Cancer Prevention and Planning

Stanley H. Weiss, MD, FACP, FACE

1. **Name of Activity:**

Cancer Prevention and Planning

2. **Project Leaders:**

Stanley H. Weiss, MD, FACP, FACE, Professor, Department of Preventive Medicine & Community Health, New Jersey Medical School, and Department of Quantitative Methods, School of Public Health

3. **Other Faculty:**

**Current:**

Judith S. Cohn, Associate Vice President for Scholarly Information/University Librarian

Diana R. DeCosimo, MD, Associate Professor, Division of Academic Medicine, Geriatrics and Community Programs, Department of Medicine, New Jersey Medical School

Daniel M. Rosenblum, PhD, Assistant Professor, Department of Preventive Medicine & Community Health, New Jersey Medical School, and Department of Quantitative Methods, School of Public Health

Arnold H. Rosenheck, DMD, Associate Professor of Clinical Dentistry, Department of Oral & Maxillofacial Surgery, Acting Chair, Department of Community Health, and Assistant Dean, Hospital Affairs & Institutional Development, New Jersey Dental School

**Historical:**

Jeffrey Backstrand, PhD, formerly Associate Professor, UMDNJ School of Nursing; currently Associate Research Professor and Director of Research, Newark Schools Research Collaborative (NSRC), School of Public Affairs and Administration (SPAA), Rutgers University-Newark

Charles S. Cathcart, MD, formerly Director, Division of Radiation Oncology, Department of Radiology, New Jersey Medical School; currently at Newark Beth Israel Medical Center
Jeanne M. Ferrante, MD, currently Associate Professor, Research Division, Department of Family Medicine and Community Health, Robert Wood Johnson Medical School

David L. Hom, MS, formerly Director, Clinical Research Group, Department of Medicine, New Jersey Medical School; subsequently School of Health Related Professions

Judith B. Klotz, MS, DrPH, currently Adjunct Associate Professor, Department of Epidemiology, UMDNJ School of Public Health

4. Project Staff:

Current:
Davoid J. Landry, MS, Research Assistant to Dr. Weiss, Department of Preventive Medicine & Community Health, New Jersey Medical School

Historical:
Susan L. Coughlin (née Collini), MPH, Research Assistant to Dr. Weiss through June 2004; currently Health Policy Research Associate, Florida Center for Public Health Practice-Based Research, Institute for Public Health Informatics and Research, Duval County Health Department, Jacksonville, FL

Shelly Gelbman, New Jersey Medical School

Jung Y. Kim, MPH, Program Coordinator for Dr. Weiss, July 2004 - October 2006; currently Research Analyst, Mathematica Policy Research, Princeton, NJ

Loretta L. Morales, MPH, formerly with the Clinical Research Group, New Jersey Medical School

Punam J. Parikh, MPH, Research Assistant to Dr. Weiss, January 2005 - August 2007; subsequently at Mount Sinai School of Medicine and now on West coast

Azadeh Tasslimi, MPH, Research Assistant to Dr. Weiss until December 2006; currently Epidemiologist, Vaccine-Preventable Disease, Communicable Disease Epidemiology, in the Epidemiology, Health Statistics and Public Health Laboratories Division, Washington State Department of Health

Christopher P. Tuohy, MPH, Research Assistant to Dr. Weiss, August 2007 - June 2010; currently medical student, Penn State College of Medicine, Hershey, PA

Marielos Vega, RN, formerly with the Department of Family Medicine, New Jersey Medical School

Jeremy M. Weiss, BS, MS, formerly webmaster, Essex County Cancer Coalition.
**Collaborators (historical & present):**

The Leadership Council and Membership of the Essex County Cancer Coalition (see below for details)

Task Force on Cancer Prevention, Early Detection and Treatment in New Jersey (the Governor's Task Force on Cancer) —
http://www.state.nj.us/health/ccp/tf.htm

Office of Cancer Control and Prevention, New Jersey Department of Health and Senior Services (NJDHSS) — http://www.state.nj.us/health/ccp/

