



**Burlington County Cancer Coalition  
("BCCC")**

**Burlington County Health Department  
April 23, 2008  
10:30 a.m. – 12 p.m.**

**Meeting Minutes**

**In attendance:** Tom Simms/Lighthouse, Bill Walker/Clergy, Anita Linton/Atlantic County Healthy Living Coalition, Kathleen McCabe/MVNA, Carole Rocco/MVNA, Alminda D'Agostino/HNJH, Lillie Daniels/Bread of Life, Dana Tozzi/BCHD, Asha Campbell/BCHD, Jodi Ann Kochie/VHC-CNS/BCHD/CEED, Ingrid Kozmin/BCHD, Dorothy Collins/BCHD/CEED, Tina Rizzo/BCHD, Bonnie Marcus/Prevention Plus, Anne Downey/BCHD/VHC-CNS, Robert Gogats/BCHD, Plyshette Wiggins/ACS, Joyce Matola/ACS, Trish Jones/ACS, Kim Harless/BCHD

**Welcome and Introductions:** Kim Harless, Coordinator of Health Projects III, welcomed members. Introductions were made and members were given black folders containing January's meeting minutes, as well as other event and organizational flyers and brochures.

**Approval of January 23, 2008 Minutes:** Members took a moment to review 1/23/2008 meeting minutes. The minutes were approved without revision.

**Work Group Updates:**

***Program Planning:*** Asha Campbell reported that she, Dorothy Collins, and Kim Harless have been attending Head Start Program Meetings to give Oral Cancer Awareness presentations. Face models were used to demonstrate what Oral Cancer looks like. Attendees were also given mirrors to inspect their own mouths. They attended a Senior Citizen Meeting, giving an Oral Cancer presentation and distributing denture cleaners for the senior attendees. Asha Campbell reported that Oral Cancer brochures have been given to area dentists for their own use, or to be displayed in their offices. Ms. Campbell reported that "Cancer Day" will be held at the Shoprite in Hainesport on May 1, 2008. BCCC will host a table at the event. "Melanoma Monday" will be held at the Moorestown Mall on May 5, 2008 and has received press attention in South Jersey Magazine. The event will provide a Derma scan machine, to closely view skin, as well as supplying health information and various giveaways for attendees. The "Breakfast of Beauty" event, which has been funded by CEED, will be held at Cove Catering on May 31, 2008 from 10am -1pm. The event, in the efforts of Breast Cancer Prevention and Awareness, will include breakfast, Breast Cancer information, and offer various beauty services which pamper the

attendees, such as hand massages. Asha Campbell noted BCCC's attempts to invite Dr. Shirnett Matthews to conduct an interactive activity where attendees teach and learn Breast Cancer information from each other. The upcoming Men's Health Event "Cut Out Cancer" will take last year's event one step further. This year the participating barbers will hold a contest for how many men they can successfully encourage to get Prostate Cancer Screening. The barber who has the most clients screened will be announced at the September 20, 2008 "Faith in Wellness" event. The winner will receive a 42" flat screen plasma television from the Atlantic County Healthy Living Coalition. "Faith in Wellness" will be held at the JFK Center and will include a round robin style basketball tournament to promote physical activity and wellness.

**CEED:** Jodi Ann Kochie reported that 140 women have been screened with one diagnosis of Breast Cancer, one of Cervical Cancer, and two of precancerous cells of the cervix. 14 men have been screened. 53 colorectal kits were given out, with 35 returned. Two kits were positive for Colon Cancer, which were then given referrals for colonoscopies.

As of July 1, 2008 CEED will no longer be located at the Burlington County Health Department. Virtua will be taking over the program and clinics will be held at various sites. Ms. Kochie reported that the Women's Clinic is booked up until the move. Robert Gogats endorsed the plan for Virtua to take over CEED, as it will be more cost efficient and accessible to clients at more locations.

