

National Cancer Institute's
**CANCER
INFORMATION
SERVICE**

August 2009

Issue: 13

Welcome to National Cancer Institute's Atlantic Region Cancer Information Service

Greetings!

In this issue of Synergy, you will find information pertaining to cancer health disparities with the Latino community, and what organizations in the Atlantic Region are doing to reduce the burden of cancer in their communities. Additionally, you will find out how you can help to shape health reform, and where to go to in the Atlantic Region to discuss Healthy People 2020.

During the last month of the summer, your Atlantic Region CIS wants you to remain safe in the sun. Read about August's featured research-tested intervention program, "Pool Cool", to help your communities practice sun safety too!

New Jersey's Evaluation Committee: Meeting the Needs of the State

Evaluation has always been an integral part of New Jersey's Comprehensive Cancer Control Plan (The Plan). In the Spring of 2003, an agreement between the NJ Department of Health and Senior Services (NJDHSS), Office of Cancer Control and Prevention (OCCP), and UMDNJ-New Jersey Medical School and UMDNJ-School of Public Health was created to train County Evaluators (CEs) who were brought on board to develop a cancer capacity and needs assessment for the 21 counties in NJ.

Training activities occurred on a monthly basis and covered a variety of topics to support the CEs to work through their county cancer capacity and needs assessments. The Cancer Information Service (CIS) participated in several of these training activities.

Workgroups and standing committees were established to support the stated goals, objectives, and strategies of The Plan. The



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Cancer Incidences in U.S. Hispanic Population Varies by Country of Origin

In the first study to estimate cancer rates for U.S. Hispanics based on their country of origin, substantial variability was found in the rates and the predominant types of cancer for several different Hispanic subpopulations. Overall, cancer rates were 40 percent higher for first-generation Hispanics in the U.S. than populations in their countries of origin.

Evaluation Committee was assembled as a Standing Committee in the Fall of 2003 to provide guidance and technical assistance on achieving the goals, objectives, and strategies of the Evaluation Chapter and its work plan.

Today, the Evaluation Committee provides input into the Evaluation Plan for the Comprehensive Cancer Control Plan. The Evaluation Plan includes evaluation of the entire work plan, based on a logic model that addresses context, implementation, and outcome evaluation. The committee works closely with the County Cancer Coalitions (CCCs) to demonstrate their effectiveness through evaluations of their initiatives. In addition to working with individual counties to support their efforts, the Evaluation committee offers content-specific trainings to build the capacity of the CCCs and other organizations throughout NJ.

Evaluation has always been a challenge, however, New Jersey's Evaluation Committee provides support to build initiatives with measurable goals and objectives.

- Marcia Sass, Sc.D.
NJ CCC Evaluation Committee

If you are working to reduce the burden of cancer in NJ, read more about the Evaluation Plan, and how the Committee can help you [here](#). Additionally, the CIS Partnership Program Coordinators are available to help you plan and implement evaluation measures for new or ongoing initiatives. If you feel that you could use outside assistance with evaluation, please scroll down to locate the PPC for your state.

August's Featured RTIP: Pool Cool

The POOL COOL program is a multi-component sun-safety education program especially designed for use at swimming pools. Its main objective is to increase awareness, motivation, and sun protection practices among children aged 5-10 who take swimming lessons, parents of the children, pool staff, and other pool users.

The POOL COOL Program teaches children about the dangers of overexposure to the sun and encourages them to develop healthy habits for a lifetime. Lessons are taught in conjunction with regular swimming lessons, with the curriculum combining education, interactive activities at the pool, and pool-wide environmental changes. The main components are:
A lifeguard/aquatics instructor training module.
The Leader's Guide for pool staff.

- An eight-lesson curriculum on sun safety to be presented by aquatics instructors in their classes.

These results were published in the August Cancer Epidemiology, Biomarkers & Prevention.

Overall cancer incidence rates were lower in Hispanics than non-Hispanic whites and blacks. However, Hispanics had higher incidence rates of some individual cancer types, including stomach and liver cancers. Rates of prostate, colorectal, and endometrial cancers were similar between Hispanics and whites, which contrasts with the results of many previous studies.

Cancer rates for U.S. Hispanics in Florida varied substantially by country of origin. Puerto Ricans had much higher cancer rates than Mexicans (53 percent higher for men and 30 percent higher for women). Cubans had lower overall cancer rates than Puerto Ricans but higher than Mexicans. The incidence rates for individual cancer types also differed between the Hispanic subpopulations.

"Targeted interventions for cancer prevention and control should take into account the specificity of each Hispanic subgroup," said Dr. Paulo Pinheiro, the principal investigator from the University of Miami Miller School of Medicine.

For more information on this study, please click [here](#).

New Jersey's Choose Your Cover a Success!

- Interactive activities on sun protection to be conducted with children aged 5-10 and their parents. Includes demonstrations, games, and puzzles to supplement and support the lessons.
- Provision of shaded areas, signage, and sunscreen dispensers at the pool.
- Promotion of sun-safe environments.