UMDNJ-NJMS Clinical Research Group —
http://clinicalresearch.umdnj.edu/crg/

UMDNJ School of Public Health — http://sph.umdnj.edu/

Dr. Michael Festa, Essex County (NJ) Health Officer

Battelle Centers for Public Health Research and Evaluation —
http://www.battelle.org/hhs/cphre/

New Jersey State Cancer Registry —
http://www.state.nj.us/health/cancer/njscr1b.htm

Center for Health Statistics, NJDHSS — http://www.state.nj.us/health/chs/

New Jersey Cancer Education and Early Detection (NJCEED), NJDHSS

National Cancer Institute's Atlantic Region Cancer Information Service —
http://www.fccc.edu/patient/cis.html and http://cis.fccc.edu/

American Cancer Society — http://www.cancer.org/

UMDNJ Institute for Elimination of Health Disparities —
http://www2.umdnj.edu/iehdweb/

The Prostate Net® — Virgil Simons, Founder and President —
http://www.prostate-online.org/

UMDNJ-University Hospital — http://www.umdnj.edu/uhnetweb/ (internal) or http://www.theuniversityhospital.com/ (external)

St. Michael's Medical Center —
http://www.cathedralhealthcare.org/stmichaels/

Community Planning and Advocacy Council (CPAC) — Jean Mouch, MD, MPH (retired) and Robert Allen, MPA — http://www.cpachvi.org/

Newark Beth Israel Medical Center
Barnabas Hospital and Medical Center
Essex County Hospital Center

5. **Mission/Vision:**

To reduce the burden of cancer for all New Jersey residents through “a process through which communities and partner organizations pool resources to reduce the burden of cancer. These combined efforts help to—

- Reduce cancer risk.
- Find cancers earlier.
- Improve treatments.
- Increase the number of people who survive cancer”

(Source: Centers for Disease Control and Prevention — its definition of comprehensive cancer control as of April 2010).

6. **Specifics about Activity:**

**Current:**

Dr. Stanley H. Weiss is the principal investigator and director of the Essex County Cancer Coalition (ECCC), and has been since its inception in 2004 (see further details below). Funded in part by the NJ Department of Health and Senior Services (NJDHSS), the ECCC provides community cancer education and outreach services and serves as the official omnibus organization to help coordinate and promote activities throughout the county. The ECCC’s Leadership Council includes Dr. Michael Festa, Essex County Health Officer. This partnership has been instrumental in promoting cancer prevention and control throughout the county, especially to public employees.

The ECCC’s mission statement and other details can be found at [www.umdnj.edu/EssCaWeb](http://www.umdnj.edu/EssCaWeb). This web site is continually updated with both new content as it becomes available and improved design, and continues to serve as a model for other county cancer coalitions’ web sites. On this web site, the ECCC provides an innovative web-based calendar of cancer-related educational events and screening opportunities, with several methods for formatting and downloading its information.
The ECCC mission, with its accompanying goals, is:

<table>
<thead>
<tr>
<th>Goals</th>
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<tr>
<td>To reduce the burden of cancer on all Essex County residents by the promotion of improved education, screening, access to treatment and follow-up.</td>
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<tr>
<td>• To increase communication and collaboration among all stakeholders.</td>
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<td>• To maximize the utilization of resources and coordinate priorities in seeking additional resources.</td>
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<td>• To examine and prioritize the expansion of cancer control efforts in the county.</td>
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<td>• To promote awareness of and participation in cancer clinical trials and to support investigations that seek to find the causes of cancer, improve care, reduce health disparities, or increase access.</td>
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<td>• To effectively promote and implement the goals of the New Jersey Comprehensive Cancer Control Plan (NJ-CCCP), focusing on its priority cancers.</td>
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<tr>
<td>• To collaborate and coordinate with the Essex County Cancer Education and Early Detection (CEED) Coalition.</td>
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The ECCC, with input from the American Cancer Society and representatives from other hospitals and medical centers, developed an “Essex County Cancer Resource Flyer” in both English and Spanish, which is being widely disseminated throughout the county. Among ECCC partners in this project are all of Essex County’s local health officers in conjunction with the Essex County Health Officers Association, who are distributing the flyer to restaurants that they inspect and license. This flyer has also been given to barbershops in conjunction with ECCC’s Prostate Cancer Initiative (see below), as well as to other institutions and businesses that tend to have uninsured workers.

