



**Burlington County Cancer Coalition
("BCCC")**

**Burlington County Health Department
July 23, 2008
10:30 a.m. – 12 p.m.**

Meeting Minutes

In attendance: William Walker/Clergy, Susan Sanna/NJDHSS/OCCP, Eloesa McSorley/Living Beyond Breast Cancer, Ingrid Kozmin/BCHD, Kim Harless/BCHD, Jodi Ann Kochie/Virtua, Jen Lombardi/Virtua, Anne Downey/BCHD-VHC-CNS, Asha Campbell/BCHD, Dorothy Collins/Virtua, Carole Rocco/MVNA & Hospice, Lillie Daniels/Bread of Life, Alminda D'Agostino/HNJH, Jessica Morton/Komen CSNJ, Plyshette Wiggins/ACS, Bonnie Marcus/Prevention Plus, Tina Rizzo/BCHD, Roslyn Council/NJDHSS/NJCEED, Dana Tozzi/BCHD

Welcome and Introductions: Kim Harless, Coordinator of Health Projects III, welcomed members. Introductions were made and members were provided meeting agendas with April's meeting minutes attached, as well as other event and organizational flyers and brochures.

Approval of April 23, 2008 Minutes: Members took a moment to review 4/23/2008 Meeting Minutes. Jodi Ann Kochie noted a revision to the CEED report stating "Two kits were positive for occult blood" rather than "Colon Cancer." Members accepted the revision and minutes were approved

Work Group Updates:

Tri-county: Kim Harless referred to the "Tri-County Cancer Work Group" report provided to members. Ms. Harless highlighted the August 2, 2008 Celebration of Hope Special Event to honor Tri-County Cancer survivors. The event will include a firework and luminaria ceremony and will be held at 5:05 pm at the River Shark Game, at Campbell's Field, in Camden City. Kim Harless also discussed the "Hands of Hope" for a Tobacco-Free World Campaign. This collaborative art project will display outlines of hands and show policy makers a need for continued tobacco prevention, education, and treatment.

Program Planning: Asha Campbell reported on the Melanoma Monday Event held at the Moorestown Mall on May 5. An information table and Derma Scan machine were available to the public to educate them on the dangers of Skin Cancer. Also, individuals could make bracelets from UV sensitive beads to create awareness of UV ray exposure. On May 31st a "Breakfast of Beauty" was held at Cove Catering in Edgewater Park, with 75 individuals in attendance. The event included a presentation from 21st Century Oncologist, Dr. Mathews, and

Cancer survivor Lily Daniels, Mary Kay facials, chair massages, color therapy jewelry making, manicures, a prize wheel, Cancer Coalition giveaway bags, and breakfast. The response was overwhelmingly positive and registration had to be limited. Another "Breakfast of Beauty" event is currently being planned for November 1, 2008. On June 29th the Cut Out Cancer event held free hair cuts at Barber shops and gave out Prostate Cancer and overall health information to 55 attendees. Asha Campbell also reported that on July 21st she and Kim Harless held a Men's Health table at the Moorestown Mall to promote the Blue Ribbon Barber competition, a contest in which the barber who gets the most men screened for Prostate Cancer will win a full page ad in the Burlington County Times. (Second place prize: Dell Computer System, Third place prize: \$200 Barber Supplies) Blue Ribbon Barber Event flyers were provided for all members. The contest will run from July 1 – September 5, and winners will be announced at the Faith and Wellness Event in September 2008.

October is Breast Cancer Awareness Month. The week of October 5-11 is "Positively Pink Week". A planning meeting will be held on the week of August 11th to plan activities for that week. The Coalition would like to plan an activity for National Mammography Day, October 17, and for the Women's Expo which was successfully held at BCIT last year. Asha Campbell circulated a sign-up sheet for the 8/11/2008 Event Planning Meeting and asked all members for their participation.

Men's Health Network: Reverend Leroy Scott was not present to report. The next Men's Health Network Meeting will be held on September 30, 2008 at 6:00pm at the Burlington County Health Department. Robert Gogats suggested reaching out to Rotary Clubs, Knights of Columbus, and more social clubs to recruit more men for the Men's Health Network. Asha Campbell and Kim Harless also discussed having more men and male Cancer survivors doing the recruiting for more success in that arena.

N.J. Office of Cancer Control and Prevention State Update: Susan Sanna referred to the "State Update July 2008" provided to all meeting members. She highlighted the new State website is www.nj.cancer.gov. Ms. Sanna reported that additional funds (S.C.R.E.E.N.) from the CDC will focus on Skin Cancer education. For details on funding and fiscal plan implementations members can contact Susan Sanna at susan.sanna@doh.state.nj.us. Ms. Sanna also reported on the Survivorship Conference which will be held on Wednesday November 5, 2008 and will bring together Healthcare Professionals and Cancer Survivors.

