

# In sights

A PUBLICATION  
OF THE  
NORTHEAST  
REGIONAL  
CANCER INSTITUTE  
SUMMER 2006

.....  
*this*  
*issue...*

## COMMUNITY PARTICIPATION

Cancer Resources Guide, 7th Edition Now Available!

*Cancer Resources Guide Unveiling Photos*

*Honoring the Memory of Loved Ones*

*Kirby Health Center Funds Breast Cancer Study*

pg. 2

*Sun Safety 2006*

*ACS: Wall of Hope*

pg. 3

*C.A.S.U.A.L. Day 2006*

pg. 4-5

*Local libraries house cancer information*

*Massage therapist gives back to the Cancer Institute*

*Jr. Leadership Class Helps Raise Awareness for Colorectal Cancer*

pg. 6

*Cancer Institute Sponsors*

pg. 7

## 7th Edition of the *Cancer Resources Guide* Now Available!

The Northeast Regional Cancer Institute recently unveiled the 7<sup>th</sup> edition of the *Cancer Resources Guide* to community members and local organizations throughout Northeastern Pennsylvania.

Distributed free of charge, the *Cancer Resources Guide* is now available to newly diagnosed cancer patients, their families, friends and healthcare professionals who are looking for basic information on cancer and contacts for local, state, and national cancer care and service organizations.

Support for the development and distribution of the *Cancer Resources Guide* was provided by The Blue Ribbon Foundation of Blue Cross of Northeastern Pennsylvania, the Pennsylvania Department of Health, Hospice Preferred Choice Foundation – AseraCare, and the Northeast Area



*Pictured is Cynthia A. Yevich, Executive Director of The Blue Ribbon Foundation of Blue Cross of Northeastern Pennsylvania; Robert F. Durkin, President of the Northeast Regional Cancer Institute; and Kristin M. Hake, Community Relations Coordinator at the Cancer Institute.*

Health Education Center.

“The *Cancer Resources Guide* is designed to provide Northeastern Pennsylvania with information on treatment, survivorship, support, and more – that is specific to local needs”, said Robert F. Durkin, Cancer Institute President. “We are pleased that with the support of our member hospitals and sponsors, we will be able to offer this product free of charge to individuals throughout our region.”

If you wish to obtain a copy of the *Cancer Resources Guide* please contact the Cancer Institute at 570/941-7984 in Scranton or 570/970-6543 in Wilkes-Barre. Individuals can also access the *Cancer Resources Guide* online at [www.cancernepa.org](http://www.cancernepa.org) using the interactive 7<sup>th</sup> edition. Copies of the *Cancer Resources Guide* can also be found at any member hospital site or local cancer care service organization.



*Pictured is Robert F. Durkin, President of the Northeast Regional Cancer Institute; Timmie Ott, Provider Relation Manager of AseraCare; Kristin M. Hake, Community Relations Coordinator at the Cancer Institute; and Mary Jo Kearney, RN, Executive Director of AseraCare.*



## Cancer Resources Guide Unveiling Event Photos

Thank You to everyone who helped Unveil the 7th Edition of the *Cancer Resources Guide!*



## Cancer Institute Helps Families Honor the Memory of Loved Ones

Losing a loved one is difficult. Losing a loved one to cancer is especially tough. Condolences are appreciated and kind gestures make hard times seem less lonely. Families find themselves searching for a special way to remember their loved one.

Honor the memory of your loved one by making a contribution to your local cancer resource, the Northeast Regional Cancer Institute.

Making a contribution to the Northeast Regional Cancer Institute will allow the memory of your loved one to live on through local cancer research, education and survivorship programs. Your contribution will allow other residents to benefit from programming in memory of your loved one's life.

To make a memorial donation please contact the Northeast Regional Cancer Institute.

## Kirby Health Center Funds Breast Cancer Screening Study

The Northeast Regional Cancer Institute has announced that the Angeline Elizabeth Kirby Memorial Health Center will provide support for a Cancer Institute study titled, *Breast Cancer Screening Practices in Wilkes-Barre and Luzerne County*.

The study will look at the prevalence of breast cancer screening (mammography primarily) in Wilkes-Barre and Luzerne County.

Breast cancer is the most commonly diagnosed cancer and second leading cause of cancer death among women living in Northeast Pennsylvania. In the six counties served by the Northeast Regional Cancer Institute (Luzerne,

diagnosed with breast cancer and nearly 150 die from this disease. By detecting breast cancer early, when it can be most easily cured, screening can help reduce the number of deaths from this common cancer.