The ECCC released a major revision of its “Cancer Burden in Essex County” brochure in February 2011. This features updated incidence and mortality statistics from the NJ Cancer Registry — including key comparisons between Essex County and New Jersey overall — as well as estimates of Essex County cancer prevalence by cancer site newly updated by the ECCC leadership team based on the latest available data. The prevalence estimates were derived using a novel and simple method developed by Dr. Weiss; indeed, the ease of updating these estimates demonstrated the usefulness of this method for local health officials and others who may not have access to the data, tools, and personnel necessary to compute more complex estimates. We also revised the ECCC introductory brochure in 2011 to incorporate the revised mission and goal statement and to improve its visual clarity. Both brochures are available on
the ECCC website. To better meet the needs of Essex County’s diverse population, these brochures have also been translated into Spanish, Portuguese and Haitian Creole (the major other languages in our community) through the Cancer Institute of New Jersey’s translation program.

The ECCC links many entities together in an effort to fight cancer in Essex County. Among its constituent members are individuals from the community, as well as representatives from:

- AARP West Essex Chapter
- American Cancer Society
- Barnabas Hospital and Medical Center, Livingston, NJ
- Bloomfield Health Department
- Cancer Care Inc.
- Cancer Institute of New Jersey
- East Orange Health Department
- Essex County Communities Against Tobacco (CAT) Coalition
- Essex County Division on Aging
- Essex County Health Department
- Essex County Hospital Center - Institute for Mental Health Policy, Research & Treatment
- Hoboken Family Planning in Hudson County
- Hudson County Cancer Coalition
- Igreja Luterana & St. Stephen’s Church - UCC
- Irvington Health Department
- Livingston Health Department
- Merck Vaccines & Infectious Diseases
- Lung Cancer Circle of Hope
- METS Community Center
- Montclair Health Department
- Morris County Cancer Coalition
- Mountainside Hospital
- New Community Corporation, Newark, NJ
- New Hope Baptist Church, Newark, NJ
- New Jersey Cancer Education and Early Detection (NJCEED) Programs:
  - University Hospital’s S.A.V.E. Women and Men
  - St. Michael’s Medical Center’s “In the Pink”
- Newark Beth Israel Medical Center
- Newark Cancer Initiative
- Newark Community Health Centers
- Newark Department for Child and Family Well Being
- Newark Now
- Newark Police Clergy Affairs Unit
- Passaic County Cancer Coalition
- Planned Parenthood of Metropolitan NJ - Ironbound Center
- The Prostate Net
• Prudential Financial, Inc.
• Saint Michael’s Medical Center’s Regional Cancer Center
• Sisters Network®, Essex County Chapter
• Sisters Network®, Newark Chapter
• South Orange Health Dept
• Susan G. Komen For the Cure North Jersey
• Union County Cancer Coalition
• UMDNJ - New Jersey Medical School, University Hospital, UH/NJMS Cancer Center, New Jersey Dental School, & New Jersey School of Public Health
• VA Hospital - East Orange

Free Oral Cancer Screening at UMDNJ and Essex County Cancer Health Fair

For the fifth year in a row, in May 2011 the ECCC held its annual Health Fair, organized through the NJMS DPMCH, in combination with free oral cancer examinations provided by New Jersey Dental School (NJDS). Volunteer NJDS faculty and community dentists performed oral cancer examinations on all interested attendees, with appropriate follow-up (an event now in its eleventh year). The ECCC distributed educational materials about prevention and early detection of various cancers, as well as instructions on lifestyle and habit changes geared towards reducing the likelihood of developing oral and other cancers. Additionally, there were information booths from over a dozen major cancer prevention and advocacy organizations as well as other health projects.

Additional free screenings were available at the Health Fair through the UH/S.A.V.E. program — breast and cervical cancer screenings for the third year in a row, and prostate cancer screenings for the fourth year.

