

# In sights

A PUBLICATION  
OF THE  
NORTHEAST  
REGIONAL  
CANCER INSTITUTE  
FALL 2004

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

## Community Participation

Cancer Institute hosts Regional Forum for statewide cancer control plan

*Assessing Cancer Risk*

*HealthyWoman Program*

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## Community Leaders Learn About Cancer Control Program

Over 50 community leaders from throughout Northeast Pennsylvania participated in one of a series of regional forums held throughout the state to learn about the Pennsylvania Cancer Control Consortium (PAC3).

The Northeast Pennsylvania forum, held Oct. 21 at the Lackawanna County Visitors Center, was attended by regional residents, healthcare providers and representatives of elected officials. The Forum was

hosted by regional stakeholders in the PAC3 Program: Northeast Regional Cancer Institute, American Cancer Society, Pennsylvania Department of Health, and Cancer Information Services.

PAC3 was created in 2001 as a partnership initiated by the Pennsylvania Department of Health to develop the Commonwealth's first-ever *Comprehensive Cancer Control Plan*. PAC3 is supported by more than 190 statewide stakeholders who represent the health care community, cancer research centers, academia, community organizations, advocacy groups, industry and cancer survivors.

During the regional forum, local stakeholders learned firsthand about the

goals and objectives of PAC3, and opportunities to work together to reduce the burden of cancer in Pennsylvania.

"In keeping with the PAC3 concept that we can achieve more together than by working alone, the regional forum

was designed to inform the community and engage potential partner organizations," said Robert F. Durkin, President of the Cancer Institute and a PAC3 Board Member.

Forum participant Beth J. Taylor RN, OCN, Clinical Specialties Supervisor at Allied Services said, "I was impressed at the

large turn out for the event. A lot of hard work has obviously taken place in developing the PAC3 *Plan*, and to see so many cancer and advocate organizations represented at the meeting was very encouraging."

The comprehensive nature of the *Plan* will allow various organizations to adopt different elements – subject to their own needs. In that sense, PAC3 represents a "virtual" organization. Success in the implementation of the *Plan* will result from the collective efforts of many constituencies.

For more information about PAC3, please contact Diane Fletcher, Executive Director of the PAC3 Coordinating Office at 412-623-5776.



*Diane Fletcher, Executive Director of the PAC3 Coordinating Office gave an overview of the Pennsylvania Cancer Control Consortium at the Northeast Pennsylvania Regional Forum*



## Cancer Risk Program, Assessing Your Risk for Cancer

**Y**ou are probably familiar with some of the risk factors for cancer such as family history, lifestyle, and age. You may have read about the discovery of genes that increase cancer risk. If you are wondering what all of this means for you and your family, the Cancer Risk Program at the Northeast Regional Cancer Institute can help.

With two cancer risk specialists and seven years as the region's leading provider of cancer risk educational programming, The Northeast Regional Cancer Institute is positioned to offer up-to-date and comprehensive information on a complete spectrum of cancer risk education, services and providers.

"Education is the key to understanding the highly complex field of cancer genetics and genetic testing, it is the essential first step for individuals concerned about cancer risk" said Laura Toole LCSW, Director of Education and Outreach.

The Cancer Institute's cancer risk professionals provide the most advanced information available about

cancer genetics and genetic testing, helping individuals and families make informed decisions about healthcare options based on the latest information. In 2003 alone, the Cancer Institute provided free cancer risk information to more than 200 individuals and families.

For individuals interested in pursuing risk assessment services, our professionals will provide a listing of regional cancer risk assessment providers, complete with detailed descriptions of the services offered by each.

All Cancer Risk Program services are confidential and provided free of charge.

For additional information about the Cancer Risk Program, or to make an appointment, call the Cancer Institute at (570)941-7984 or (800) 424-6724.



**CONCERNED  
ABOUT  
Your Risk For  
Cancer?**

*"My participation in the Cancer Risk program has provided a wide base of knowledge as it relates to my cancer concerns and has given me helpful information to deal with related issues without anxiety."*

*Cancer Risk Program Participant*

## Cancer Prevention and Treatment Program Offered

**A**dult women who have low to moderate incomes and have limited or no health insurance are eligible to enroll in the Breast and Cervical Cancer Prevention and Treatment Program (BCCPT).

BCCPT is offered by Maternal and Family Health Services, Inc. and is provided by the Pennsylvania Departments of Health and Public Welfare which includes two main services.

