Camden County Cancer Coalition
Eliminating Health Disparities Workgroup at CPAC, Pennsauken, NJ 08109
May 21, 2007 Monday, 10:00 am to 11:30 am

Present: Irving and Vincent Clark, Clark Family Foundation; William James, CPAC; Kathleen McCabe, Moorestown VNA/Hospice; Lynn Rosner, Joyce Rozier, Evelyn Robles-Rodriguez, Cooper CINJ; Plyshette Wiggins, ACS; Tondi DeShields, Cooper CEED; Jean Mouch, Camden County Cancer Coalition; Tara McAlexander, ACS intern

Agenda:
A. Screening Days Update:
   1. Prioritize the work in Camden City
      a) May 2007 update:
         • May 14th – at CAMCare, Excellent event for CAMCare and CEED – 28 women received a Mammogram via the Fox Chase Cancer Center Van and 12 of them were CEED eligible. Organization with CAMCare facility, and staff went without a problem. Three of our coupons to encourage General Public to attend were “redeemed”. Camcare staff took advantage of the day as well. Respond, Inc. brought a van of Seniors to our event for health screening and education.
         • May 20th – Juan Baptiste Health Fair – correction of the information of the last minutes – event was held at St. Joseph’s Pro-Cathedral. Very well organized, and multiple health and social service providers were there. Sara Haggerty, with the Bone Marrow Registry, Cooper CEED, Clark Family’s Breast Cancer Services, ACS, Lymphoma/Leukemia Association were all there! Turn-out because of the church services was good.

         We need to be sure and ask two questions at the CEED offices – “How did you hear about the CEED program” and where the caller is from by zip code.

      2. Priority for the Suburban County municipalities – NOTE: Cherry Hill, Pennsauken, Voorhees, Winslow Township and Gloucester Township – targeted because of high populations of African Americans and Hispanic residents. (80% and 82% together with Camden City). The “distressed municipalities” identified via the CC-DHHS BRFSS 2005 study include: Audubon; Audubon Park; Brooklawn; Chesilhurst; Clementon; Gloucester City; Lindenwold; Magnolia; and Woodlynne.

      Cooper CEED’s 10,000 door knob reminders for Breast Cancer are focusing on the “Distressed Communities”. (Need list of the priority zip codes) Clark Family Breast Cancer Services has distributed 800 of the door-knob reminders!

B. Strategies for having Men Participate in Cancer Screening
   (see notes from Plyshette Wiggings and Jean Mouch)
   Plyshette reported on a sub-committee meeting which did brainstorming for strategies that outreach to men with cancer screening. Meeting held on May 11, 2005 at ACS, 2:30 to 4:30 pm. A list of men who could help us prioritize the approach were invited to this full workgroup meeting. Three men were able to come: Vincent and Irving Clark and William James.

   Sharing points for discussion:
   • When you reach a certain age, with many different life-experiences, this helps to “calm down the macho-ness” and show the real side of being a person who cares for yourself so that you provide for your family going into the future
   • Allows you to “let down your guard” because you have seen it, e.g. a young person dying from
cancer that could have been caught early with screening

- Need the 32 year olds reaching out to the 14 year olds about being “out there for your children” and thus need to get screened early for prostate and colorectal cancer
- Need to “ease their minds” and “address their fears” about the cancer risks and about the methods for screening.
- Good experience was at a church in Philadelphia where the men who had had cancer invited other men to “just talk about it” and to be a peer to peer educational approach

DECISION: Start with Camden City, but build a model for outreach to men and how we can do it throughout the county.

DECISION: We will have a Men’s Health Event for Camden City in August 2007 with Prostate and Colorectal Cancer Screening available. Suggested Venue is Rutgers Gym/Student Center.

**Ideas for the event are:**
Keynote Speaker – Cancer Survivor / Sport Celebrity
Sports / Games – e.g. hoops; kick-boxing; golf; ??swimming?? e.g. poker, pinochle, dominoes
Have survivors / survivor family members at each of the tables and sports stations for conversation and facts
Have physicians available for screening for Prostate and Colorectal Cancer and smoking cessation!
Have an Appointment Book for CEED times of screening at “future time” and a definite place.
Have gifts and give aways – design playing cards which talk about cancer myths
Have a GRAND PRIZE – Eagles tickets?? – for all those men who get screened at the event and stay for the whole educational time!

Time: Afternoon to Evening
Date: August
Place: Rutgers gym

C. Eliminating Health Disparities Workgroup Goals for 2007-2008 accepted at the Coalition Meeting, April 2007

1. To decrease Cancer Health Disparities by increasing cancer screening among target populations, especially to focus on meeting the CEED screening goals for Men during the next year.
2. To assist with the planning and implementation of the CAMCare, FQHC community cancer screening for Breast Cancer by having a community-based Mammography Center for Breast Cancer Screening in East Camden. Update: One informational meeting with Mr. Bryant, CEO of CAMCare and Dr. Susan Buttress, Medical Director of CAMCare was held with Dr. Jean Mouch, Camden County Cancer Coalition Coordinator. Update at the next meeting.

**EXCEPTION FOR NEXT MEETING – EARLIER due to key members request *******
June 11, 2007 Monday from 10:00 am to Noon
RSVP for Lunch to Hilary Colbert, 663-3998 or hcolbert@cpachiv.org
Location: CPAC, Cooper River Square, 6991 N. Park Drive

REGULAR MEETING SCHEDULE – 4th Monday of the Month, 10:00 am to Noon at CPAC
July 23, 2007 Monday from 10:00 am to Noon
August 27, 2007 Monday from 10:00 am to Noon NOTE maybe changed because of event
September 24, 2007 Monday from 10:00 am to Noon
October 22, 2007 Monday from 10:00 am to Noon
November 26, 2007 Monday from 10:00 am to Noon
December -- none