

# In sights

A PUBLICATION  
OF THE  
NORTHEAST  
REGIONAL  
CANCER INSTITUTE  
WINTER 2004

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

COMMUNITY  
PARTICIPATION  
Cancer Institute  
participates in  
creation of first-ever  
statewide cancer  
control plan

NOW AVAILABLE—  
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Northeast Regional  
**Cancer  
Institute**

## Dress c.a.s.u.a.l. Colon Cancer Awareness Saves Unlimited Adult Lives for a good cause

**T**his March, YOU can make a difference for colorectal cancer awareness, simply by dressing casual.

March 31, 2004 has been designated “Helen Phillips C.A.S.U.A.L. Day for Colon Cancer Awareness” according to House Resolution 523 of the Pennsylvania House of Representatives. And the family of Helen Phillips, who fought a courageous battle against colon cancer and died in the summer of 2002, has teamed up with the Northeast Regional Cancer Institute to commemorate this day with the first annual C.A.S.U.A.L. (Colon cancer Awareness Saves Unlimited Adult Lives) Day in honor of Helen Phillips.

C.A.S.U.A.L. Day is a program to raise awareness about colon cancer in Northeast Pennsylvania and the importance of screening and early detection, as well as to raise funds and awareness for the Cancer Institute.

“I wish that today we were telling the story of my mother’s survival, but instead we must spread a message of awareness about colon



*C.A.S.U.A.L. Day is in memory of Helen Phillips (right), who fought a courageous battle with colon cancer, and died in the summer of 2002. She is pictured with her daughter Maura Phillips Staback who is helping to organize the event so her mother’s memory will live on.*

cancer screening,” said Maura Phillips Staback, event organizer. “I ask you what would it cost you to have a colonoscopy? I know what it cost my family because our mother did not...everything.”

Participants will pay \$5 for a pin or \$15 for a pin and t-shirt and dress “C.A.S.U.A.L.” to promote awareness.

To participate in this event, call (570) 941-7984.



## MARCH IS COLORECTAL CANCER AWARENESS MONTH!

**T**he Cancer Institute has many programs and events planned for March as part of its Targeted Colorectal Cancer Awareness Program (TCCAP).

In addition to C.A.S.U.A.L. Day (see story above), the outreach staff is partnering with many organizations in our six-county service area to plan

community and professional education programs at hospitals, schools, and other locations where we can spread the message of prevention and awareness to the greatest number of people.

For a complete schedule of programs scheduled throughout March, visit [www.cancernepa.org](http://www.cancernepa.org).

ALLIED SERVICES/JOHN HEINZ INSTITUTE    COMMUNITY MEDICAL CENTER    MARIAN COMMUNITY HOSPITAL  
MERCY HEALTH PARTNERS    MOSES TAYLOR HOSPITAL/MID-VALLEY HOSPITAL  
WYOMING VALLEY HEALTH CARE SYSTEM



# NOW AVAILABLE - *Cancer Resources Guide*, 6<sup>th</sup> Edition

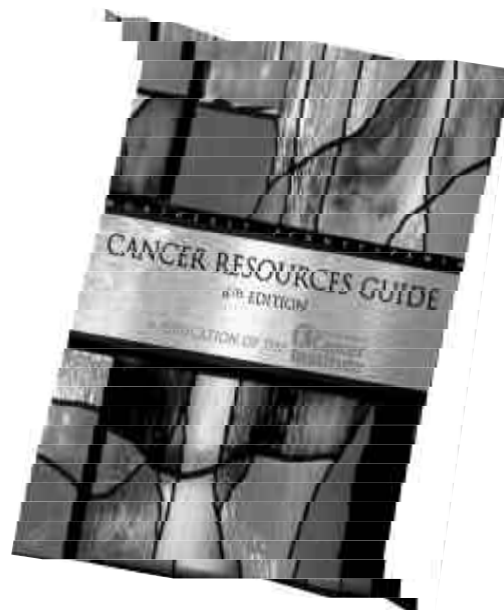
*Most comprehensive handbook of regional cancer information*

The Northeast Regional Cancer Institute is proud to announce that the 6th edition of the *Cancer Resources Guide* is now available.

