

ROBERT WOOD JOHNSON UNIVERSITY HOSPITAL



FOR IMMEDIATE RELEASE

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PROSTATE CANCER SCREENING DRAWS RECORD NUMBER OF MEN

Response Nearly Doubled Since Last Year

New Brunswick, NJ, October 6, 2004 – Last week’s free prostate cancer screenings co-sponsored by The Cancer Institute of New Jersey (CINJ) and Robert Wood Johnson University Hospital’s Community Health Promotion Program were a huge success and screened close to 300 men. In addition to receiving the free screening, men were also provided with prostate cancer prevention and education materials and information about cancer prevention clinical trials. Several men expressed an interest in participating in a cancer prevention trial and are currently undergoing the criteria screening.

“Men are becoming more aware of the need to take care of themselves and get screened, which means our message of the importance of early detection and prevention is being well received throughout the community,” commented Dr. Ronald A. Morton, Jr., Director of Urologic Oncology at CINJ and Chief, Division of Urology and Professor of Surgery, UMDNJ-Robert Wood Johnson Medical School. “The number of men screened this year is nearly double what it was last year and we hope to continue to build upon this success in the coming years,” he added.

Aside from the collaboration of The Cancer Institute of New Jersey and Robert Wood Johnson University Hospital, several community organizations also provided their time and services to ensure the success of the prostate screening program, including the New Brunswick Faith-based Collaborative Initiative. The New Brunswick Department of Education also provided large screen TV’s to show prostate cancer education videos while men waited for their appointments.

Early detection of prostate cancer is key to improving the chances of successful treatment for the disease. In 2004, the American Cancer Society estimates that close to 8,000 men in New Jersey will be diagnosed with prostate cancer and 1,500 will die from

the disease. Currently, New Jersey has the highest incidence of prostate cancer in the United States.

For more information about prostate cancer prevention and cancer prevention clinical trials contact CINJ at 1-866-654-9898.

The Cancer Institute of New Jersey is 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. 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.

Robert Wood Johnson University Hospital, one of the nation's leading academic health centers, is the principal hospital for UMDNJ-Robert Wood Johnson Medical School and a member of the Robert Wood Johnson Health System & Network. For more information, please call the hospital's main number at 732/828-3000, the RWJUH Physician Referral Line at 888-795-8411 or visit www.rwjuh.edu.

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