“Previous reports of breast cancer screening rates in Pennsylvania indicate that the proportion of women 40 years of age and older who are being properly screened is significantly smaller in Northeast Pennsylvania than the state as a whole,” said Samuel M. Lesko, MD, MPH; Director of Research and Medical Director at the Cancer Institute. “Anything we can do to detect these cancers early will help to reduce the breast cancer death rate in Northeastern Pennsylvania.”



### Sun Safety in Northeastern Pennsylvania 2006 Launched

The Northeast Regional Cancer Institute has partnered with Blue Cross of Northeastern Pennsylvania, the Pennsylvania Department of Health, Maternal and Family Health Services, and Lackawanna Valley Dermatology Associates, Ltd. to kick-off the 2006 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 the majority 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.

Beginning this month and continuing through August, 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.

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 & survivorship the Cancer Institute invests all of its resources in this region.



*Displaying Sun Safety in Northeastern Pennsylvania materials are (left to right) Lynn Marcante, Health Improvement Coordinator, Blue Cross of Northeastern Pennsylvania; Christina Phillips, RN, OCN, Community Education Nurse at the Cancer Institute; Silviana Vergara, standing next to her daughter Migaly; Shannon Hayward, Communications Coordinator at Maternal & Family Health Services; and Laura Toole, LCSW, Director of Education & Outreach at the Cancer Institute.*

### American Cancer Society Introduces

#### Relay For Life Wall of Hope

Beginning in 2006 the American Cancer Society will add an interactive element to their Relay For Life Event – The Relay For Life Wall of Hope.

Each Relay For Life event will have a Wall of Hope at the event site. Event participants will be invited to write messages in support of the fight against cancer and sign their names to an oversized banner.

At the end of each event, these banners will make their way to the National Mall in Washington DC, where 5,000 Wall(s) Of Hope with messages from cancer survivors all over the nation will be combined to form one large Wall of Hope Memorial. This complete Wall of Hope Memorial will be on display at the American Cancer Society, Celebration on the Hill 2006 event in Washington DC on September 19th - 20th.

At the closing of this event, each banner will return to its home community where it will be displayed for the following year as a visual reminder that those lost to cancer will never be forgotten, that those who face cancer will be supported, and that one day, cancer will be eliminated.

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

- 🎗️ 150 Team Captains
- 🎗️ Distributed over 5,000 pins
- 🎗️ Distributed nearly 1,400 T-shirts
- 🎗️ \$36,456 Collected from Pin/T-shirt sales
- 🎗️ \$11,433 Raised through sponsorship
- 🎗️ Over 25,000 pieces of Colorectal Cancer Awareness information circulated



*Wrap - Up Party  
Team Captains*



*Sanderson Place, State Street*

*Abington Manor - Genesis HealthCare*



*The Office of  
Dr. Karen Cooper*



*Heritage House  
Wyoming Valley Health Care System*

*Blue Cross of Northeastern Pennsylvania*







*Eynon  
Surgery  
Center*

*The Northeast Regional  
Cancer Institute would like  
to **thank** everyone who  
participated in this year's  
3rd Annual  
C.A.S.U.A.L. Day*

*Viewmont  
Medical  
Associates*



*For more photos  
please visit our website  
[www.cancernepa.org](http://www.cancernepa.org)  
click on Photo Album*

## A Special Thank You To Our C.A.S.U.A.L. Day Sponsors

### Media Sponsors



### Circle of Support



### Circle of Faith

**Dr. Charles T. Grad/Lackawanna Medical Group**

### Circle of Inspiration

**Colorectal Center of NEPA \* Gastroenterology Consultants, Inc. \* Genesis Health Care  
Network Ambulance Services \* sanofi pasteur \* Rep. Ed & Angie Staback**

### Circle of Friends

**Pennstar Bank \* PG Energy \* Action Personnel Services \* First National Community Bank  
Neurologic Subspecialties, Inc. \* Rotary Club of Scranton \* Atty. Helen E. Rizos  
Professional Orthopedic Associates, Ltd. \* Senator Robert J. Mellow \* Joseph M. McDade  
Attys. Melinda C. Ghilardi & Sidney J. Prejean \* Cecelia L. Haggerty \* Harry E. Phillips  
Anthony N. Santilli \* Northeastern Gastroenterology Associates  
Utility Workers Union of America, AFL-CIO Local 406  
Local Union #81, International Brotherhood of Electrical Workers \* Windsor Inn  
Mr. & Mrs. Carmelo Gianino \* Craft Oil Corporation \* Volpe Insurance \* Ann Cappellini Real Estate  
Frank & Colleen Kolucki \* CECO Associates, Inc. Employee Charity Fund \* Wachovia**



## Did You Know?

### **Local Libraries House**

#### **Cancer Information**

**C**ancer Information can be found as close as your local library. Resources on cancer and cancer care services can be found at local libraries throughout Northeastern Pennsylvania.