To read more about POOL COOL, please click [here](#).

If you would like to implement an evidence-based or evidence-informed program to benefit your community, please scroll down to find your state's Partnership Program Coordinator, who can assist you with program planning, design, implementation and evaluation.

Francis S. Collins, M.D., Ph.D., Sworn in as NIH Director

Francis S. Collins, M.D., Ph.D., today became the 16th director of the National Institutes of Health. He was nominated to lead the NIH, the nation's premiere biomedical research agency, by President Barack Obama on July 8, and was unanimously confirmed by the U.S. Senate on August 7.

In his July 8 nomination announcement, President Obama stated: "The National Institutes of Health stands as a model when it comes to science and research. My administration is committed to promoting scientific integrity and pioneering scientific research and I am confident that Dr. Francis Collins will lead the NIH to achieve these goals. Dr. Collins is one of the top scientists in the world, and his groundbreaking work has changed the very ways we consider our health and examine disease."

"As a scientist, physician, and passionate visionary, Dr. Collins will further NIH's ultimate mission to improve human health," said U.S. Health and Human Services Secretary Kathleen Sebelius. "He is an ideal choice to lead the NIH and I look forward to working closely with him."

"I am truly honored and humbled to take the helm today of the world's leading organization supporting biomedical research," Dr. Collins said. "The scientific opportunities in both the basic and clinical realms are unprecedented, and the talent and dedication of the grantees and the staff guarantee that this will be a truly exciting era."

Dr. Collins, 59, a physician-geneticist noted for his landmark discoveries of disease genes and his leadership of the Human Genome Project, served as director of NIH's National Human Genome Research Institute (NHGRI) from 1993-2008. Under his direction, the Human Genome Project consistently met projected

Over 1,400 people were screened through 'Choose Your Cover' a free melanoma skin cancer screening and educational program. Beachgoers statewide not only learned about this important health concern and how to have fun outdoors while protecting their skin, but they also had an excellent and convenient opportunity to take part in a free skin cancer screening conducted by a physician or advanced-practice nurse.

The free skin cancer screenings were offered at eleven coastal beaches on July 25 when four County Cancer Coalitions teamed up to take the message of skin cancer prevention and early detection directly to visitors of the Jersey shore. Volunteers in Monmouth, Ocean, Atlantic and Cape May Counties combined their expertise to fight skin cancer where risks are perhaps the greatest - at the beach.

"Melanoma is a preventable cancer," said Arnold Baskies, MD, FACS, who serves as chairman of the New Jersey Governor's Task Force on Cancer Prevention and Early Detection and Treatment, Chairman of the New Jersey Melanoma Work Group, and President-elect of the American Cancer Society, Eastern Division. "New Jersey has a significantly higher risk of skin cancer than other states. Our efforts raised public awareness and promoted protection from the harmful

milestones ahead of schedule and under budget. This remarkable international project culminated in April 2003 with the completion of a finished sequence of the human DNA instruction book.

In addition to his achievements as the NHGRI director, Dr. Collins' own research laboratory discovered a number of important genes, including those responsible for cystic fibrosis, neurofibromatosis, Huntington's disease, a familial endocrine cancer syndrome, and most recently, genes for type 2 diabetes and the gene that causes Hutchinson-Gilford progeria syndrome. Dr. Collins has a longstanding interest in the interface between science and faith, and has written about this in *The Language of God: A Scientist Presents Evidence for Belief* (Free Press, 2006), which spent many weeks on *The New York Times* bestseller list. He is the author of a new book on personalized medicine, *The Language of Life: DNA and the Revolution in Personalized Medicine* (HarperCollins, to be published in early 2010).

Dr. Collins received a B.S. in chemistry from the University of Virginia, a Ph.D. in physical chemistry from Yale University, and an M.D. with honors from the University of North Carolina at Chapel Hill. Prior to coming to the NIH in 1993, he spent nine years on the faculty of the University of Michigan, where he was a Howard Hughes Medical Institute investigator. He is an elected member of the Institute of Medicine and the National Academy of Sciences. Dr. Collins was awarded the Presidential Medal of Freedom in November 2007.

More information about Dr. Collins is available at <http://www.nih.gov/about/director>

Gilda's Club & The Wellness Community Have Merged!

The leadership of Gilda's Club and The Wellness Community has been working together for several months to join resources in a powerful way. The two organizations believe the merger will strengthen their network, assist with seeking out opportunities for shared resources, and identify areas for growth and expansion of services -- all of this to serve communities in a focused and strategic manner.

Gilda's Club and The Wellness Community now have the opportunity to strengthen what both organizations have been doing for decades.

Below is a list of regional Wellness Communities and Gilda's Clubs in Pennsylvania, New Jersey and Delaware:

effects of the sun."

- Debra Levinson
Coordinator, Ocean County
Cancer Coalition

Cancer Control
P.L.A.N.E.T.
Adds FAQ Page!



