Essex, Hudson, and Passaic Counties.

There are several UMDNJ Foundation initiatives related to the new van, which will be in some way subsidized by the Susan G. Komen Foundation.

Essex CEED Community Coalitions

- **UH S.A.V.E. —Ms. Marcial:**

Mobile Van Update: Patients are now being screened in the van, but it is not yet mobile, as it must remain at the Morris Ave. location on the UMDNJ-Newark campus because that is the only location that has the type of power connection needed to maintain the van. Patients are being transported by UMDNJ from the UMDNJ Doctors' Office Center (DOC) to the van. One reason for doing this before the van becomes mobile is that a minimum number of mammograms must be done for licensing of the facility. Staffing of the van is being worked on, and may be accomplished with the help of external funding. It is hoped that the van will be mobile by May 4, 2008.

Educational Presentation: OralCDx Brush Biopsy Technique and Indications— Mark Rutenberg, CEO & Founder, CDx Laboratories

Mr. Mark Rutenberg, along with Ms. Alice Hitzman (OralCDx representative for the Chicago area) and Ms. Kristen Larsen (OralCDx representative for New Jersey) attended our entire meeting. Mr. Rutenberg gave a detailed and informative presentation on the brush biopsy technique for prevention of oral cancer through detection of precancerous dysplastic cells in the oral mucosa. The PowerPoint slides from this presentation are attached to these minutes. A one-page double-sided handout also displayed typical examples of oral lesions.

Agency Updates / ECCC Committees / Announcements (continued)

- **NJDHSS/OCCP—Ms. Susan Sanna**

The second New Jersey Comprehensive Cancer Control Plan, covering 2008-2012, was approved on December 11, 2007 and is now in effect. Among the changes to the plan are the inclusion of complementary and alternative medicine, replacement of the chapter on cervical cancer with a chapter covering gynecological cancer in general, and inclusion of thyroid and esophageal cancers in the chapter on emerging trends.

The county fact sheets are being updated.

The CDC will be conducting a site visit on May 7-9, culminating in CDC representation at the second statewide comprehensive cancer control summit to be held on May 9.

A major survivorship conference is scheduled for September 2008 [*this was rescheduled for November 5, 2008 after the ECCC meeting*], with tracks both for health care and other professionals and for survivors.

The Gynecological Cancer Workgroup is planning an event on ovarian cancer for May 2009.

Updates on the Essex County Community Health Improvement Plan (CHIP) —Mr. Robert Schermer

The NJDHSS has required each public health department in NJ to create a county health plan. As the process has evolved, the state has encouraged municipalities to collaborate on these. Mr. Schermer has been developing an action plan for health improvement in Essex County. Cancer is covered lightly in this plan. Mr. Schermer expressed the hope that the ECCC will expand upon the cancer portion. With the backing of the county freeholders, hospitals and other health facilities may improve their chances to acquire new funding. It should be noted that the Essex County plan he

formulated excludes Newark because Newark is creating its own plan. Mr. Schermer will find out if the version of the plan he completed can be disseminated to the ECCC, and agreed to provide the ECCC with a copy at the earliest possible time. The time frame for inclusion of cancer in an updated version of the plan would be for the ECCC to decide. Neither Mr. Schermer nor Ms. Sanna know the time frame for Newark's CHIP or its current status. Mr. Schermer reported that in Morris County there is a partnership between the CHIP and the county cancer coalition.

Announcements

Update on "The Prostate Cancer Initiative" in Essex County—Ms. Deborah Johnson

Barbers who attended the January 14 training were interested in the Initiative. Some 20 barbershops want training on prostate cancer. The Initiative is partnering with both NJCEED lead agencies in Essex County, with several dates for screenings coming up. Other counties are also being contacted to schedule barber training. Both "in The Pink" and U.H. S.A.V.E. are active, integral partners in Essex County.

Adjournment

The meeting was adjourned at 6 PM.

Next Coalition Meeting: Thursday, June 12, 2008, 4-6pm; Location – Priory Restaurant, 233 West Market St., Newark, NJ 07103.

Summary of Major Handouts:

1. Draft minutes of December 6, 2007 meeting.
2. Draft of flyer to be distributed by local health officers and inspectors for posting in restaurants and other locations.
3. NJDHSS update to the ECCC.
4. Materials from OralCDx Laboratories related to Mr. Rutenberg's presentation.
5. Flyer for the Newark Health Committee Cancer Initiative's Newark City Council Aid Training.