New Jersey Prostate Cancer Initiative

Dr. Weiss was Principal Investigator for the New Jersey Prostate Cancer Initiative (PCI) in the northern part of the state, a CDC-funded grant to the NJDHSS supplemental to the funding of comprehensive cancer control in NJ. The PCI has completed its fourth year. This program, designed by Dr. Weiss for the whole state, extended The Prostate Net’s national Barbershop Initiative™ to enlisting barbershops and barbers in NJ. The northern PCI partnered with over 300 barbershops and unisex salons in northern and central New Jersey to educate their customers about prostate cancer in collaboration with NJ Cancer Education and Early Detection (CEED) lead agencies, to which they were encouraged to refer their customers for further education and screening. The PCI provides resources on prostate cancer prevention to cosmetologists and their patrons in barbershops and unisex salons.

The PCI worked with NJCEED lead agencies in 11 counties to identify sites in the community, such as barbershops and faith- and community-based organizations, which can host and facilitate prostate cancer screenings. The PCI has also worked with the National Beauty Culturists’ League, Inc and its
New Jersey affiliate, the Modern Beauticians Association, and promoted the use of a cosmetologists’ forum for discussing industry issues and health matters. Guest speakers at the forum have included members of the Board of Cosmetology, a former city councilman, and other barbers.

**Transportation**

The ECCC is actively promoting its updated Transportation Resource Guide developed by our Leadership Council’s Transportation Committee and revised in 2011. Versions of this brochure are available on the ECCC web site in black and white and in color, including versions that can be customized by hospitals and other organizations by adding their own logos. The ECCC worked with the Cancer Institute of New Jersey (CINJ) to have the brochure translated into Spanish, Portuguese and French Creole. It has been distributed to all ECCC members in all four languages, and each can be downloaded by anyone from our web site. These transportation brochures are also distributed at events we attend.

**Radon**

The ECCC and New Jersey Medical School have been continuing to implement the Radon Awareness Program (RAP) that began in 2009 with some grant support from the NJ Department of Environmental Protection (NJDEP). The NJDEP reimburses us for purchase of the radon kits and provides brochures about radon to us. The kits can go to any homeowner in Essex County. Kits have been distributed to 6 health officers in Essex County covering 17 municipalities. We continue to follow up with them to check their progress and to replenish supplies if they need more kits. To promote Radon Awareness Month in January 2011, the ECCC worked with the NJDEP to provide municipalities with news releases and radon awareness proclamations specific to their communities. In addition, we are continuing to distribute radon kits at local health fairs that we participate in as long as funding for radon kits remains available.

Dr. Weiss constructed a survey instrument, with the assistance of students and UMDNJ staff, to measure the knowledge level of the community about radon. The survey was designed to be self-administered and to be given to persons interested in radon, but before they received education about radon or were given free radon detection kits.

The survey results suggest that more radon education is indeed needed in Essex County and that public health programs should focus on increasing general radon knowledge, including stressing the association between lung cancer and radon exposure. They strongly support the decision of the ECCC to implement radon education and radon testing programs in our region.
Tobacco

Under the direction of Dr. Stanley H. Weiss, the Essex County Cancer Coalition (ECCC) formed a Tobacco Sub-Committee in August 2009 to identify needs and implement activities to address tobacco-related issues in Essex County. This sub-committee has met several times since and, as one of its initial projects, has created a tobacco resource directory focused on those resources that are available in Essex County. This guide contains a directory of services available to Essex County residents including both those focused on smoking cessation and those focused on smoking prevention. The directory is available at the ECCC’s website: [www.umdnj.edu/EssCaWeb](http://www.umdnj.edu/EssCaWeb).

Drs. Weiss and Daniel M. Rosenblum serve on the American Cancer Society's New Jersey Tobacco-Free Hospital Campus Collaborative (NJTFHCC), which encourages and provides resources for hospitals to implement complete tobacco-free campus policies.