The HealthyWoman Program is the Breast and Cervical Cancer Early Detection Program funded by the Centers for Disease Control and Prevention. Services provided by this program include mammograms, clinical breast examinations and education on breast self-examination, Pap tests and pelvic examinations. These services are available year-round to adult women who have low to moderate incomes with limited or no insurance.

When a woman enrolled in the HealthyWoman

Program has a positive diagnosis for breast or cervical cancer, or a pre-cancerous condition of the breast or cervix, then she may be eligible for health care and treatment services offered by the Department of Public Welfare through the BCCPT Program. A women eligible for the BCCPT Program must:

- ◆ Be eligible and enrolled in the HealthyWoman Program
- ◆ Be under age 65
- ◆ Be uninsured or underinsured
- ◆ Be a U.S. citizen or eligible alien
- ◆ Be a Pennsylvania resident; and
- ◆ Have a Social Security Number or apply for one

*For additional information, call  
1-800-367-6347 or (717) 772-6341*



## Recap of TCCAP

The Epidemiology Research Program at the Northeast Regional Cancer Institute, under the direction of Samuel Lesko, MD, MPH, has found that colorectal cancer is twenty percent higher in Northeast Pennsylvania compared to state and national averages. This data led the Cancer Institute to begin a pilot project in 2003 to target colorectal cancer awareness. The program, identified as *Targeted Colorectal Cancer Awareness Program* (TCCAP) aimed to provide education programs for healthcare professionals and the community.

Moving forward, the program has continued to address and expand colorectal cancer awareness and prevention with community and healthcare professional programming in Northeast Pennsylvania. Today the TCCAP program is in its first full year of operation. Successful activities to date include:

### COMMUNITY

- ◆ Conducted 60 community programs, with 1,265 attendees
- ◆ Distributed promotional material such as payroll stuffers, window clings, table tents, and Screen For Life brochures
- ◆ Coordinated mailing of approximately 27,000 Screen For Life brochures, throughout 4 counties, in concert with AARP

### HEALTHCARE PROFESSIONALS

- ◆ Conducted 66 physicians (one to one) Academic Detailing sessions
- ◆ Contacted 8 physicians with information only
- ◆ Coordinated 5 hospital based Continuing Medical Education (CME) programs, with 192 attendees
- ◆ Held 11 healthcare professional programs, with 196 attendees
- ◆ Conducted 1 healthcare professional dinner meeting, with 27 attendees

### MEDIA

- ◆ Advertised (in print) weekly program listings of colorectal cancer events in March
- ◆ Ran the following Spring/Summer media spots, with a total of 830,000 gross impressions:
  - 341 radio spots for 130,000 impressions
  - 63 print ads for 300,000 impressions
  - 177 affiliate/1,500 cable TV ads for 400,000 impressions
- ◆ Scheduled the following Fall media spots:
  - 3 Billboards for 19,300 impressions
  - 202 radio spots for 171,360 impressions(to run concurrent with targeted mail campaign)

### OTHER

- ◆ Facilitated 2 Advisory Council meetings of local stakeholders (approximately 20 attendees each)
- ◆ Created a partnership with the Pennsylvania State University for CME accreditation of Academic Detailing program – first of its kind
- ◆ Over 150 businesses and 6,500 individuals participated in C.A.S.U.A.L. Day, to promote colorectal cancer awareness
- ◆ Invited to participate in a study of academic detailing in partnership with the Appalachian Community Cancer Network – funding/program approval pending

*A Special Thanks to our  
TCCAP Supporters:*

***Blue Ribbon Foundation***

***Margaret Briggs Foundation***

***Pennsylvania Department of  
Community & Economic  
Development***

***Scranton Area Foundation***

***Sordoni Foundation***

***The Harry and Jeanette  
Weinberg Foundation***

***Procter and Gamble Fund***



*Reviewing program related materials are (left to right) William Calpin Jr. and Matt Mackie, Margaret Briggs Foundation; Jeanne Bovard, Scranton Area Foundation; Maggie Snyder, Community Outreach Specialist, and Robert F. Durkin, President, Northeast Regional Cancer Institute*



*Maggie Snyder, Community Outreach Specialist, Cancer Institute displays TCCAP promotional items for Charles O'Hara, Public Relations/Energy Affairs Mgr., and Phyllis Symuleski, Employee Health Nurse, both of Procter & Gamble*

### Guidebook Provides Cancer Resource for Young Adults

One of the fastest-growing group of cancer survivors in the world is often one of the most forgotten when it comes to addressing their specific needs.