The *Cancer Resources Guide*, a one-stop information source for cancer patients, their families, caregivers, as well as healthcare professionals, contains local, state and national website and phone numbers for resources ranging from treatment centers to support programs to financial services.

The *Guide* also contains first-hand accounts from cancer survivors, and useful explanations of services from many individuals and organizations involved in all areas of the spectrum of cancer care.

You can pick up a copy of the *Guide* at most local cancer treatment facilities, or you can call the Cancer Institute for a copy at (570) 941-7984 in Scranton or (570) 970-6543 in Wilkes-Barre.



## Cancer Institute helps craft comprehensive state cancer plan

As part of the Pennsylvania Cancer Control Consortium (PAC3), leaders from the Northeast Regional Cancer Institute joined other public health organizations in developing the state's first-ever Comprehensive Cancer Control Plan, presented on January 27 in Harrisburg.

Created in 2001, PAC3 is comprised of nearly 190 stakeholders representing the healthcare community, academia, community organizations, advocacy groups, and cancer survivors.

The Cancer Control Plan is a statewide blueprint for all sectors to unite to address the growing challenge cancer poses in Pennsylvania. The plan provides a clear,

unifying vision of cancer related priorities and the actions that need to be taken to reduce the impact of cancer in the lives of Pennsylvania residents. Public and private cancer groups will share resources, exchange scientific data and work together to combat this deadly set of diseases.

The Plan will mobilize statewide support, build effective partnerships and enhance the infrastructure to fight cancer on all levels, in every community, saving lives and helping those in need throughout the state. For more information about the PAC3 Plan, contact the PAC3 Coordinating Office at (412) 623-3209 or visit [www.pac3.org](http://www.pac3.org).

### Cancer Information Resources:

  
Northeast Regional  
**Cancer  
Institute**  
(570) 941-7984 (Scr.) or  
(570) 970-6543 (W-B)  
[www.nrci.org](http://www.nrci.org)

  
NATIONAL COALITION  
FOR CANCER SURVIVORSHIP™  
1-877-NCCS-YES  
[www.canceradvocacy.org/](http://www.canceradvocacy.org/)

  
OncoLink™  
University of Pennsylvania  
Cancer Center  
[www.oncolink.com](http://www.oncolink.com)

  
American  
Cancer  
Society®  
1-800-ACS-2345  
[www.cancer.org](http://www.cancer.org)

  
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YOUR LINK TO CANCER INFORMATION  
Sponsored by the National Cancer Institute  
1-800-4-CANCER  
[www.cancer.gov](http://www.cancer.gov)



## Hat, check! Gloves, check! Sunscreen? Tips for protecting your skin this winter

Here in Northeast Pennsylvania, even during the long, cold days of winter, it is important to remember sun protection for outdoor activities.

Reflections from the snow and ice can more than double your danger from the sun's harmful ultraviolet (UV) rays. And strong wind combined with snow can reduce the effectiveness of sunscreen.

We are all in the routine of packing sunscreen for a day at the pool or beach during the summertime.



However, it is important to remember that the sun is present 365 days a year, even on days when we can't necessarily see it during the winter. We need protection all of the time to reduce our lifetime sun exposure.

Everyday exposure counts! In the ice and snow wear a hat, sunscreen, lip balm and slip on sunglasses to cut down on the sun's reflection. And don't stay out too long.

**Have fun this winter and stay safe!**

## Cancer Institute kicks off 'Sun Safety in NEPA' for second year

The Northeast Regional Cancer Institute is preparing to launch its Sun Safety in Northeast PA campaign, aimed at educating young children and their parents about the prevention, early detection and treatment of skin cancer.

The program is funded by a grant of \$100,000 under the Community Revitalization Program of the PA Department of Community and Economic Development through Senator Bob Mellow.

