

Approved



**Essex County Cancer Coalition
Meeting Minutes
Thursday, September 8, 2005, 4:00-6:00 pm
Verona Community Center**

Attendees: Beverly Brevard, Bill Bullock, Zelia DeSouza, Edith Eze, Michelle Grippaldi, Nikeysha Harris, Tammy Henry, Kathleen Hynes, Jung Kim, Jackie Messineo, Charlotte Munnerlyn, Nancy Paradis, Punam Parikh, Daniel Rosenblum, Arnold Rosenheck, Robert Schermer, Susan Sanna, Azadeh Tasslimi, Paula Valenzuela, Rich Ward, and Stan Weiss

Introductions

Committee Updates

Leadership Council

The co-coordinators reported the following activities on behalf of the Leadership Council:

1. The ENACCT letter of intent was prepared by Coalition members and submitted by the Institute of Medicine & Public Health on behalf of the Coalition on July 11th. We heard back from ENACCT and unfortunately, we were not invited to submit a full application. We have received constructive feedback on our submission, which we can share with those who are interested.
2. Ms. Patricia Pinto, a medical student (*NJMS, Class of 2009*), completed the Cancer Educational Materials evaluation this summer. A poster outlining major findings is posted on the ECCC website, under the "Cancer in Essex" link. An abstract written about the study will be posted shortly. We are looking for funding to use these findings to make recommendations to local health departments about appropriate cancer education materials.
3. A student was hired in late June 2005 as Webmaster to begin creating a website for the Coalition, which is located at: www.umdnj.edu/esscaweb. The site is currently under construction. This new website will be shared with the Essex CEED Coalition. This web site hosts numerous Coalition resources such as the "Community Health Calendar," in both monthly calendar and linear formats. Ideas for the website are welcome. Also, if you would like to add anything to the website, please forward it to the Coalition coordinators. If any member organizations would like to be linked to our website, please let us know. Also, we are interested in having the Coalition linked to other websites.
4. The Office of Cancer Control & Prevention (OCCP) will be holding a press conference on September 14, 2005 to release the all 21 counties' C/NA Report Summaries, Fact Sheets, and the overall Report to the Governor. This is being held in conjunction with Minority Health Awareness Month.

Stan invited all members of the Coalition to attend. The press conference will be held at UMDNJ – New Jersey Medical School's Rosemary Gellene Conference Room, located on 185 South Orange Ave in Newark. It will commence at 11:15am. The panel of speakers will include Commissioner Fred Jacobs, John Petillo, President of UMDNJ, Mark Sterling, MD, Gastroenterologist, and Stan. Stan will be highlighting the ECCC.

Thus, the Essex C/NA fact sheet and report summary will be available to the public and posted on the website at that time. Some of the salient findings of the C/NA are that oral and prostate cancers emerged as major health concerns and cervical cancer remains a problem within Essex County. As the reports are lengthy, the Coordinators are available to present on the findings of the C/NA and tailor those presentations to the topic(s) and population(s) of interest.

5. Major findings from the Essex County Capacity & Needs Assessment for breast and prostate cancers were presented to the Newark Cancer Initiative's Community & Civic Sub-Committee in mid-June. (Breast and prostate cancers were chosen upon request of the Sub-Committee). Representatives from local businesses and community-based organizations were in attendance.
6. The Coordinators also presented at a meeting of the Suburban Essex Nurses' Association in July on available cancer screening and educational resources in Essex County.
7. A brochure has been created for the Coalition with the target audience being prospective members. It is available for wide dissemination and can also be found on the Coalition website. Please ask the Coordinators if you would like hard copies.
8. The coordinators presented a poster, "Identification of priorities in Essex County: Results from a cancer capacity & needs assessment performed as part of a statewide initiative of the New Jersey Comprehensive Cancer Control Plan", at the UMDNJ Health Disparities Research Symposium hosted by the Institute for the Elimination of Health Disparities in June 2005.
9. A membership application has been drafted. We will require that all members complete an application and return it to the Coordinators. We would like all members within a single organization to fill out separate applications, so we may have all members' information on file. The membership application will also be available on the website shortly.