NJ Cancer Education & Early Detection (NJ CEED)

Roslyn Council reported that the annual Director Meeting will be held September 9 -11 in Atlanta, GA. The meeting will provide national information on what needs to be implemented at the state levels. The Regional Project Coordinator Meeting will be held in October of 2008. May's CDC site visit was rescheduled for September and will include a discussion on how to improve indicators and regain funding.

On the state level, some calls have been received from individuals diagnosed with Cancer who are over the poverty guidelines and are not eligible for

programs, therefore getting these clients adequate treatment and connected with doctors can present obstacles. These clients may not have insurance, but may not be eligible for Charity Care either. This issue will be addressed at October's Regional Meeting. Anne Downey noted that often there is no medical coverage for men with positive Cancer diagnosis, so they remain uninsured and do not receive the proper treatment as well.

Special Reports

Fox Chase Virtua Cancer Program (NJ CEED): Jodi Ann Kochie reported that as of 6/30/2008, 109 women clients were seen and none were diagnosed with cancer. Ten male clients were seen with one man diagnosed with Prostate Cancer who had Charity Care. Ms. Kochie reported since Fox Chase took over the Grant, clients will be seen at the Center for Women and Family Medicine Center in Lumberton. Contracts for additional sites at Southern Jersey Medical Center in Pemberton and Burlington are pending. The phone numbers are the same for clients to call for screenings.

ADA/Oral CDx Awareness Campaign: Kristen Larsen presented information on Oral Cancer, including preventability, public perceptions, and dental offices screening opportunities for precancerous cells. Ms. Larsen showed a commercial on Oral Cancer screening and discussed subtle tissue changes within the mouth. She further reported on the importance of the brush test in early detection of precancerous cells, with visual slides and a sample brush test kit. The brush test kits are generally covered by private insurance and Medicare, but not N.J. Medicaid. Ms. Larsen also showed a video demonstration of the brush test, which is a non-evasive, painless procedure that takes a sample of cells to be sent off to a laboratory for evaluation of pre-cancer developments. She distributed packets to members containing literature. If members are interested in viewing a DVD with more information, contact Kim Harless at KHarless@co.burlington.nj.us.

Living Beyond Breast Cancer: Eloesa McSorley reported on the background of the Living Beyond Breast Cancer Organization, which was founded in 1991 and focuses on Breast Cancer education. The Agency distributes newsletters, holds conferences, and monthly teleconferences with transcripts available on their website. They cover all ages and stages of diagnosis. They will hold a Fall General Conference on November 1, 2008. Another conference will be held for youth affected by Breast Cancer in February, in Dallas, TX. Ms. McSorley reported Living Beyond Breast Cancer will meet at the Cherry Hill Library on July 30 from 6:00-8:00pm and their website is lbcc.org. She also reported that the Organization conducted a survey entitled "Silent Voices," in which respondents answered online. Living Beyond Breast Cancer will produce a report at the end of this year with the results. Ms. McSorley distributed "A Guide to Understanding Your Emotions," a regional newsletter, along with bilingual literature, and various pamphlets and brochures. If members require resources or materials from Living Beyond Breast Cancer, or would like to contact Eloesa McSorley for an individual from the Agency to attend a training event they may do so at eloesa@lbcc.org or call (484) 708-1546.

Susan G. Komen Foundation: Jessica Morton reported on the Foundation's focus to promote Breast Cancer awareness and provide free mammograms. For those women who are eligible they are assigned to call a specialist for screening, and for many below the poverty level the Foundation then pays for screenings. However, if the client is not eligible they are referred to local resources or sent screening information in the mail. There are also two pilot programs in the works. The first is launching in Cumberland, Gloucester, and Salem Counties with outreach workers spreading word on foot using incentives. The second targets Latino women 200% below the poverty level. There is also a media campaign utilizing WBBS radio this fall. The Foundation will no longer use 211 because many clients could not connect this way. The contact number for a specialist is 1-877-MAMMOS1. Ms. Morton reported another change was made to the Komen logo and if members need an image of the new logo they can contact her at JMorton@Komencsnj.org.

Old Business

There was no Old Business to report.

New Business

Annual Evaluations: Kim Harless distributed the Annual Evaluations for members to complete. Group members took a moment to complete and return to Ms. Harless.

Announcements

The Group had no announcements.

Adjournment

Meeting was adjourned at 12:05 pm.

Meeting Minutes were taken by Dana Tozzi.