Literacy

Drs. Weiss and Rosenblum, along with other staff members and students, have found and disseminated further evidence that cancer education materials are overwhelmingly written at reading levels that put them beyond the comprehension of large segments of the U.S. population. These findings in part prompted Dr. Weiss to become one of the founding members of the NJ Health Literacy Coalition.

Service on State Health Department Advisory Groups

Drs. Weiss and Rosenblum both serve on the statewide Prostate Cancer Workgroup that reports to the gubernatorially appointed Task Force on Cancer Prevention, Early Detection and Treatment in New Jersey. In addition, Dr. Rosenblum serves on the Oral & Oropharyngeal Cancer Workgroup. For five years, Dr. Weiss chaired the Evaluation Committee for the Task Force. Dr. Weiss helped write much of the first and second New Jersey Comprehensive Cancer Control Plans and the first two biennial status reports on the first plan. He also conceived and oversaw the development of cancer capacity and needs assessments for each of New Jersey’s 21 counties, and developed the first comprehensive cancer resource database for New Jersey. Additional information can be found at [www.umdnj.edu/EvalCWeb](http://www.umdnj.edu/EvalCWeb), as well as under publications (below).

National and Statewide Organization Leadership

Dr. Weiss works with many national and state-level organizations in leadership roles. He is the founding and current chair of the Epidemiology section of the NJ Public Health Association and is the longest continually serving member of its Executive Board. Dr. Weiss served on the American Public Health Association’s Science Board as its vice-chair and is a past chair of the
Epidemiology Section of the American Public Health Association. In 2010 he became chair of the Joint Policy Committee of the Societies of Epidemiology, composed of thirteen national and international epidemiology societies. He was a member of the Steering Committee, the Symposia Committee and the Awards Committee for the planning of the 2011 Congress of Epidemiology that was held in June 2011 in Montreal, Canada, as well as the organizer of a symposium on the part of the Joint Policy Committee of the Societies of Epidemiology. Dr. Weiss served on planning committees for the 2001 and 2006 Congresses of Epidemiology, including chairmanship of the Infectious Diseases track and the Awards Committee for the 2006 Congress, and service as one of the four members of the Executive Committee overseeing the 2006 Congress of Epidemiology.

For further information please contact:

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973-972-6556 (fax)
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**Historical:**

**Statewide Cancer Capacity and Needs Assessment Initiative (initiated 2003-2004)**

The purpose of this initiative was to document each county's demographics, resources, and cancer epidemiology and to make recommendations based on these data, as part of a statewide assessment. County-level cancer epidemiologic data included the incidence, mortality, and estimated prevalence, as well as proportions diagnosed at each stage, for all cancers and for each of the seven priority cancers of the New Jersey Comprehensive Cancer Control Plan (breast, cervical, colorectal, lung, oral, and prostate cancer, and melanoma). The identification of major gaps in cancer resources and of disparities in cancer rates in each county led to the identification of populations of focus and recommendations for improvement, to be implemented by each county's newly formed cancer coalition.

The Cancer Capacity and Needs Assessments provide detailed baseline assessments for each county. The data, interpretations, and recommendations in these reports were developed to provide a wide array of public health and medical personnel with standardized information and detailed analyses that can help guide and focus their efforts at the county level, including such local health initiatives as the forthcoming Community Health Improvement Plans. The full reports from all of the counties collectively informed the continuing
comprehensive cancer control efforts and policies of the Office of Cancer Control and Prevention of the New Jersey Department of Health and Senior Services (cf.: http://www.nj.gov/health/ccp/) and the Governor’s Task Force on Cancer Prevention, Early Detection and Treatment in New Jersey (cf.: http://www.nj.gov/health/ccp/tf.shtml). Summaries (20–30 pages per county) and brief fact sheets (two pages per county) were prepared, widely disseminated publicly, and posted on the NJDHSS web site. In addition, Dr. Weiss established a web site at UMDNJ for related information and links, at www.umdnj.edu/EvalCWeb.