Young adults diagnosed with cancer face issues that are quite different from a “mature” adult or a senior. It’s quite likely that they don’t have much experience in making major medical decisions. They haven’t yet established themselves financially, so health insurance co-pays create an added burden. And they likely live away from home, creating the dilemma of where to be treated: close to friends or near family.

A newly published guidebook, “**No Way, It Can’t Be**,” provides young adults with suggestions and ideas about how to face the challenges of being diagnosed with cancer. The guidebook is written by three-time cancer survivor Doug Ulman and his

mother, Diana Ulman, founders of the Ulman Cancer Fund for Young Adults.

It contains a step-by-step approach for dealing with cancer, from deciphering the diagnosis to making treatment decisions and keeping medical and financial records. There is also a section dealing with emotional issues specific to young adults: writing a journal, taking “one hour at a time” and finding a source of support. Another unit of the booklet discusses the dilemma faced by young adult cancer patients who need family support but still want to maintain their independence.

“**No Way, It Can’t Be**” is available free of charge due in part to a Community Grant from the Lance Armstrong Foundation. To request a copy of this guidebook, contact The Ulman Cancer Fund For Young Adults at 888-393-3863(fund) or [www.ulmanfund.org](http://www.ulmanfund.org).

## In their own words

In November of 1999, Judy Massetti’s daughter was diagnosed with cancer at age nine. As Judy sat by her daughter during her biopsy after her cancer relapsed in January of 2002 this poem echoed in her head. This poem was written for Judy’s daughter as they continue to fight cancer together.

**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](mailto:hakek2@scranton.edu)

July, 30, 2002

#### To My Daughter

*Danielle Marie, I ask of thee,  
to give me all your tears and fears.*

*Sweet Daughter of mine I love you so dear,  
teach me to be always near.*

*You have touched the lives of so many,  
I pray the Lord will bless you plenty.*

*Yesterday you were my baby,  
today you are my little young lady.*

*I look ahead to a future so bright,  
even if we have to continue this fight.*

*It is near, I feel it in my heart,  
let us stay together,  
and we’ll never be apart.*

*All my love,  
Mommy*



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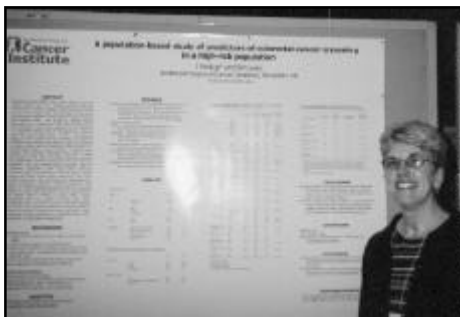
## Research Staff Presents Reports at National Meeting

**Gertrude Coleman, PhD,** Epidemiologist, presented at the American Public Health Association's Annual Meeting in Washington, D.C. on Nov. 9, 2004 with Samuel Lesko, MD, MPH, Director of Research and Medical Director at the Cancer Institute. The poster presentation featured the Cancer Institute's tobacco usage research project.



*Gertrude Coleman, PhD*

**Ilene S. Prokup, MS, RN, CS,** Epidemiologist, presented at the American Public Health Association's Annual Meeting in Washington, D.C. on Nov. 9, 2004 with Samuel Lesko, MD, MPH, Director of Research and Medical Director at the Cancer Institute. Her poster presentation featured information on colorectal cancer screening.



*Ilene S. Prokup, MS, RN, CS*

## Cancer Institute Welcomes New Employees

Kristin M. Hake has joined the Northeast Regional Cancer Institute as Community Relations Coordinator. In this position she will manage the communications services, which include media relations, publications, public awareness, and program promotion.

Ms. Hake received a Bachelor of Arts degree in communication studies, with a concentration in public relations from Wilkes University.

Ms. Hake currently resides in the Pittston area.



*Hake*

Melissa Howells has joined the Northeast Regional Cancer Institute as the Education and Outreach Staff Assistant. She is responsible for providing administrative support for education and outreach, assisting in the coordination and scheduling of event/programs and with mailings, as well as developing databases, PowerPoint presentations, and various education and outreach efforts.

Ms. Howells graduated from Marywood University with a bachelor's degree in English.

Ms. Howells resides in the Scranton area.



*Howells*

Mari Jean McAndrew has joined the Northeast Regional Cancer Institute as Registry Staff Assistant. She is responsible for maintaining the Cancer Registry, assisting the Vice President of Registry Services, as well as general administrative duties.