Development Committee

Bill updated the Coalition about discussions for planning a VIM Clinic in Newark.

Amie asked whether the VIM clinicians are required to maintain modified licensing since the majority of them are retired.

Bill assured him that they do, as doctors' licensing and malpractice fees are budgeted into the costs of the VIM clinic.

Amie mentioned that he works with dental clinics throughout the State and would be available to assist with the dental component of the clinic.

Nancy stated that the Dover Community Clinic operates in the same fashion. It is staffed by primarily retired physicians/dentists and serves the large Hispanic population in need of medical services.

A second project of the Development Committee is to raise funds for a new mobile cancer screening van. However, the costs for the van keep rising from an original intended estimate of \$300,000 to \$1 million, as it was discovered that the original estimate did not include the mammography equipment. George Washington University Medical Center is the mammography van model. The UMDNJ Foundation is very interested in this endeavor as it would amplify promotion for the new cancer center in Newark that will open next year.

Education/Outreach Committee – see presentation on Cancer Educational materials below.

Advocacy Committee – no updates

Approval of June Meeting Minutes

Minutes of the Coalition's June 9, 2005 meeting were distributed, reviewed, and unanimously approved with no changes.

Agency Updates/Announcements

Update on Oral Cancer Screening through Mobile Van:

- Amie gave an update on oral cancer screening in Essex County. He has spoken with Paullette Stanford, MD who runs the STOP mobile van, which goes into the community to test people for HIV and other STDs. He believes a mobile van is the ideal place for cancer screening outreach and is submitting a proposal to target high-risk groups first for education and then for a follow-up screening, using the mobile van.

Amie requested assistance in compiling a list of contacts (ideally, with telephone number and address) who serve populations at high-risk for oral cancer. For example, since heavy drinking and tobacco use is a major risk factor for oral cancer, certain unions in the county might have workers who have these risk factors. (Also, shelters, community centers, etc, and other populations with impaired access to care). He is still looking for a funding source. The project will serve to be a research study to test the mobile van model for oral cancer screening and

Comment [t1]: Needs to be fleshed out more

outreach, as well as create a liaison between the van and the community to foster sustaining the program.

Amie prepared a presentation for the NJ Dental Society in which Commissioner Jacobs was present, emphasizing the increased awareness within the state of the importance of early detection and prevention of oral cancer.

Delta Dental is now providing reimbursement for brush biopsies.
See calendar for the October 19 event on oral cancer and early detection for the health practitioners and staff.

Update from ACS on "Making Strides for Breast Cancer":

- Beverly announced "Making Strides for Breast Cancer" which is being sponsored by the ACS to fundraise and create awareness. It will be held October 16; registration is at 8am and the walk is at 10am. They are still recruiting teams for the event. Please contact Beverly for more information (posters/brochures).

Update from Sister's Network on the "Gift of Life" Block Walk:

- Charlotte announced the 3rd annual "Gift of Life" Block Walk, which is being sponsored by the Sister's Network. The Newark chapter is in its eighth year. It will most likely be held at Humanity Baptist Church on Bergen St. in Newark either on October 8 or 22. She will update us with confirmed location and date/time. A fundraiser (silent auction) will be held prior to the event. Volunteers are needed, so please call 973-927-5535 if you are interested.

Stan mentioned that we can advertise the pre-fundraiser as well as the event on the Coalition's web-based calendar.

Dan noted that we should check to make sure UMDNJ does not have any restrictions on posting fundraising events, however charitable they might be.

Presentation #1: "An Evaluation of Cancer Educational Materials with a Focus on those Currently Distributed by Health Departments in NJ" by P Pinto (NJMS 2009), M Vega, J Ferrante, DM Rosenblum, SH Weiss.

This presentation was given by Stanley H. Weiss, MD, New Jersey Medical School on behalf of Patricia Pinto, the 1st year medical student who conducted the study, as well as Marielos Vega, BSN, RN, Chair Education/Outreach Committee, who organized much of presentation.