Through a joint partnership with the Northeast Regional Cancer Institute, the American Cancer Society, and the Area Health Education Center (AHEC), answers to your questions about cancer can be found in public libraries in Lackawanna, Luzerne, Bradford, Sullivan, Susquehanna, Wayne, and Wyoming counties. Each library has current cancer information, including 11 books, 7 videos, and approximately 100 brochures and booklets.

Included in this package of information is the Cancer Institute *Cancer Resources Guide*. The *Cancer Resources Guide* is a handbook designed for newly diagnosed cancer patients, their families, caregivers and healthcare professionals which contains contact information for local and national services on a variety of topics relating to cancer.

Information about the Library Project can be found online at [www.cancernepa.org/web/community/Education/LibraryProject.html](http://www.cancernepa.org/web/community/Education/LibraryProject.html). Additionally, if you have questions or would like more information about the Library Project, please contact the Cancer Institute at (570) 941-7984 or (800) 424-6724 or e-mail us at [education@can-cernepa.org](mailto:education@can-cernepa.org).

### **Massage Therapy Facility**

#### **Gives back to the Community**

**R**eceiving a relaxing massage can help support the Northeast Regional Cancer Institute.

For every massage therapy appointment at Birchwood Fitness in Clarks Summit ten percent of the cost will be donated to one of 5 area non-profit organizations, one of which is the Northeast Regional Cancer Institute.

Business owner David Jennings began this project as a way to give back to the community.

"I struggled with time being my biggest obstacle, as a full time employee, a part time massage therapist and a part-time student, I didn't have time left to volunteer with different non profit organizations that meant a lot to me," said David Jennings. "It was at that point, I realized I could accomplish many goals by giving a percentage of my proceeds back to the non profit organizations that meant so much to my wife and me."

Birchwood Fitness offers a regular massage therapy session which consist of Swedish, sports and deep tissue massages for one hour. The extended session is a full 90 minutes, which includes a Swedish, sports, deep tissue, and hot stone massage.

Additionally, any massage at Birchwood Fitness includes use of the facilities fitness center.

For more information or to make an appointment please contact David Jennings at Birchwood Fitness at 570-335-2283.

## **Jr. Leadership Wilkes-Barre Class Helps Raise Awareness for Colorectal Cancer**

*Members of the Junior Leadership Wilkes-Barre class presented the Northeast Regional Cancer Institute with a contribution which was raised during a formal dance in an effort to increase awareness of colorectal cancer. Pictured in the first row (from left to right) Sarah Pellegrini, Sarah McDermott, Robert F. Durkin, Cancer Institute President. In the second row is Alesia Walsh, Rima Shah, and Rebecca Slangan, Cancer Institute Administrative Coordinator.*





# Thank You to Our Sponsors



**The Blue Ribbon Foundation  
of BlueCross of Northeastern Pennsylvania**  
Independent Licensee of The Blue Cross and Blue Shield Association  
Affiliated With the Blue Cross and Blue Shield Association

