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**THE CANCER INSTITUTE OF NEW JERSEY
AWARDS COMMUNITY OUTREACH GRANTS**

*Novartis Outreach and Education Project Targets Minority and
Medically Underserved Populations*

New Brunswick, N.J., October 1, 2004 -- The Office of Community Outreach at The Cancer Institute of New Jersey (CINJ) recently awarded grants totaling \$ 90,000 to six New Jersey based organizations to support cancer outreach and education programs targeting the state's minority and medically underserved populations.

The Novartis Outreach and Education Project (NOEP), now in its third year of successful implementation, was established at The Cancer Institute of New Jersey (CINJ) through a philanthropic grant from Novartis Pharmaceuticals Corporation. NOEP strives to increase the racial and ethnic diversity of cancer research clinical trial populations statewide, as well as to increase education and outreach about the early detection and prevention of cancer. Nationally, only 3 to 5% of all adult cancer patients participate in cancer clinical trials. New Jersey enrollment rates are comparable at approximately 4%. Perhaps more striking than the low numbers is the lack of diversity of research participants.

“We are pleased to be in partnership with Novartis, supporting cancer programs designed to educate New Jersey’s medically underserved populations,” said William N. Hait, M.D., Ph.D., Director of The Cancer Institute of New Jersey and Professor of Medicine and Pharmacology and Associate Dean for Oncology Programs at UMDNJ-Robert Wood Johnson Medical School. “The NOEP program complements CINJ’s mission to offer cancer research, treatment, prevention and education to people throughout New Jersey,” he continued.

The NOEP grant program solicited applications from community-based and healthcare organizations across the state that address one or more of the following:

- Provide community outreach and education to specific groups and/or survivor populations regarding cancer clinical trials;
- Develop and distribute culturally appropriate and language appropriate materials for community members that address myths and misconceptions about clinical trial research;
- Provide targeted outreach and education to medically underserved populations about particular types of cancers such as breast, cervical, colo-rectal, and/or prostate;
- Develop innovative, culturally sensitive cancer prevention and education programs that can be used in community and/or health care settings.

This year, NOEP funded the following organizations: CancerCare of New Jersey, CentraState Health Awareness Center, Cooper University Hospital, Burlington County Health Department, Robert Wood Johnson University Hospital – Community Health Promotion Program and Bergen County Department of Health Service.

The NOEP grants were awarded as a result of a request for applications (RFA). The RFA solicited programs that identify and address unique barriers to cancer education and prevention for minority groups. The award ranged from \$10,000 to \$17,500.

“The Cancer Institute of New Jersey is pleased to join Novartis in extending our outreach to the state’s underserved populations with important cancer and clinical trials information,” said Joan Runfola, Associate Director of Social Work and Outreach at CINJ.

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. CINJ’s Providers' Network is comprised of twenty Partner and Affiliate institutions throughout the state and provides a mechanism to rapidly disseminate important, valid discoveries into the community. The Cancer Institute of New Jersey is part of UMDNJ-Robert Wood Johnson Medical School.

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* A full project description for each grant award recipient can be found on the following pages.

**The Cancer Institute of New Jersey (CINJ)
2004 NOEP Grant Award Recipients**

Organization	Project Title	Cancers Addressed	County Served	Target Population	Award
Bergen County Department of Health Service	“Let’s Tackle Prostate Cancer Together”	Prostate	All NJ counties, with pilot in Bergen county	All men with particular emphasis on African-American men	\$ 17,500
Burlington County Health Department	Men Care, Prostate Care	Prostate	Burlington	African-American men 40 years and older	\$17,500
CancerCare of New Jersey	Colorectal Cancer Education and Support Project	Colorectal	Essex, Bergen and Mercer	Underserved Men and Women	\$15,000
CentraState Health Awareness Center	Tiempo Para Cambio (Time for Change)	Breast and Cervical	Monmouth	Hispanic Women	\$10,000
Cooper University Hospital	Educating Minority Women on Breast Surgical Options	Breast	Camden	Minority Breast Cancer Survivors	\$15,000
Robert Wood Johnson University Hospital – Community Health Promotion Program	Latino Men Prostate Cancer Awareness Campaign	Prostate	Middlesex	Latino men	\$15,000