"The Sun Safety program is an important initiative to raise awareness about skin cancer prevention," said Chris Phillips, RN, Community Cancer Education Nurse for



the Cancer Institute. "Research has shown that preventative behaviors can help reduce skin cancer if they are initiated early in life and established as healthy and consistent patterns throughout one's lifetime."

More than 6,000 packages of sun protection information and sample sunscreen will be delivered to parents via pediatrician offices, Women, Infant, and Children (WIC) sites, public pools, and other programs in a beach pail with a message of sun safety that will appeal to children, as well as their parents.

### PanCAN (Pancreatic Cancer Action Network)

An Evening of Hope in Memory of Marilyn K. Snyder  
Saturday, April 24, 2004 \* Murray's Inn, Wilkes-Barre

Silent Auction \* Raffle \* Door Prizes \* Music \* Appetizers \* Dessert Bar

For info, call 343-5223 or 283-4245.

# In their own words

## Mary's Journey: A very real story of a breast cancer diagnosis

By *Mary Rucco*

**F**ebruary 28, 2003. I sat down to watch the 6 p.m. news. There was Charlotte Deleste from WBRE-TV, announcing it was "Buddy Check 28" Day. Good thing too--I forgot about it. I was never one to complete a Breast Self-Exam because there is no history in my family. Later that night, while performing the exam, I found a lump on my right breast. "Is this what I THINK it is? Maybe it'll go away tomorrow." Well, tomorrow came and it was still there--didn't move. All sorts of ideas ran through my head.



*Mary Rucco and Charlotte Deleste*

When I came to after my lumpectomy procedure, still affected by the anesthesia, my doctor told me the lump was cancer --Invasive Ductial Carcinoma. Still in a fog, I commented "That's Nice" like I just won the Powerball Lottery!! It wasn't until I was back in my room that my mom told me again and it sunk it. I felt like a train hit me full speed ahead!! CANCER!!! ME?!! I'm too young!!!! I'm only 41 years old!!!! It must be a mistake!!

That night, watching Charlotte Deleste, I decided to write to her and let her know how her "Buddy Check 28" program saved my life and what a great service she was doing for the public!! A few days later I heard from her, and she asked me how I

would feel if she and a TV camera followed my journey through cancer. The more women and men who know that early detection can save your life is important!

By this time I overdosed myself on all kinds of information about breast cancer and made it my mission to know EVERYTHING involving my treatments, asking the doctors all kinds of questions, since this was a journey I was given to take and I wanted to go in with something no short of my "M.D." degree. For my node surgery I was scared and nervous but with my mom, dad, Charlotte, Lonnie and the nurses and staff they made me feel relaxed. And I laughed a lot to hide my fear...something I do a lot. Then the GOOD NEWS!!! My nodes were clean!!!! No cancer!!!! Four sessions of chemotherapy...and TV 28 was there, my new buddies!!!

I've been involved in a support group at General Hospital, whose members I truly admire and give me strength beyond belief. And I also learned that cancer is cancer--no matter what you're diagnosis is, from skin cancer to stage V breast cancer and many more!! Cancer affects us all in many different ways--believe me, I know. My strength grew and still is growing, with my mother and father always by my side, my 2 angels, support from family and friends, as well as strangers who have seen "Mary's Journey" on WBRE-TV's "Buddy Check 28" program.

Cancer picked the wrong girl to mess with!! With strength from God, my family and friends I'm growing stronger everyday! Charlotte and I have become good friends, and she has been a big support for me during my journey. My cancer "treatment" is half over but I'll be living with it all my life. I AM A SURVIVOR!!! I learned what my purpose is from all of this--to be VIGILANT about monthly Breast Self-Exams!! Remember, the life you save could be your own!!

