



ROBERT WOOD JOHNSON
MEDICAL SCHOOL

University of Medicine & Dentistry of New Jersey



ROBERT WOOD JOHNSON
UNIVERSITY HOSPITAL

Contact: Michele Fisher
Media Relations Specialist
The Cancer Institute of New Jersey
732/235-9872
fisherm2@umdnj.edu

Peter Haigney
Director of Public Relations
Robert Wood Johnson University Hospital
732/937-8568
peter.haigney@rwjuh.edu

More than 1,400 Men Checked over Three Years for Prostate Cancer at Annual Screening
CINJ and RWJUH Continue Mission to Tackle High Incidence Rate in New Jersey

New Brunswick, N.J., October 8, 2008 – Organizers of an annual prostate cancer screening at The Cancer Institute of New Jersey (CINJ) and Robert Wood Johnson University Hospital (RWJUH) are confident that the recent turnout of some 450 men will mean more lives saved from a disease, which if caught early can be successfully treated. CINJ is a Center of Excellence of UMDNJ-Robert Wood Johnson Medical School.

According to the American Cancer Society, New Jersey ranks second in the nation for the number of men with prostate cancer, eighth for new cases of prostate cancer and ninth for death from the disease. That is why the Dean and Betty Gallo Prostate Cancer Center at CINJ and the RWJUH Community Health Promotion Program join forces to offer the screenings, which are now in their tenth consecutive year.

With more than 1,400 men screened over the past three years alone, Isaac Kim, M.D., Ph.D., who is the director of CINJ's Urologic Oncology Program and assistant professor of surgery at UMDNJ-Robert Wood Johnson Medical School, says the annual event can really make a difference in improving New Jersey's high incidence rate of the disease, "There will be more than 5,000 new cases of prostate cancer in the state this year. By offering this quick and simple screening, we can help reduce that number. Early detection does save lives."

While the event has been a community staple for the past decade, this is the fifth straight year that New Brunswick-area clergy and local leaders have been involved. Word was spread through the traditional methods of media, posters and flyers, while clergy members spoke to their congregations about the importance of getting screened and area shop owners passed on word to their patrons. New Brunswick Mayor James M. Cahill even issued a proclamation announcing the week of September 22, 2008, as "Prostate Cancer Awareness Days" in the Hub City in an effort to better educate the community about the screening and its benefits.

"Outreach and education are key in increasing the public's knowledge about the importance of early detection and prevention of prostate cancer," stated Betty Gallo, director of public outreach and government affairs for the Dean and Betty Gallo Prostate Cancer Center at CINJ. "We hope our efforts will save the lives of our fathers, grandfathers, brothers, sons and uncles as we work to encourage more men to get screened for the disease," Gallo continued.

Mariam Merced, director of RWJUH's Community Health Promotion Program, notes the continued high rate of participants can be attributed in part to those who have previously attended, "We have men who

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have been to the event, then encourage a friend or two to go the next year, and put flyers up the next. With a strong commitment from the community, we have a tremendous opportunity to educate men and their families about the importance of early detection and screening. ”

The free examinations held on September 22, 23 and 24 were given to men 50 years and older with no history of prostate cancer and to those 40 years and older with a family history of the disease. Participants received a prostate specific antigen (PSA) blood test and a digital rectum exam (DRE) during the program and also received educational material on early detection and prevention.

About The Cancer Institute of New Jersey

The Cancer Institute of New Jersey is the state’s first and only National Cancer Institute-designated Comprehensive Cancer Center, and is dedicated to improving the prevention, detection, treatment and care of patients with cancer. CINJ’s physician-scientists engage in translational research, transforming their laboratory discoveries into clinical practice quite literally bringing research to life. The Cancer Institute of New Jersey is a center of excellence of UMDNJ-Robert Wood Johnson Medical School. To support CINJ, please call the Cancer Institute of New Jersey Foundation at 1-888-333-CINJ.

The Cancer Institute of New Jersey Network is comprised of hospitals throughout the state and provides a mechanism to rapidly disseminate important discoveries into the community. Partner Hospital: Robert Wood Johnson University Hospital. Affiliate Hospitals: Bayshore Community Hospital, CentraState Healthcare System, Cooper University Hospital*, Jersey Shore University Medical Center, JFK Medical Center, Morristown Memorial Hospital, Overlook Hospital, Raritan Bay Medical Center, Robert Wood Johnson University Hospital at Hamilton (CINJ-Hamilton), Saint Peter’s University Hospital, Somerset Medical Center, Southern Ocean County Hospital, The University Hospital/UMDNJ-New Jersey Medical School*, and University Medical Center at Princeton. *Academic Affiliate

About Robert Wood Johnson University Hospital

Selected as one of four hospitals nationwide to offer the world's first self-contained implantable artificial heart, Robert Wood Johnson University Hospital (www.rwjuh.edu) is a 600-bed academic medical center and the principal hospital of UMDNJ-Robert Wood Johnson Medical School in New Brunswick, NJ. Robert Wood Johnson is an innovative leader in advancing state-of-the-art care in medicine. Its Centers of Excellence include cardiovascular care from minimally invasive heart surgery to transplantation, cancer care, and women's and children's care including The Bristol-Myers Squibb Children's Hospital at Robert Wood Johnson University Hospital (www.bmsch.org). The hospital is also a Level 1 Trauma Center and serves as a national resource in its ground-breaking approaches to emergency preparedness. The hospital has earned significant national recognition for clinical quality and patient safety. Robert Wood Johnson University Hospital is ranked among the top 50 hospitals in the nation for both heart and heart surgery and respiratory disorders, according to *U.S. News & World Report's* 2008 ranking of "America's Best Hospitals." The American College of Surgeons' Commission on Cancer has rated Robert Wood Johnson University Hospital among the nation's best comprehensive cancer centers. The Leapfrog Group rated Robert Wood Johnson University Hospital as one of the 50 exceptional U.S. hospitals, as published in *Consumers Digest* magazine. Harvard University researchers, in a study commissioned by The Commonwealth Fund, identified Robert Wood Johnson University Hospital as one of the top 10 hospitals in the nation for clinical quality. Robert Wood Johnson University Hospital is also a recipient of the prestigious Magnet Award for Nursing Excellence for more than 10 consecutive years.

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