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Insights

Survivors Celebration

Each year, cancer survivors from throughout Northeastern Pennsylvania unite to celebrate life! This celebratory event called Survivors Celebration, honors the courage and strength of cancer survivors. This year's event will be held Sunday, June 12th from 1-4pm at Montage Mountain and features a western theme.

New this year is the collaborative effort of the Northeast Regional Cancer Institute, American Cancer Society, and the Susan G. Komen Breast Cancer Foundation of Northeastern Pennsylvania who have all partnered to host this years 13th annual event.

Survivors, their family members, and friends are invited to the free event, which features guest speakers, informational display booths, interactive projects, entertainment,

children's games, and food.

The guest speakers are Marcia and Joe Buczko, both cancer survivors, who will share their story of survivorship and getting through cancer together. Additionally, cancer survivors can learn about new products and gather information on area resources from the informational display booths. Live entertainment will also be featured from country band, Hickory Rose and a live broadcast from Oldies 92 & 100.

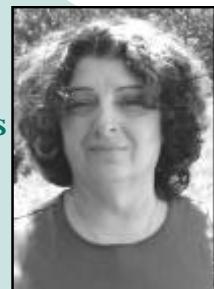
Join cancer survivors at this annual event and unite with others who know firsthand what it means to celebrate life!

For more information or to register for the event, contact the Northeast Regional Cancer Institute at (570) 941-7984 in Scranton or (570) 970-6543 in Wilkes-Barre or log onto www.cancernpea.org.



Stevens

"Survivors Celebration is really a great opportunity to get together with other survivors. I am excited about the partnership that has been established through the three organizations involved. My hope is that even more cancer survivors and family members come to this year's event and celebrate survivorship."



Bartolletti

"Survivors Celebration is a special and inspiring event. The afternoon is filled with entertainment and celebration. It is so rewarding and inspirational to see the years of survivorship that each person is celebrating at this annual event."



Clinical Trials Awareness Program Now Offered through the Cancer Institute

Clinical trials lead to advances in the treatment and care of cancer patients. According to the National Cancer Institute, "Clinical trials contribute to knowledge of and progress against cancer. Many of today's most effective cancer treatments are based on previous study results. Because of progress made through clinical trials, many people treated for cancer are now living longer."

Not everyone who has cancer takes part in a clinical trial or is aware of ongoing clinical trials. According to a survey in 2000 by Harris Interactive, "Most people with cancer were either unaware or unsure that participation in clinical trials was an option for their treatment, and most of them said they would have been willing to enroll had they known it was possible." Many are also not aware that in addition to treatment trials, cancer prevention and screening trials are also available for individuals at high risk for developing cancer.

The Northeast Regional Cancer Institute is offering a free education program entitled, *Cancer Clinical Trials: The Basics*, to help individuals learn about opportunities to participate in clinical trials. The education program is modeled after the National Cancer Institute's program, Clinical Trials Education Series.

Individuals who attend this educational program will gain a greater understanding about clinical trials; learn about the different types and phases of clinical trials; how participants are assigned to groups in "randomized" clinical trials; the purpose of a clinical trial protocol and its importance; and common myths about clinical trials.

If you are interested in learning more about the *Cancer Clinical Trials: The Basics* or find out about an upcoming education program on this topic, please contact the Northeast Regional Cancer Institute at (570) 941-7984 in Scranton or (570) 970-6543 in Wilkes-Barre.

Sun Safety in Northeastern Pennsylvania



Displaying Sun Safety in Northeastern Pennsylvania materials are (left to right) Erica Anstett, Maternal & Family Health Services WIC Staff; Lynn Marcante, Health Improvement Coordinator, Blue Cross of Northeastern Pennsylvania; Molly Timko, Pediatric Case Manager, Blue Cross of Northeastern Pennsylvania; Bethany Gregory, holding her daughter Gwendolyn; Robert F. Durkin, President of the Northeast Regional Cancer Institute; Mary Jo Simonton, holding her daughter Jodi-Lynn; and Christina Phillips, RN, Community Education Nurse at the Northeast Regional Cancer Institute.

The Northeast Regional Cancer Institute has partnered with the Blue Cross of Northeastern Pennsylvania and the Pennsylvania Department of Health to kick-off the 2005 *Sun Safety in Northeastern Pennsylvania* community education program.

Sun Safety is designed to raise awareness of skin cancer prevention, early detection and diagnosis issues throughout six counties in Northeastern Pennsylvania. Recognizing that approximately 80% of lifetime sun exposure occurs before age 18, and that sun exposure and sunburns early in life increase the risk of skin cancer, the *Sun Safety* initiative focuses on education for parents and children.