A new Frequently Asked Questions (with answers!) webpage has been added to the Cancer Control P.L.A.N.E.T. The list of questions found [here](#)

Have Your Say!

Health Reform

President Obama is committed to working with Congress to pass comprehensive health reform this year in order to control rising health care costs, guarantee choice of doctor, and assure high-quality, affordable health care for all Americans. The Administration believes that comprehensive health reform should:

- Reduce long-term growth of health care costs for businesses and government
- Protect families from bankruptcy or debt because of health care costs
- Guarantee choice of doctors and health plans
- Invest in prevention and wellness

Pennsylvania

The Wellness Community of Philadelphia
The Suzanne Morgan Center at Ridgeland
Chamounix, Drive, West Fairmount Park
Philadelphia, Pennsylvania 19131
Phone: 215.879.7733
www.twcp.org

The Wellness Community-Greater Lehigh Valley
3400 Bath Pike
Bethlehem, Pennsylvania 18017
Phone: 610.861.7555
www.thewellnesscommunity.org/glv

Gilda's Club Delaware Valley
200 Kirk Road
Warminster, PA 18974
Phone: 215.441.3290
www.gildasclubdelval.org

New Jersey

The Wellness Community-Central New Jersey
3 Crossroads Drive
Bedminster, New Jersey 07921
Phone: 908.658.5400
www.thewellnesscommunity.org/cnj

The Wellness Community-Northern Jersey Shore
The Diney Goldsmith Center
613 Hope Road
Eatontown, New Jersey 07724
Phone: 732.578.9200
www.thewellnesscommunity.org/jerseyshore

Gilda's Club Northern New Jersey
575 Main Street
Hackensack, New Jersey 07601
Phone: 201.457.1670
www.gildasclubnnj.org

Gilda's Club South Jersey
555 Bay Avenue
Somers Point, New Jersey 08873
Phone: 609.926.2699
www.gildasclubsouthjersey.org

Delaware

The Wellness Community-Delaware
4810 Lancaster Pike
Wilmington, Delaware 19807

- Improve patient safety and quality of care
- Assure affordable, quality health coverage for all Americans
- Maintain coverage when you change or lose your job
- End barriers to coverage for people with pre-existing medical conditions

Visit healthreform.gov to have your say in the forum, read the latest reports on health access in the U.S., and see what Secretary of Health and Human Services, Kathleen Sebelius, has to say on these important issues.

Healthy People 2020

With Healthy People 2010 coming to a close, the Department of Health and Human Services seeks input from stakeholders on the Healthy People 2020 initiative.

In addition to soliciting online public comment, HHS will also hold three meetings across the nation to garner feedback on the health promotion and disease prevention framework. One such meeting will take place in **Philadelphia, PA**, on **November 7, 2009**, at the Thomas Jefferson University's Jefferson School of Population Health.

For more information on Healthy People 2020, including meeting times and locations, please click [here](#).

Phone: 302.995.2850

www.wellnessdelaware.org

NCI's Cancer Information Services says Farewell to a Key Supporter

"The conquest of cancer is a special problem of such enormous concern to all Americans. We can quote statistics, but I think every one of us in this body, and most families across the country, have been touched by this disease one way or another."

Senator Edward M. Kennedy
~ 22 February 1932 to 25 August 2009 ~

During his time as United States Senator, Edward "Teddy" Kennedy was a champion in the fight to reduce the burden of cancer in the nation. Some of the highlights from Kennedy's career include:

- Responsible for the 1971 National Cancer Act, legislation that quadrupled the amount of funding for cancer research and prevention, financed with an independently-budgeted program within NIH.
- Cosponsored and Congress passed the Mammography Quality Standards Act to ensure the safety and accuracy of mammograms, and to promote the use of the procedure.
- Supported the Hematological Cancer Investment and Education Act to provide information to patients and the general public to raise awareness of blood cancer.
- Introduced, with Sen. Kay Bailey Hutchinson, the 21st Century Cancer Access to Life-Saving Early detection, Research and Treatment (ALERT) Act, a bill to comprehensively address cancer.

One result of the National Cancer Act was the establishment of the [PDQ \(Physician Data Query\)](#), NCI's comprehensive cancer database. It contains peer-reviewed summaries on cancer treatment, screening, prevention, genetics, and supportive care, and complementary and alternative medicine; a registry of 8000+ open and 19,000+ closed cancer clinical trials from around the world; and a directory of professionals who provide genetics services.

To find out more about the life and work of Senator Kennedy, please visit his Senate website at <http://kennedy.senate.gov>.

The Turning Point: Accessing NCI after CIS

The CIS Partnership Program will be coming to a close on January 15, 2010. To help ease this transition for you, our valued partners, CIS will be hosting a series of webinars over the next three months to ensure you feel confident accessing the latest, most accurate cancer information and resources from NCI.

If you have specific questions or concerns during this transition period, please contact your state's Partnership Program Coordinator.

Please stay tuned!

[Join Our Mailing List!](#)