Mrs. McAndrew has been working in the health care industry for 17 years and has a degree from Lackawanna Community College.

Mrs. McAndrew resides in the Scranton area with her husband and four children.



*McAndrew*

Jessica Rupp has joined the Northeast Regional Cancer Institute as Staff Assistant. She is responsible for arranging weekly tumor board meetings, entering case follow-up and findings as well as handling all mail and phone calls in the Wilkes-Barre General Hospital office.

Ms. Rupp received an Associate in Applied Science degree in Computer Information Systems (CIS) at Luzerne County Community College.

Ms. Rupp resides in the Wilkes-Barre area with her fiancé.



*Rupp*



## Community Participation

# 3rd Annual *It's all in the Game!*, A Night of Fun and Games

**Of 100 people surveyed, 100% of the population answered Game Night was a successful night of fun and games.**

Over 300 people attended the 3rd Annual *It's all in the Game!* event on November 11, 2004 at the Radisson Lackawanna Station Hotel in Scranton. The event featured board games such as Family Feud, Pictionary, and Celebrity; music; food; cocktails; as well as a silent auction and chinese auction. Proceeds collected from this event will go towards the development and distribution of the 7th edition of the *Cancer Resources Guide*.



*The evening was filled with fun, food, and friends. Pictured above is Regina Peters, Linda Keene, Mary Anne LaPorta, Gary Edwards, and Karen Dempsey*



*Henry Elwell, Robert Brzuchalski, Louise Brzuchalski, and Debbie Elwell wait in anticipation for the control of the board during their game of Family Feud*

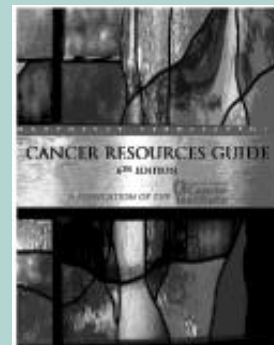


*Throughout the evening participants could chance their luck for the chinese auction and silent auction, both filled with great prizes*



*Celebrity players of team Purple 8 listen as teammate Amy Phillips gives them clues about her secret celebrity*

All proceeds from *It's all in the Game!* - an evening of fun and games, support the continued development and distribution of *The Cancer Resources Guide*.



# Community Participation



Teammates Lisa Kenny, Virginia Goodrich, and Kim Price watch as their opponent draws during Pictionary



Noreen Burke, Mary Ann Snarski, Pattie Cobb, and Donna Damiano look like they are having fun at the evening celebration



Teammates Tracy Giumento, Jen Adrian, Rebecca Zelinski, and Julie Rushin smile for the camera before the



Aventis Pasteur and Vaccess employees, Kathy Platt (front), Edward Russo, Karan Mazzoni, Sharon Keller, Katrina Keiper, Debbie Roland, Mike Tomanchek, and Jocelyn Bailey all participated in the fun and games

## Thank You to our Sponsors

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Emcee, Diane Lee from WYOU welcomed the crowd before the games began Thursday night

### Wink Level



Tracy & Tom Doherty



Event Co-Chairs Marty Monahan and Judy Lee Evans

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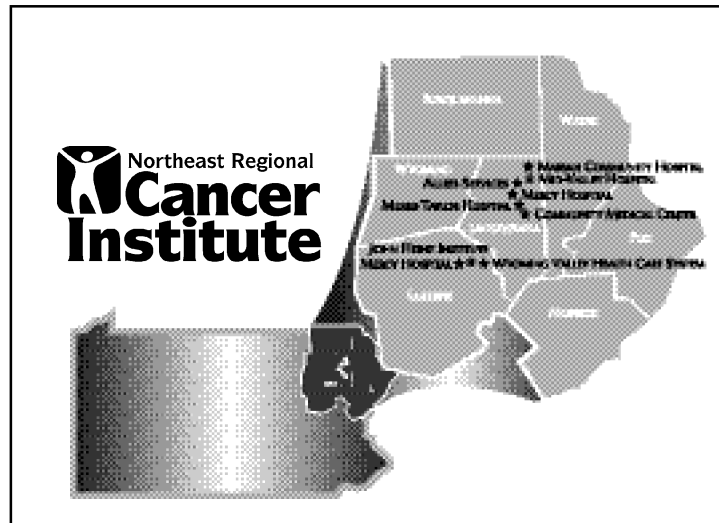
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**Harry and Jeanette  
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and the **Pennsylvania  
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(570) 941-7984, or  
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*The Northeast Regional 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 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 nine partner organizations in Northeastern  
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