Literature on skin cancer and samples of sunscreen will be distributed in colorful children's beach pails to approximately 8,000 families through a regional network of pediatricians, Maternal and Family Health Services WIC Nutrition Centers, and at public swimming pools. A community education campaign, including public service announcements, will run concurrently.



Epidemiology Research at the Cancer Institute

This is the second of a three part series which will focus on epidemiology research and clinical trial research as it relates to cancer.

In the first of this three part series cancer epidemiology research was defined. To review, it is the study of the incidence, distribution and control of cancer. The results of cancer epidemiology studies provide a platform for research strategies and programs that address cancer-specific problems.

Through several ongoing studies, epidemiologists at the Northeast Regional Cancer Institute are able to collect data, answer questions, and apply this information to Northeast Pennsylvania. Data are collected from published sources and through interviews with both healthy adults and those with cancer.

Using published data, researchers assessed cancer incidence in our area. Through this activity they discovered that colorectal cancer incidence rates are 20 percent higher in Northeast Pennsylvania than state and national rates. They shared this information with the Education and Outreach staff at the Cancer Institute who then developed education programs that focus on this growing problem.

For some studies, information is collected anonymously through random sampling. Random sampling allows researchers to collect data from an unbiased sample that represents the population. Interviewers at the Cancer Institute use randomly

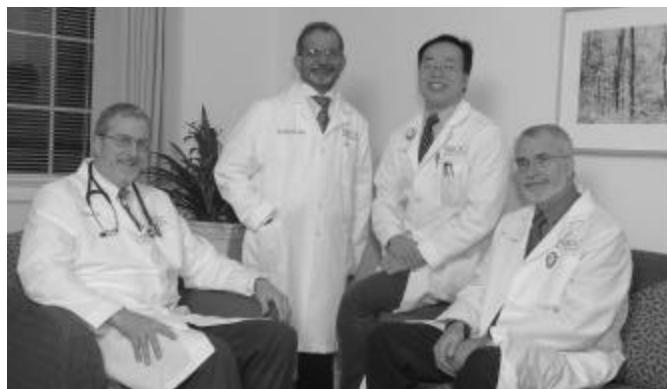
selected phone numbers to interview residents of this region. Other studies involve patients who are contacted specifically because they have been diagnosed with cancer. Each person contacted is asked if they would like to participate in a study that usually involves an interview and, for participants with cancer, a review of medical records. The information collected may include known or suspected cancer risk factors like family history of cancer, lifestyle behaviors, and screening behaviors as well as age, sex, race. All data are kept confidential and are de-identified once data analysis is finalized.

Participant involvement from healthy individuals as well as patients with a diagnosis of cancer remains crucial to each study. If you receive a letter, a phone call, or any other cancer research request from the Cancer Institute, please consider participating. With the help of participants, epidemiologists at the Cancer Institute are able to identify and address cancer-specific problems in our region

Results from epidemiology research studies can provide answers to some questions but may also raise new questions. Conducting a clinical trial can help to answer these questions and in our last part of this series we will discuss this critical part of the research process.

Member Hospital News

Mercy Hospital and The University of Pennsylvania Medical Center Participate in NCI Prostate Cancer Study



From left, Harmar D. Brereton, M.D., Madhava Baikadi, M.D., Chi K. Tsang, M.D., and Michael J. Gallagher, M.D.

Radiation oncologists at Mercy Hospital, Scranton, have participated with the University of Pennsylvania Medical Center and other major cancer centers in a National Cancer Institute (NCI) study of prostate cancer patients.

The National Cancer Institute chose Mercy Hospital to participate because of its excellence in this field and the high volume of prostate cancer patients treated at Mercy, particularly by Dr. Madhava Baikadi, who specializes in brachytherapy.

For more information please contact the Northeast Radiation Oncology Center at 570-504-7200.

In their own words

This personal expression was written by Tina Wydeen, who wrote this note during the last couple of days she spent with her mother, a women who lost a courageous battle with cancer.

College is Not for Everyone

As I passed the hours close to my Mother during her hospitalization, I had the opportunity to continue her passion, which was to read the daily paper so that as she said, I'd "know what was going on in the world". This was an activity I do not often afford myself (relaxing, reading time), but as I was reading I was struck by an article that attested to the fact that "college is not for everyone". It made the point that some of the most intelligent and caring souls in the world were not college graduates.