—AS FEATURED IN THE CANCER RESOURCES GUIDE, 6TH EDITION (SEE STORY, PAGE 2)

*"Cancer picked the wrong girl to mess with!!"*

**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 Jennifer Battista, Community Relations Coordinator, Northeast Regional Cancer Institute, 334 Jefferson Ave., Scranton, PA 18510. Phone (570) 941-7984. Email [battista@nci.org](mailto:battista@nci.org)



## Cancer Institute appoints new Board members

Michael M. Costello, chairman of the Board of the Northeast Regional Cancer Institute, announces the recent appointment of Jane Carlonas, Esq., Mary Erwine, RN, and Kenneth Lee, Esq., to the Board of Directors.

Jane Carlonas is Partner in the law firm of Oliver, Price & Rhodes. She is a member of the American Bar Association, the Pennsylvania Bar Association, the Lackawanna Bar Association-Young Lawyers Division, and is presently secretary of the Lackawanna Bar Association.

She serves on numerous Boards, including the Scranton Counseling Center, the Komen Foundation, and St. Joseph's Center Auxilliary.

She received a Bachelor of Science from the University of Scranton, and a Juris Doctor degree from Duquesne University School of Law.

She resides in Dunmore.

Mary Erwine is President of Erwine's Home Health Care, Inc., Erwine's Home Care Affiliates, and Erwine's Private Duty, which employ more than 100 and serve five counties.



*Erwine*

Some of her community involvement includes membership of the President's Council of Wyoming Seminary; the Advisory Council of College Misericordia; the Board of Directors of Leadership Wilkes-Barre; the Executive Women's Council of the Wilkes-Barre Chamber of Commerce; and the Board of St. Vincent DePaul Kitchen.

Ms. Erwine received a Bachelor of Science in Nursing and a Masters Degree in Nursing Education and Community Health from College Misericordia, and certifications from Temple University and Divine Providence Hospital.

Kenneth Lee is currently the Director of External Affairs and In-House General Counsel for Gentex Corporation in Carbondale, where he is responsible for the legal affairs of the company and corporate communications and government & public relations.

From 1989 to 1994, Mr. Lee served as Pennsylvania State Legislator for the 111th legislative district encompassing all of



*Carlonas*



*Lee*

## Epidemiologist welcomed to Research staff

The Cancer Institute is pleased to welcome Buffi LaDue, PhD, MPH, to the staff as an Epidemiologist with the Cancer Institute's Cancer Epidemiology Research Program.



*LaDue*

Prior to joining the Cancer Institute staff, Dr. LaDue was Manager of Medical Surveillance for the Hanford Environmental Health Foundation, Washington.

She received a Doctoral Degree from the University of Washington, Seattle, and a Master's Degree in Public Health from the University of Pittsburgh.

She is currently a member of the American Public Health Association, and the Society for Epidemiologic Research.

Dr. LaDue resides in Clifford with her husband, Michael.

Wyoming & Sullivan counties as well as parts of Susquehanna and Bradford counties.

He is a member of the Tunkhannock Riverside Park Commission and the Advisory Board of Penn State, Wilkes-Barre. He is also Vice-Chair of the In-House Counsel Committee of the Pennsylvania Bar Association. Mr. Lee is a graduate of Yale University and the Dickinson School of Law where he graduated with honors. He resides in Tunkhannock with his wife, Jane, and their two children, Kelsey and Katy.

**SPECIAL THANKS TO OUR NEWSLETTER SPONSOR:**





## Community Participation

# MORE fun, MORE games at 2<sup>nd</sup> annual event!

**T**he competition was fierce. They came with one goal in mind--to win. But they ended up doing so much more.

More than 350 people attended the 2<sup>nd</sup> annual *It's all in the game!* and raised more than \$12,000 for the Northeast Regional Cancer Institute. The proceeds went to the production of the 6<sup>th</sup> edition of the *Cancer Resources Guide* (see story, page 2).

Many attendees were return visitors from the previous year's event, who had so much fun they came back and brought with them more friends and colleagues. And there were also many new faces, as well. Whether old or new, the Cancer Institute welcomed all of its friends, and looks forward to next year's fun!