Dr. Weiss, his staff, and collaborators/consultants provided guidance and training throughout the development and implementation of this initiative, including (but not limited to) the following:

- Guidelines for developing the Capacity and Needs Assessment, consisting of detailed guidance for each section, including presentation of data, appropriate data sources, interpretation of data, and formatting issues;
- Training on the use of Epi Info for analyzing cancer resource data and statistical analysis of cancer epidemiological data in MS Excel;
- Development of a glossary of cancer-related terms;
- Technical review and editing of all Report Summaries; and
- Development of guidance documents for County Cancer Coalition Building Activities Report.


After reviewing existing sources of information concerning cancer resources and capacity, it was determined that a comprehensive new assessment and data collection system were needed.

To address the need to systematically collect, organize, update, and analyze resources available in each county, the Cancer Resource Database of New Jersey (CRDNJ) was developed by Dr. Weiss (and his staff at UMDNJ) with assistance from Ms. Peg Knight (and her staff at NJDHSS). The database design and process were guided by past best practices, in particular building on those established by the American Cancer Society (ACS). Standardized forms were developed for systematic collection of resource data; these were submitted to UMDNJ-NJMS’s Clinical Research Group, where they were proofread and compiled under Mr. Hom’s guidance using TELEform® V5.0 Elite from Cardiff™ software, to create MS Excel and MS Access databases that formed the foundation of the CRDNJ. Later efforts transformed the database using CDC’s Epi Info™ software.

Each county’s resources for cancer prevention, screening, and treatment were included in the CRDNJ. The goal of this baseline resource assessment was to ascertain 100% of hospitals, federally qualified healthcare centers (FQHC’s),
hospices, CEED agencies, and mammography centers in each county. It was
delegated to each county to determine which other healthcare facilities,
physician practices (in particular, gastroenterologists and others involved in
colorectal cancer screening, as well as freestanding oncology clinical
practices), faith-based organizations, schools, and workplaces were important
to capture in the CRDNJ. Through this effort, data on 2,744 facilities and 443
activities conducted by various organizations were collected.

The American Cancer Society (ACS) maintains a national call center through
which patients and healthcare providers can obtain referrals to local cancer
resources. Because the database supporting their call center had only about
300 entries for New Jersey resources prior to this report, the CRDNJ
represented a quantum leap in available cancer resource data for New Jersey.

**Geographic Information System incorporating the CRDNJ**

A Geographic Information System (GIS) incorporating the CRDNJ was developed
with, among other expected benefits, improvement in identification and
analysis of medically underserved areas. Thus, it was expected to facilitate
subsequent cancer control planning at the local, county, and state levels by
linking the resource data with various other geographic data files (e.g.,
socioeconomic, cancer epidemiology statistics, transportation).

Components of the CRDNJ had been planned to be linked with other geocoded
data on sociodemographics, Behavioral Risk Factor Survey results, etc., with
the possibility of mapping at the census tract, municipality, zip code, county,
and state levels, for the benefit of researchers and health planners on the one
hand and the general public, including patients and their families, on the
other. The research-oriented and public health application was expected to
assist in such cancer control planning tasks as: identification of areas where
there are gaps in cancer services; understanding barriers to access among
specific populations (e.g. transportation, lack of translation services, lack of
insurance, insufficient capacity at facilities — especially screening facilities —
lack of oncology services, etc.); and determining where to allocate funding and
new cancer-related healthcare facilities and/or providers, and where to direct
various cancer resources (e.g. screening programs, support groups, culturally-
sensitive messages and tailored education, etc.) based on the demand, need,
and sociodemographic factors. The NJDHSS chose instead to implement a
simpler system, which the NJDHSS agreed to maintain and provide on an online
basis.

**County Cancer Coalitions in General and Essex County in Particular (2003-
present)**

Concomitant with the development of the Capacity and Needs Assessments
(C/NAs) was the formation of county cancer coalitions, bringing together as
broad an array as possible of the various stakeholders in cancer prevention,
early detection and treatment in the respective counties. These were often built on the existing CEED coalitions mandated by the CDC. Guided by the findings of their C/NA's, the county cancer coalitions function as the local implementers of the NJ-CCCP. Dr. Weiss and members of his group coordinated the initial development of these coalitions and of their reporting and evaluation, helping to provide the basis for the OCCP to obtain grant funding which has now enabled it to fully assume the responsibility for this supervision.