Dorothy Collins reported on the Cervical Cancer Outreach program getting information out to women by way of using various Beauty Salons. Ms. Collins also discussed two Colorectal events in March, one having taken place at the Moorestown Mall, and another at the Parkway Baptist Church in Willingboro. There is also an upcoming CEED event held at Boscov's to provide Cancer Prevention information. "A Mammogram for Women's Health," Mother's Day breakfast event is planned for May 1, 2008 at Cove Catering at 7:30 a.m. The "Relay for Life" is a two day event, beginning with a health fair on May 30, 2008 and continuing into the next day with a relay race.

**Men's Health Network:** Kim Harless reported that the Men's Health Network have met two times, and will hold their next meeting at 6:00 p.m. on May 12, 2008 at the Willingboro Library.

**Tri-County:** Kim Harless referred to the "Tri-County Cancer Work Group" report provided in the black folders. She highlighted the following points:

- There will be a three month follow up survey to participants of the October 2007 Men's Health Conference who applied for CEUs/CMEs to determine whether or not they've changed behaviors as a result of what they learned from the Conference.
- Lourdes has been successful as the lead agency in their application for funding to the Komin Grant to increase Breast Cancer screenings.
- Tri-County Work Group plans to participate in a workshop at the statewide Survivorship Conference in fall 2008 and a Palliation Conference in 2009, date to be announced.

- Tri-County Work Group Initiatives will include; increase membership to the Coalitions, create a list of cancer support groups for the region, continue sharing successes between counties, participation in health education events and health fairs, and to maintain a VISTA Volunteer to assist with Camden County Cancer Coalition and Tri-County Work Group activities.

### **Office of Cancer Control and Prevention State Update**

Kim Harless referred to the State Update handout in members' black folders and highlighted the following points:

- OCCP has relocated to 171 Jersey Street in Trenton.
- The second NJ Comprehensive Cancer Control Plan for 2008-2012 has been received by the Governor's office and was approved on December 11, 2007.
- The new Commissioner of the NJDHSS, Heather Howard, was confirmed on January 8, 2008. The OCCP's website, [www.njcancer.gov](http://www.njcancer.gov), is up and running. It offers cancer resources and links to 21 County Cancer Coalitions.
- The First Plan's Summary for Comprehensive Cancer Control has been completed and demonstrated 68% completion of strategies in the first Plan and identification of funding generated through comprehensive cancer control efforts; estimated at \$317,862 in additional funds.
- The CDC has advised that FY09 funding will be flat and grant award notice may be forthcoming in May 2008.
- The Governor's Task Force on Cancer Prevention, Early Detection and Treatment in N.J. is planning a second Task Force Summit on May 9, 2008.

### **Cancer Education and Early Detection (CEED) Program State Update**

Sara Roy was unable to attend, nothing to report.

### **Special Reports**

***The Sisterhood Study:*** Dorothy Collins reported on the "Sisterhood Study," a nationwide study of women with sisters (living or deceased) who've had Breast Cancer. Women ages 35 to 74 who have never had breast cancer and live in either the United States or Puerto Rico are eligible to participate. In the first year of study, you are asked, by questionnaire or phone interview, questions regarding your life, family history, health, diet, and environment. Then a trained female examiner will take body measurements and samples of blood, urine, toenails, and house dust. The Sisterhood Study follows up yearly to keep addresses and health information current. The Study goal is to include 50,000 women participants. They still need women of African American, Latina, and Asian descent. Pamphlets with more information, and organizations involved with the Sisterhood Study, were provided in members' black folders. A video was shown with personal stories of women diagnosed with Breast Cancer and

their sisters. The study hopes to identify not only hereditary, but also environmental factors that influence Breast Cancer risks.