*Members of the Greater Scranton Chamber of Commerce's team enjoy the festivities.*



*Cancer Institute staff members take time out to relax at the event.*



*Committee member Tracy Doherty and husband Tom Doherty from sponsor James A. Doherty Co., Inc. catch up with representatives from sponsor Happenings magazine.*



*Event chairperson Jane Carlonas, Esq. and committee member Judy Lee Evans discuss strategies with the team from Oliver, Prices & Rhodes.*



*Event organizers from the Cancer Institute take a minute to thank emcee Penny Lindgren from WYOU.*



*The award-winning team from DGK Insurance showed their team spirit.*



# Community Participation

*Special thanks to those sponsors who contributed so generously to It's all in the game!, without whom, the publication of the 6<sup>th</sup> edition of the Cancer Resources Guide would not be possible.*



**McGrail Merkel Quinn & Associates**  
CERTIFIED PUBLIC ACCOUNTANTS IN PENNSYLVANIA



*Jennifer Battista (far left) and Bob Durkin (center) of the Cancer Institute proudly display the Cancer Resources Guide to Frank Merkel (2nd from left) and Diane Witko from McGrail, Merkel, Quinn and Associates, as well as Valerie Bell of the PA Department of Health.*



*Bob Durkin, Cancer Institute President, meets with Bob Taylor of Lockheed Martin and his family, who joined in the festivities of "It's all in the game!" Lockheed Martin, a sponsor of the event, supported the Cancer Resources Guide.*



*Jennifer Battista and Bob Durkin from the Cancer Institute share the Cancer Resources Guide with (l to r) Pat Lawless of AHEC, Jay Delaney of Senator Ray Musto's office, and Valerie Bell of the PA Department of Health.*



# Northeast Regional Cancer Institute

*Easing the burden  
of cancer in  
Northeastern  
Pennsylvania*

## Partner Healthcare Facilities

Allied Services  
*Scranton*

Community Medical  
Center, *Scranton*

John Heinz Institute,  
*Wilkes-Barre*

Marian Community  
Hospital, *Carbondale*

Mercy Health Partners  
*Scranton & Wilkes-Barre*

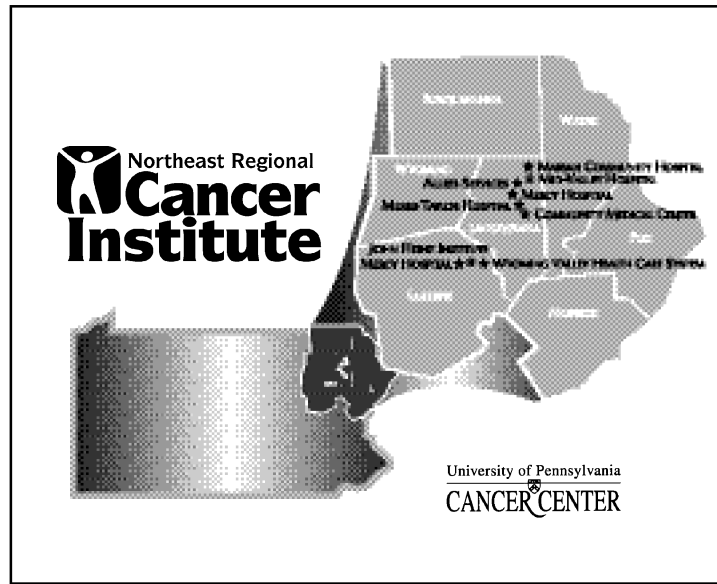
Mid-Valley Hospital,  
*Peckville*

Moses Taylor  
Hospital, *Scranton*

Wyoming Valley Health  
Care System, *Wilkes-Barre*

Financial support for  
the Cancer Institute's  
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services is provided by the  
**Harry and Jeanette  
Weinberg Foundation**  
and the **Pennsylvania  
Department of Health.**

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*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 is the only local cancer organization that invests all of its resources in this region.*

*The four main components of the Cancer Institute are the Epidemiology Research Program, the Regional Cancer Registry, the Cancer Risk Program, and Community Education and Support.*

*Partnering 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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