In addition, Dr. Weiss's team hosts the leadership of the Essex County Cancer Coalition, along with Dr. Diana R. DeCosimo, Principle Investigator for the University Hospital S.A.V.E. program (one of the two NJCEED programs in Essex County). Dr. Weiss has received grant funding from the NJDHSS (from January 2005 to the present) for continuing support of the Essex County Cancer Coalition. Coordinators of the coalition have always been members of Dr. Weiss's staff — since July 2010, the co-coordinators have been Mr. David J. Landry and Dr. Daniel M. Rosenblum. A list-serve and web site (www.umdnj.edu/EssCaWeb) exist to support the missions of the coalition and its committees.

**Evaluation of the New Jersey Comprehensive Cancer Control Plan**

The first New Jersey Comprehensive Cancer Control Plan (NJ-CCCP) was developed during 2001-2002, under the aegis of the Governor's Task Force on Cancer Prevention, Early Detection and Treatment in New Jersey, its associated ten workgroups and three committees, and the NJDHSS's Office of Cancer Control and Prevention (OCCP), as a five-year plan for the period 2003-2007. The published plan includes a hierarchy of 56 goals, divided into 104 objectives, further subdivided into 319 measurable strategies for change, with target years for completion. (An additional 4 goals, 10 objectives, and 30 strategies were added subsequent to publication.) Dr. Weiss authored substantial portions of this plan (see details below, under publications).

Drs. Weiss and Rosenblum both serve on the statewide Prostate Cancer Workgroup that reports to the gubernatorially appointed Task Force on Cancer Prevention, Early Detection and Treatment in New Jersey. In addition, Dr. Rosenblum serves on the Oral & Oropharyngeal Cancer Workgroup. For its first five years, Dr. Weiss chaired the Evaluation Committee for the Task Force. Dr. Weiss helped write much of the first and second New Jersey Comprehensive Cancer Control Plans and the first two biennial status reports on the first plan. He also conceived and oversaw the development of cancer capacity and needs assessments for each of New Jersey's 21 counties, and developed the first comprehensive cancer resource database for New Jersey. Additional information can be found at www.umdnj.edu/EvalCWeb. (See details under publications, below.)

Dr. Weiss initiated and oversaw the development of a database (with assistance from the Battelle CPHRE) that serves the purposes of providing an index into
the goals, objectives and strategies of the plan and of tracking progress toward the timely accomplishment of the plan's 349 strategies. Dr. Weiss transferred the database and software to the NJDHSS, which centrally manages it. It is structured to track each workgroup and committee of the Task Force with respect to its strategies, based on reporting to the OCCP. The database, implemented in MS Access, has a rich structure including extensive data entry and reporting capabilities. Utilization of its major capabilities began early in 2004, with Dr. Rosenblum leading the development of additional capabilities by both Battelle CPHRE and Dr. Weiss's group.

**Library Initiatives**

The OCCP (Ms. Knight) and UMDNJ (Dr. Weiss) collaborated with the State Librarians and Ms. Cohn, Associate Vice President for Scholarly Information/University Librarian, and other librarians at UMDNJ on a series of endeavors to expand access to reliable health information, particularly for the elderly and medically underserved populations. The web site [www.healthynj.org](http://www.healthynj.org), developed and maintained by the librarians, focuses on all health issues. It currently has limited information specific to cancer, but the existence of its administrative infrastructure provides a foundation to develop widespread dissemination of cancer-related information in the future. All parties recognize the crucial nature of education and of information dissemination as part of comprehensive cancer control efforts. Expansion of the [www.healthynj.org](http://www.healthynj.org) site may be an efficient mechanism and nexus for promulgating cancer-related information to the public. Other relevant web sites newly developed for this project are based at the OCCP and UMDNJ web sites, and integral linkages between these two sites have already been developed. The librarians have contributed to the annual ECCC health fair, providing information about their services and web site.

