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**THE CANCER INSTITUTE OF NEW JERSEY AWARDS COMMUNITY
OUTREACH GRANTS, SUPPORTING CANCER RESEARCH AND
EDUCATION THROUGHOUT THE STATE**

*Novartis Outreach and Education Project and
The CINJ Health Disparities Community Grant Programs Target Minority and
Medically Underserved Populations*

NEW BRUNSWICK, NJ, July 28, 2003 -- The Department of Community Outreach at The Cancer Institute of New Jersey (CINJ) recently awarded grants totaling \$179,000 to ten NJ-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), established at The Cancer Institute of New Jersey (CINJ) in 1998 through a philanthropic grant from Novartis Pharmaceuticals Corporation, strives to increase the racial and ethnic diversity of cancer research clinical trial populations statewide. 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 in 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. “The NOEP program compliments CINJ's mission to offer research, treatment, prevention and education programs to people throughout New Jersey,” he continued.

In addition to the NOEP, CINJ recently created a Health Disparities Community Grant Program. The CINJ Health Disparities Community Grant Program was instituted by a state appropriation targeted toward addressing the cancer burden in minority and medically underserved communities statewide. This program is similar to that of the NOEP, but has a broader mission beyond that of increased clinical trial access. The grant seeks to provide support to cancer outreach, education, and preventive screening programs to increase healthcare access for New Jersey's minority and medically underserved communities.

Both grant programs solicited applications from community-based organizations and healthcare organizations across the state that addressed one or more of the following:

- Develop and distribute culturally appropriate and/or language appropriate materials for community members that address myths and misconceptions about clinical trial research.
- Provide targeted outreach and education about common forms of cancer such as breast, cervical, colorectal and/or prostate.
- Design workshops to train healthcare professionals about cultural competency in oncology settings.
- Develop innovative, culturally sensitive cancer prevention and education programs that could be used in community and/or health care settings.

The grants were awarded as the result of a request for applications (RFA). The RFA solicited programs that identified and addressed unique barriers to cancer education and prevention messages for minority groups. NOEP recipients each received \$20,000. CINJ Health Disparities recipients received awards ranging from \$11,000-\$20,000 depending upon their funding request.

Grant recipients include: Hudson Perinatal Consortium, Morristown Memorial Hospital, Robert Wood Johnson University Hospital at Hamilton, YWCA Trenton, St. Joseph's Regional Medical Center, CancerCare of New Jersey, Community Action Service Center, HiTOPs, Women's Health and Counseling Center and The Cancer Institute of New Jersey. A full project description for each grant award recipient can be found in the following pages.

“We are excited to support the important work of this year's CINJ community grant recipients. Through these two programs, we continue our efforts to increase awareness about the importance of clinical trials as well as contribute to the community's education about cancer,” said Shawna Hudson, Ph.D., Acting Director of Community Outreach at CINJ.

Leading the war against cancer is The Cancer Institute of New Jersey, the state's first and only National Cancer Institute-designated Comprehensive Cancer Center. CINJ is dedicated to improving the prevention, detection, treatment and care of patients with cancer, through the transformation of laboratory discoveries into clinical practice. 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 (CINJ)
2003 Community Outreach Grant Award Recipients

CINJ Novartis Outreach and Education Project (NOEP) Grant Award Recipients

Organization	Project Title	Cancers Addressed	County Served	Target Population
Hudson Perinatal Consortium	Cultural Competency for Healthcare Providers	Breast Cervical Colo-rectal Prostate	Hudson	Healthcare Providers in Hudson County
Morristown Memorial Hospital	Embajadores de Salud, II	Breast Cervical Colo-rectal Prostate	Morris	Medically underserved Latino community in Morris County Latino Oncology patients at Morristown Memorial Hospital
Robert Wood Johnson University Hospital at Hamilton	The Extensions Program	Breast Cervical Colo-rectal Prostate	Mercer	Uninsured Latinos
YWCA Trenton	My Second Choice	Breast	Mercer	Underserved and uninsured African American and Latino women
St. Joseph's Regional Medical Center	The Cancer Detection and Prevention Program	Breast Cervical	Passaic	Low income, high-risk African American, Latina and Arabic women age 18 and older

CINJ Health Disparities Community Grant Award Recipients

Organization	Project Title	Cancers Addressed	County Served	Target Population
CancerCare of New Jersey	Breast and Cervical Cancer Education and Support Project	Breast Cervical	Essex	Medically underserved Latina and Portuguese women
Community Action Service Center	Community Nurse Project	Breast Cervical Prostate	Mercer	Spanish speaking, under/uninsured immigrant population in East Windsor and Hightstown
HiTOPs	Cancer Prevention Outreach to the Latino Community	Breast Cervical Testicular	Mercer	Latino youth and their mothers
The Cancer Institute of New Jersey	Reducing Health Disparities of Elderly Persons with Cancer: A Multicultural Training Program for Health Care	Breast Cervical Colo-rectal Prostate All other cancers	All counties in New Jersey	Oncology Nurses/social workers Minority, elderly cancer patients
Women's Health and Counseling Center	Cancer Education and Early Detection Patient Navigator	Breast Cervical Colo-rectal	Somerset	Uninsured, low-income African American and Asian women

Hudson Perinatal Consortium

Project Description

The Hudson Perinatal Consortium is one of seven consortia in New Jersey that provides maternal and child health services to underserved women in Hudson County. The consortium has expanded its services to address outreach and education for breast cancer and to provide referrals to the New Jersey Cancer Education and Early Detection (NJCEED) program for cancer screenings. As part of this expanded effort, the consortium aims to develop a series of training seminars on “Cultural Competency for Healthcare Providers”. The goal of these workshops is to increase the knowledge and cultural sensitivity of oncology health professionals and outreach workers in providing health services to minority populations.

