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MEDICAL SCHOOL

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Event Celebrates Community Health Leaders Making a Difference in Cancer Education Outreach

The Cancer Institute of New Jersey's Office of Extramural Affairs Hosts Health Education Workshop

New Brunswick, N.J., November 19, 2007 –In an effort to assist community groups in facilitating cancer and general health education outreach opportunities and to recognize those who have put ideas into practice, The Cancer Institute of New Jersey's (CINJ) Office of Extramural Affairs hosted a workshop and awards ceremony this past weekend. The event, funded and supported by the Novartis Outreach and Education Project (NOEP), featured such hot topics as how to secure funding for projects, how to develop culturally appropriate materials and how to evaluate a program.

The NOEP program was established at CINJ five years ago through a philanthropic grant from Novartis Pharmaceuticals Corporation. Last year alone, CINJ awarded NOEP grants totaling \$80,000 to four New Jersey-based organizations to support cancer outreach and education. NOEP grants were awarded as a result of request for application (RFA) from community-based and healthcare organizations across the state. The RFA solicited programs that identify and address unique barriers to cancer education and prevention for minority groups.

“The NOEP program has been instrumental in supporting cancer education programs for New Jersey's medically underserved populations. We are especially pleased that through NOEP, we at CINJ have been able to provide this workshop to further help our local community groups, for they are on the frontlines of disseminating healthcare information,” said Molly Gabel, M.D., deputy director of Extramural Affairs at CINJ and associate professor of radiation oncology at UMDNJ-Robert Wood Johnson Medical School.

Honored at the event were Ann Marie Hill, executive director of the New Jersey Commission on Cancer Research and members of the Sisters Network of Central New Jersey on behalf of Rhonda Berry, a member of the group, who succumbed to breast cancer this past year after a long and courageous battle with the disease. The organization is part of a national network focusing on African-American breast cancer survivors. The inaugural “Rhonda Berry Award for Outstanding Community Outreach in Cancer” given to both parties is named for Ms. Berry in honor of her tireless efforts to provide outreach, education and support to her community. The award was developed by CINJ's Office of Community Outreach to recognize individuals and organizations that dedicate themselves to reducing the burden of cancer in communities throughout New Jersey.

More than 70 members of non-profit, faith-based and community-based groups attended the full day workshop conference in Iselin on Saturday. Along with participating in the educational sessions, participants also got to see poster presentations from past NOEP grantees as to the successes they are having with cancer education outreach efforts developed as a result of the NOEP funding award.

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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 Hospitals: Robert Wood Johnson University Hospital, Atlantic Health (Morristown Memorial Hospital and Overlook Hospital). Affiliate Hospitals: Bayshore Community Hospital, CentraState Healthcare System, Cooper University Hospital*, Jersey Shore University Medical Center, JFK Medical Center, 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

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