**Evaluation of The Prostate Net®'s pilot “Wireless” Barbershop Initiative™**

The Barbershop Initiative™ focuses on the development of established community laypersons (barbers) as an extension of or bridge to the medical community, in order to develop an information/resource network to provide culturally credible, disease-specific information within minority communities particularly affected by prostate cancer. Dr. Weiss and his staff assisted The Prostate Net® in its evaluation of pilot programs introducing the use of kiosks with display brochures plus interactive computers in 30 barbershops nationwide. An initial focus was hoped to include Essex County, and especially Newark. Evaluation focused on the effectiveness of training and factors that increase the effectiveness of the barber as a change agent within the community. The data generated from the pilot program were shared with The Prostate Net so that it could assess this program. The Prostate Net is also now using some newly available technologies for knowledge dissemination, as well as holding special programs throughout the country oriented to patients and
the lay public as well as a series for health professionals. We have been assisting in some of those efforts.

7. **Publications:**

Task Force on Cancer Prevention, Early Detection and Treatment in New Jersey, State of New Jersey Department of Health and Senior Services, Office of Cancer Control and Prevention. "New Jersey Comprehensive Cancer Control Plan. Report to the Governor" 2002, which is available at: [http://www.state.nj.us/health/ccp/ccc_plan.htm](http://www.state.nj.us/health/ccp/ccc_plan.htm). Dr. Weiss had the following roles in the development, writing and editing of this Plan (which underwent external peer review):

- Author: The Burden of Cancer in New Jersey (pp. xi-xviii)
- Co-chair of Section I, Overarching Issues (Access and Resources; Advocacy; Palliation; Nutrition and Physical Activity; Childhood Cancer) (pp. xix-xx; 1-80)
- Co-author: Section I, Overarching Issues. Chapter 1: Access and Resources (pp. 2-16)
- Co-author: Section II, Site-Specific Cancers. Chapter 6, Breast Cancer (pp. 81-110)
- Co-author: Section III, Chapter 13. Emerging Trends (pp. 229-258)
- Author, Section III, Chapter 13. Emerging Trends, "Infection and Cancer"
- Epstein-Barr virus (pp. 237-238)
- Cancers associated with the human immunodeficiency virus (HIV) epidemic (pp. 238-240)
- Helicobacter pylori (pp. 240-243)
- Human papillomavirus (pp. 243-244)
- Liver cancer (pp. 245-246)
- [References for these sections above appear on pp. 249-258]
- Co-author: Section III, Chapter 15, Evaluation (pp. 267-272)

New Jersey Statewide County-based Cancer Capacity and Needs Assessment Initiative, 2003-2004. Editors: Stanley H. Weiss (UMDNJ) and Margaret L. Knight (NJDHSS). June 2004. There are 21 volumes (one for each NJ county), about 400 pages each, total ~ 9,000 pages.


County Cancer Coalition Status Reports - New Jersey Statewide Initiative, 2004. Editors: Margaret L. Knight (NJDHSS) and Stanley H. Weiss (NJMS-UMDNJ). June


8. **Other related web sites**

*Current:*

[www.umdnj.edu/EssCaWeb](http://www.umdnj.edu/EssCaWeb)

On this site, we provide important links that we have identified as useful and authoritative. There is also a web site associated with our Yahoo! Group and mailing list, which is a closed list and which can be accessed only by members of the list. To become a member, one can ask to join either when attending an ECCC meeting or through the “Contact Us” link on the above web site.

*Historical:*

[www.umdnj.edu/EvalCWeb](http://www.umdnj.edu/EvalCWeb) (this web site remains available for public reference, but material here is no longer being updated)

9. **Opportunities for students:**

Opportunities are available for students to work on these and other community-based projects. Financial support is limited to federal work-study positions and summer research positions. Research opportunities are also available for graduate students, including towards MPH thesis requirements. Contact Dr. Rosenblum at [rosenbdm@umdnj.edu](mailto:rosenbdm@umdnj.edu).
10. **Opportunities for volunteers:**

Opportunities are available for volunteers to work with Dr. Weiss and staff. Volunteers should contact Dr. Rosenblum at [rosenbdm@umdnj.edu](mailto:rosenbdm@umdnj.edu).