Morristown Memorial Hospital

Project Description

The “Embajadores de Salud II” is a continuation of a seed project funded by the Novartis Outreach and Education Project (NOEP) in 2002 to address barriers to prevention and treatment for medically underserved Latinos in Morris County and surrounding areas. This project will build on previous efforts to enhance educational links with local churches and the Latino community for cancer education and outreach for screenings. The program will also organize training seminars and workshops to improve the cultural competency of oncology health professionals at Morristown Memorial Hospital. It will continue to identify and address barriers to inclusion of Latinos in clinical trials including assisting patients in navigating the healthcare system and facilitating their enrollment in trials where possible.

Robert Wood Johnson University Hospital Hamilton

Project Description

Robert Wood Johnson University Hospital in Hamilton, a partner of the Cancer Institute of New Jersey, serves to promote the health of its local community in Mercer County. “The Extensions Program” is designed to increase the number of uninsured Latinos in screenings for breast, cervical, prostate and colorectal cancer. The project will provide education and outreach through community groups, local churches and civic organizations, gradually expanding itself into the Latino community and it will deliver culturally appropriate educational materials on breast, cervical, prostate and colorectal health. By assisting uninsured women to navigate the healthcare system, the program aims to reduce barriers to seeking healthcare encountered by this population.

St. Joseph’s Regional Medical Center

Project Description

The Cancer Detection and Prevention Program (CDPP) in collaboration with the New Jersey Cancer Education and Early Detection (NJCEED) program provides additional resources for breast cancer education and screenings for low-income women in Passaic County. This particular project will focus on providing outreach in the city of Paterson to low-income African-American, Latino and Arabic women age 18 and older who are at high-risk for breast cancer. The services will include free mammograms and clinical breast examinations including follow-up and case-management for suspicious findings. The project will work with local community groups to provide culturally appropriate education seminars and materials on early detection, breast self-examination and breast health.

YWCA Trenton

Project Description

Created in 1904, the YWCA Trenton is a center for essential health, wellness, and educational services for the underserved population. “My Second Choice” is an educational program designed

for underserved and uninsured minority women to provide awareness on breast cancer and education on clinical trial research. The project will integrate education sessions on clinical trials into its existing cancer prevention workshops and events targeting African American and Latino women. It will also organize training seminars for healthcare professionals, the community, outreach workers and other laypersons to address disparities in clinical trial research.

CancerCare of New Jersey

Project Description

CancerCare is a non-profit organization that provides information, education, counseling, and financial assistance for individuals at risk for cancer and their families. The purpose of the “Breast and Cervical Cancer Education and Support Project” is to provide medically underserved Latinas with education on breast and cervical cancer risks and on education on the benefits of early detection and screenings through education workshops; to overcome the cultural, psychosocial and economic barriers to seeking care; to ensure women obtain breast and cervical cancer screenings through assigned screening facilities; to enable women to better cope with a cancer diagnosis through support services; and to allow women better access to treatment and preventive services by assisting them to navigate the healthcare system.

Community Action Service Center, Inc.

Project Description

The Community Action Service Center (CASC) is a community-based organization located in Mercer County. CASC serves the needs of its local community by providing programs on crisis case management, tutoring and mentoring for young adults and HIV case management. As part of its health initiative, CASC has developed “The Community Nurse Project” to provide outreach for breast, cervical and prostate cancer for a large, Spanish speaking, uninsured, immigrant population in Mercer County. The project will ensure home visits, provide bilingual educational materials and conduct informational programs on cancer screenings. The program also aims to increase access for clients and their families by providing transportation to and from the screening facilities.

HiTOPS

Project Description

HiTOPs was founded in 1988 to respond to the growing needs for health services and health education for adolescents in Mercer County. Through its educational program component, the organization provides workshops on adolescent health behavior and on prevention of sexually transmitted diseases. The program expanded its scope to provide cancer education to address the growing health needs of the underserved Latino adolescent and adult community in Mercer County. The purpose of the “Cancer Prevention Outreach to the Latino Community” project is to provide information sessions to Latino girls on the link between HPV and cervical cancer and to use this opportunity to bring mothers and educate them on cervical cancer, on breast cancer prevention and provide information on obtaining low-cost screenings.

The Cancer Institute of New Jersey

Project Description

As an NCI designated Comprehensive Cancer Center, CINJ is committed to the mission to provide cancer education and outreach to the medically underserved population in New Jersey. As one of its programs to enhance access to clinical trials for its minority population, this program has identified the elderly minority, as an underserved group, requiring improved

outreach to have access to more effective treatment options and enrollment in clinical trials. The workshop on “Reducing the Health Disparities of Elderly Persons with Cancer” is designed to improve the geriatric assessment techniques and multicultural sensitivity of oncology nurses and social workers in clinical practice. Through this training, the project aims to improve the knowledge and practices of oncology staff to provide better care and treatment for the elderly oncology patients.

Women’s Health and Counseling Center

Project Description

The Women’s Health and Counseling Center houses the Cancer Education and Early Detection (CEED) program for Somerset County. The CEED program strives to increase early detection and treatment for breast, cervical and colorectal cancer to the uninsured, low-income women and men in the county. In an effort to reduce the barriers to healthcare, the program provides assistance to women in navigating the health care system and bilingual Spanish staff to encourage Latino women to obtain cancer screenings and diagnostic services available. Recognizing the impact the program has had in increasing the number of Latinas in screenings, it aims to expand its outreach efforts to target high-risk and underserved African American and Asian women with breast and cervical cancer screenings.

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