The study, which was completed in August 2005, sought to determine publication sources, types of cancers addressed, readability and cultural sensitivity of cancer education materials [English & Spanish] that are currently distributed by local health departments in New Jersey. The following salient findings and recommendations were presented:

Findings –

- 92% of English and 93% of Spanish materials evaluated were written above the recommended 5th grade reading level.
- No item existed solely in Spanish; indeed, all Spanish versions were translated from pre-existing English materials.
- 48% of the Spanish materials and 23% of the English materials evaluated received low scores in one or more of the written, format and visual categories in the Fry Graph Method.

Recommendations –

- It is strongly recommended that local health departments utilize census data concerning linguistic abilities, educational levels, racial/ethnic composition, and community when choosing materials to disseminate, in order to maximize utility of the educational information.
- Special consideration must be given to the selection and/or development of Spanish education materials, since its expressions and syntax differ from English. Thus, direct translations of materials may result in the use of expressions that are unfamiliar, inappropriate, or possibly offensive to a Hispanic audience. Additionally, the appropriateness and relevance of images and graphics must also be considered.

Slides of this presentation are available at www.umdnj.edu/esscaweb under the "Cancer in Essex" and "Presentations" links.

Questions/Discussion

Amie suggested the research be submitted to the American Public Health Association to reach a wider audience.

Nancy commented on how it is amazing that 15 years ago this topic of needing a better validation tool was being discussed and yet there has been virtually no progress since then, as we still have only one validated scale: SMOG.

Stan agreed and admitted he was shocked when he first began the study and learned of no other validation tools.

Edith stated that there is a large Haitian Creole-speaking population who come to Newark Community Health Centers for whom appropriate educational materials are needed. The majority of this population utilizes the East Orange site and many are illiterate in their own language in addition to English. Therefore, there is a need for culturally appropriate cancer educational materials in a visual/audio format, i.e. DVD's or brochures with more pictorials. At the clinic there are Creole-speaking staff members (doctors, nurse, social workers, outreach workers) who conduct face-to-face translation with these patients, but some audiovisual education material would help reinforce these face-to-face conversations.

Stan announced that the Institute for the Elimination of Health Disparities has posted an announcement calling for cancer disparity-related proposals, and informed Edith that we

could work with her and the doctors/staff translating to submit a proposal to obtain more support for their efforts.

Action Item: The Coordinators will follow-up with Edith about a possible collaboration for development of proposals targeting cancer educational materials for the Creole-speaking population.

Overview of new Coalition Website: www.umdny.edu/EssCaWeb and the monthly Calendar of Events

Co-coordinators gave a brief overview of the ECCC website. All suggestions, both content- and graphics-related are welcome.

Presentation #2: "The Role of Health Care Professionals in the Prevention and Early Detection of Oral Cancer" by Arnold Rosenheck, DMD, Associate Dean, New Jersey Dental School.

Dr. Rosenheck presented prevalence, incidence and mortality statistics for oral cancer. He emphasizes that although the actual numbers of cases represent a small proportion of all cancers, it is a tragedy that anyone at all is even dying of this cancer since it is completely preventable and treatable if detected in the early stages.

Essex County's oral/oropharyngeal cancer mortality rate for males (5.6 per 100,000) and females (2.6 per 100,000) ranked the highest in NJ. Black males and females are disproportionately affected by oral cancer deaths.

He noted that the rates in white and black females are directly proportional to smoking rates in white and black females.

There has also been an increase in rates in young non-smoking females, which is hypothesized to be due to a strain of human papillomavirus.

The screening for oral cancer is a brush biopsy, which is quick and easy to do. However, strong lighting and a reclining chair are necessary in order to screen effectively. Dr. Rosenheck brought in brush biopsy kits for everyone to test out and experience the ease of the screening.

Slides of this presentation are available at www.umdny.edu/esscaweb under the "Cancer in Essex" and "Presentations" links.

Next Coalition Meeting:

Thursday, December 8, 2005 @ 4-6pm

Location: Rosemary Gellene Room, UMDNJ-Newark