- Pennsylvania Department of Health**  
Margaret Briggs Foundation  
Scranton Area Foundation  
Sordoni Foundation  
The Harry & Jeanette Weinberg Foundation, Inc.  
Frances A. Fuller Charitable Lead Trust  
Blue Cross of Northeastern Pennsylvania  
David Katz Foundation ♦ Delta Medix, PC  
Hospice Preferred Choice Foundation  
Northeast Radiation Oncology Center  
Penn Security Bank & Trust Co.  
Professional Radiation Oncology Partners  
Southern Union Company  
American Cancer Society ♦ Gertrude Hawk Chocolates  
It'll Do Foundation ♦ PCT Foundation  
Community Medical Center Healthcare System ♦ Mayor Chris Doherty  
Dr. Charles T. Grad/Lackawanna Medical Group ♦ First Liberty Bank & Trust  
Goldye Weinberger ♦ Hematology & Oncology Associates of NEPA, PC  
Lackawanna Valley Dermatology Associates, Ltd. ♦ Laura & Peter Frieder  
McCole Foundation ♦ McGrail Merkel Quinn & Associates ♦ Mercy Health Partners  
Morey & Sondra Myers ♦ Moses Taylor Health Care System  
NEPA Area Health Education Center ♦ Pennstar Bank ♦ Roche Pharmaceuticals  
Ross Family Foundation ♦ Scranton Hematology & Oncology  
Susan G. Komen Breast Cancer Foundation ♦ Tom & Tracy Doherty  
Wyoming Valley Health Care System  
Colorectal Center of NEPA ♦ Drs. Mackrell, DelSerra & Farrell ♦ Drs. Oven & Padula  
Employees of Gertrude Hawk Chocolates ♦ Erwine Home Health & Hospice  
G.R. Noto Electrical Construction, Inc. ♦ Gastroenterology Consultants, Inc.  
Genesis Health Care ♦ Healthcare Management Resources ♦ Kane Warehousing, Inc.  
Kaufmann's/Macy's ♦ Lackawanna Mobile X-Ray ♦ Lear Von Koch, MD & Associates  
Marian Community Hospital ♦ Murray Insurance Agency ♦ Network Ambulance Services  
Northwestern Mutual Financial Network ♦ Old Forge Bank ♦ Rotary Club of Scranton  
Sanofi Pasteur ♦ Stadium Club Restaurant & Sports Grille ♦ The Stevens Family  
T-R Technical Solutions ♦ United Gilsonite Laboratories



# Northeast Regional Cancer Institute

.....  
*Easing the burden  
of cancer in  
Northeastern  
Pennsylvania*

## Partner Healthcare Facilities

Community Medical  
Center, *Scranton*

Geisinger South  
Wilkes-Barre, *Wilkes-Barre*

Marian Community  
Hospital, *Carbondale*

Mercy Health Partners  
*Scranton*

Mid-Valley Hospital,  
*Peckville*

Moses Taylor  
Hospital, *Scranton*

Wayne Memorial Health  
System, *Honesdale*

Wyoming Valley Health  
Care System, *Wilkes-Barre*

.....  
Financial support for  
the Cancer Institute  
educational programs and ser-  
vices is provided by the  
**Harry and Jeanette  
Weinberg Foundation**  
and the **Pennsylvania  
Department of Health.**

*If you would like to receive  
Insights and are not on our  
mailing list, or have received  
this in error, please call  
(570) 941-7984, or  
email [editor@cancernepa.org](mailto:editor@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.*

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

## BOARD OF DIRECTORS

Judge Terrence R. Nealon  
*Chairman*

Barbara Bossi  
*Vice Chairman*

Lisa C. Thomas, MD  
*Secretary*

Thomas Campbell, DO  
*Treasurer*

Robert F. Durkin  
*President*

Harold Anderson

Joseph P. Bannon, MD

Susan S. Belin

Harmar D. Brereton, MD

Jane M. Carlonas, Esq.

Michael M. Costello

Mary Erwine, RN, MSN

Sherry Gardner, RN, BSN, OCN

Kathleen C. Graff

C. Richard Hartman, MD

Leo M. Hartz, MD

David Hoff

William R. Host, MD

Sue Kluger

Hon. Michael A. Lombardo

W. Scott Lynett

James May

Senator Robert J. Mellow

Evelyn Rafalko McNulty

Leah Nawrocki, RN

Barry J. Pernikoff, MD

Paula Roos

Marguerite Salam, MD

Bette C. Saxton

Glenn Steele, MD, PhD

Curtis N. Stevens

Ann Turlip, RN

Mary Theresa Vautrinot



UNIVERSITY OF SCRANTON CAMPUS  
334 JEFFERSON AVENUE  
SCRANTON, PA 18510

63 NORTH FRANKLIN STREET  
WILKES-BARRE, PA 18701

PHONE  
(570) 941-7984 (SCRANTON)  
(570) 970-6543 (WILKES-BARRE)  
(800) 424-6724

WEB SITE  
[www.cancernepa.org](http://www.cancernepa.org)

NONPROFIT ORG.  
U.S. POSTAGE  
PAID  
SCRANTON, PA  
PERMIT NO. 347