Bergen County Department of Health Service

Project Description

The Bergen County Department of Health Service is the state’s Cancer Education and Early Detection (CEED) site for free screenings for breast, cervical, prostate and colorectal cancer for uninsured and underinsured men and women in Bergen County. Through this project, the Health Department will expand its outreach to men, and in particular African-American men with prostate cancer education, by developing a video highlighting celebrities and cancer survivors from the African-American community. The video, “Let’s Tackle Prostate Cancer Together” will be used as a mass educational tool to stress the importance and need for African-Americans to learn about the early detection of prostate cancer and the importance of undergoing timely screenings.

For further Information, contact:

Elizabeth Hawk Burton, Program Coordinator CEED

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Burlington County Health Department

Project Description

“Men Care, Prostate Care” is a faith-based initiative designed to increase awareness of prostate cancer among Black men in priority areas in Burlington County. The program is designed in four phases, including 1) reaching out to faith-based organizations including Black churches; 2) conducting Prostate Care workshops at different churches; 3) developing a Prostate Care Network for Black Men to build on the outcomes of the educational workshops and address the disease in the community and 4) an annual community health event. The program aims to use a grass-roots approach to community mobilization and

to increase awareness. It will provide men with the tools needed to make informed health decisions for themselves and their families but to also empower men to understand prostate cancer and the importance of early detection in saving lives.

For further information, contact:

Robert Gogats, Public Health Coordinator

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CancerCare of New Jersey

Project Description

The “Colorectal Cancer Education and Support Project” of CancerCare is about reaching out to community-based organizations to provide education about prevention and early detection of colorectal cancer to underserved men and women in Essex, Bergen and Mercer counties. Through its cadre of trained social workers, the program will also provide support services for those diagnosed with colorectal cancer. The goals of the program are to increase knowledge about colorectal screenings , early detection, and prevention trials ,as well as to help individuals overcome barriers to screenings and increase access to timely screenings. The program will measure its impact through evaluation surveys assessing participant’s cancer knowledge and intention to receive screenings following the educational programs.

For further information, contact:

Kathy Nugent, Director of Social Services, New Jersey

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Tiempo Para Cambio (Time for Change)

Project Description

The CentraState Health Awareness Center, located in Freehold New Jersey, provides health promotion programs to the residents of Monmouth, Ocean, Middlesex and Mercer counties. With its area’s growing Hispanic population, the Center has developed “Tiempo Para Cambio (Time for Change),” an outreach program designed to increase knowledge about cervical cancer prevention, screening and prevention trials among Hispanic women in Freehold, New Jersey. In particular, the program will work with community groups in Freehold to develop a curriculum of education depicting stories of Latina cancer survivors to overcome the beliefs and myths around cervical cancer in this population. The program will also discuss the importance of cervical cancer screening and about prevention trials through its educational workshops.

For further information, contact:

Maryann Roper, Director

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Educating Minority Women on Breast Surgical Options

Project Description

The purpose of the “Educating Minority Women on Breast Surgical Options” is to develop a bilingual book for minority breast cancer survivors that will provide them with a resource when making a decision about breast surgery and/or reconstruction. The book will include color photographs of previous minority survivors’ breast surgical results as well as the survivor’s thoughts and emotions before and after the surgery.

This project arose as a result of focus groups held at Cooper University Hospital with minority breast cancer survivors. Through this project, the staff aims to facilitate breast surgical decision making for minority women who are given surgical options as well as provide emotional support through the survivors’ stories.

For further information, contact Generosa Grana, M.D., Director, Breast Cancer Program

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Latino Men Prostate Cancer Awareness Campaign

Project Description

The “Latino Men Prostate Cancer Awareness Campaign” is a health promotion initiative sponsored by the Robert Wood Johnson University Hospital, Community Health Promotion Program (RWJUH-CHPP) to target Latino males in the greater New Brunswick area. The program will employ the use of theatre and community presentations to provide prostate cancer information and screenings to Latino men in a culturally appropriate and non-threatening manner. It will also reach out to community-based sites and organizations in the area to train community health promoters, in order to break the cultural barriers that prevent Latino males from participating in screenings.

For further information, contact:

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