**Horizon NJ Health:** Alminda D'Agostino was unable to attend, nothing to report.

**American Cancer Society-CP3 Study:** Plyshette Wiggins, Joyce Matola, and Trish Jones reported on the CPS-3, a long term prevention study to help identify genetic, environmental and lifestyle factors that cause or prevent cancer. The initial study, CPS-1, impacted cancer research by illustrating the link between smoking and lung cancer, obesity and cancer, and the use of aspirin in colon cancer prevention. The CPS-3 is looking for eligible 30-65 year olds who have never been diagnosed with cancer and are willing to make the long term commitment the study requires. (20-30 years) 500,000 men and women from geographically diverse locations across the nation are needed. Enrollment includes reading and signing consent, completing a brief written survey, providing waist measurement, and giving a blood sample. Follow up surveys will then be mailed to participants homes periodically. 74 enrollments will be held for CPS-3 at "Relay for Life" events. There will be enrollment at the June 21 and 22, 2008 "Relay for Life" event at Freedom Park in Medford from 1- 5pm, and at Mullica Hill on June 6, 2008 from 5-9pm. A brief video highlighting the CPS-3 was shown, pamphlets were provided in members' black folders, and brochures for Medford's "Relay for Life" event were distributed.

### **Old Business**

**BCCC Website:** Kim Harless reported that the BCCC website is up: [www.co.burlington.nj.us/cancer](http://www.co.burlington.nj.us/cancer) and includes a resource section with cancer related services. Members are to submit any updates or information to Kim Harless to be added. Another website for the NJDHSS Office of Cancer Control and Prevention designed to provide strategies of decreasing the Cancer burden is [www.njcancer.gov](http://www.njcancer.gov).

### **New Business**

**New Members:** Lily Daniels of the "Bread of Life" foundation was welcomed to the group. A cancer survivor herself, Ms. Daniels started the foundation in 2003 to assist the uninsured in getting their medication and paying healthcare costs. She has been funded by Wal-Mart and Sam's Club and has held luncheons with giveaways for attendees. She has acquired a van for free mammogram testing and has provided 20 tests for women thus far. The foundation gave \$3,000 in medications last year for various health issues, including but not limited to cancer, high blood pressure and stroke. Ms. Daniels has recently received a Susan G. Komin Grant. The "Bread of Life" foundation website is [www.BreadofLifeLD.com](http://www.BreadofLifeLD.com). The BCHD will distribute "Bread of Life" foundation information at their upcoming Faith Based Conference. Lily Daniels will reach out to Deanna Adkins for contacts for from Pharmaceutical Companies to try locating further funding and foundation materials.

Anita Linton reported on the N.J. Barbershop Initiative for Cancer Control which is funded by the CDC. There are nine barbers and one clergyman trained in this program, which works with N.J. CEED to encourage prostate screening for both

insured and uninsured men. Ms. Linton received funding from Wal-Mart, Sam's Club, and Nordstrom's, and acquired flat screen televisions for the participating Barbershops. The program is operating in Somerset, Mercer, Burlington, and Cumberland Counties. Ms. Linton discussed the medical background of Barbershop history and distributed pamphlets on Prostate Cancer. She also discussed a "Barbers Appreciation Day" event being held on June 22, 2008 (rain date 6/29/2008) where family and friends will surprise barbers at Cadwalader Park in Trenton. There will be a one hour training session, and prostate, glucose, and blood pressure screenings.

### **Announcements**

Bonnie Marcus of Prevention Plus reported on the McGuire Air Force Base Air Show on May 31 and June 1, 2008. Ms. Marcus will be hosting a Tobacco Education booth and setting a smoking quit date of July 4, 2008 as an independence day from tobacco. She distributed "Please Quit" bags with smoking cessation information and pamphlets. She will need 300,000 Tobacco education bags stuffed. Members suggesting she reach out to the Special Services School in Westampton to help with bag stuffing.

Robert Gogats discussed a television documentary dealing with a man who has been experimenting with injections and radio waves in application to cancerous tumors in animals. His research goal is to identify if this is a valid approach someday to treat tumors in real life cancer patients.

Kim Harless asked members to fill out meeting evaluation forms and return them to her before exiting.

The next Burlington County Cancer Coalition Meeting will be on Wednesday July 23, 2008 at 10:30 am.

### **Adjournment**

Meeting was adjourned at 11:58 a.m.

Meeting minutes were taken by Dana Tozzi.