This article immediately triggered the many stories Mom told us through the years, beginning with the fact that she had received a full college scholarship to play basketball, which for a 5' point guard was quite an accomplishment over 75 years ago!

Her dream of going to college to pursue a nursing degree was never realized, however, because of her fathers' order that she remain at home and seek employment...which she did. True to her personality, as developed within a loving family of eleven children and several extended family members at any given time, she developed a new profession as she realized her dream of becoming a Mother.

Reflecting on Mom's accomplishments within this role and sharing my own gratitude with my husband, I've come to believe that being a mother is one of the greatest professions. We both agreed that Mom pursued this most cherished profession with all her heart, and shared her many skills with all she encountered. My husbands' response, through his tears, was "and she had a Ph.D. in Motherhood"!

-Written by Tina Wydeens

EDITOR'S NOTE: "IN their own words..." features a letter, story or poem written by a member of the Family of Survivors. We encourage **your** submissions because it is all about you and your experience with cancer...in **YOUR** own words. To share your story with our readers, please contact or send your submission to Kristin Hake, Community Relations Coordinator, Northeast Regional Cancer Institute, 334 Jefferson Ave., Scranton, PA 18510. Phone (570) 941-7984. Email hakek2@scranton.edu



Cancer Institute Welcomes New Employees

Regina Allen, of Mountain Top, has joined the Northeast Regional Cancer Institute as Community Outreach Specialist. She is responsible for planning and implementing education initiatives for the *Targeted Colorectal Cancer Awareness Program*.



Ms. Allen received a bachelor's degree from State University of New York at Oneonta and her master's degree from Wilkes University in Health Administration.

Allen Prior to her employment at the Cancer Institute she served as Blood Services Coordinator at the Wyoming Valley Chapter of the American Red Cross.

Mary Grace Murphy, of Scranton, has joined the Northeast Regional Cancer Institute as Research Assistant. She is responsible for collection and processing of research data by conducting telephone interviews and performing data entry.



Ms. Murphy received a bachelor's degree from Wilkes University in History and English.

Prior to joining the Cancer Institute she worked for the Scranton Lackawanna Human Development Agency, Inc., as an Employment Specialists for the Senior Community Service Employment Program at the Pennsylvania Career Link.

Murphy

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Community Participation

C.A.S.U.A.L. Day

- ❖ **175** Team Captains
- ❖ Over **5,000** pins sold
- ❖ Nearly **1,400** T-shirts sold
- ❖ **\$37,976** Collected from Pin/T-shirt sales
- ❖ **\$24, 492** Raised through sponsorship
- ❖ **\$47, 487** To support Colorectal Cancer Awareness



Sanderson Place on State Street in Clarks Summit supports C.A.S.U.A.L. Day

Lackawanna County Health Care Center



Happenings Magazine



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Hospital, Scranton

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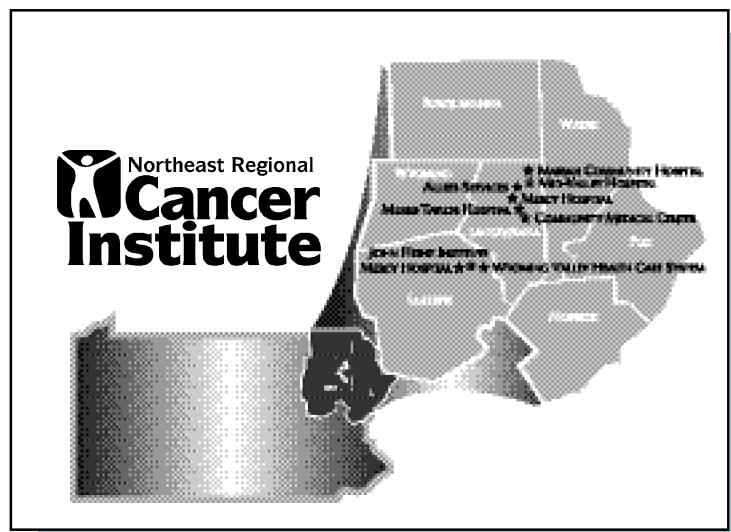
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WEB SITE

www.cancernepa.org



The Northeast Regional Cancer Institute is a non-profit community-based agency working to ease the burden of cancer in Northeastern Pennsylvania. Focusing on research, education, and survivorship, the Cancer Institute invests all of its resources in this region.

Partnership with the Cancer Institute to achieve its goals are community leaders, volunteers, healthcare professionals, and a cooperative network of nine partner organizations in Northeastern Pennsylvania.

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