

Insights

A PUBLICATION
OF THE
NORTHEAST
REGIONAL
CANCER INSTITUTE
SPRING 2004
SPECIAL EDITION

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

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Northeast Regional Cancer Institute Targeted Colorectal Cancer Awareness Program (TCCAP)

The Northeast Regional Cancer Institute has initiated a multi-year, multi-dimensional Targeted Colorectal Cancer Awareness Program (TCCAP) to increase awareness about colorectal cancer and the benefits of screening in Luzerne, Lackawanna, Wyoming, Wayne, Pike and Susquehanna counties.

While colorectal cancer is the fourth most common cancer in the United States, it is the most frequently diagnosed cancer in Northeastern Pennsylvania, and the second leading cause of cancer death.

Through data collected by the Regional Cancer Registry and the Epidemiology Research Program, the Cancer Institute has developed a comprehensive awareness campaign that includes education for the community and healthcare professionals, a targeted mailing to encourage screening for colorectal cancer, and a widespread media campaign.

"This is a great opportunity for the people of Northeastern Pennsylvania to take control of their health," said Magguy Snyder, Community Outreach Specialist with the Cancer Institute.

TARGETED COLORECTAL CANCER AWARENESS PROGRAM (TCCAP) THREE-YEAR PLAN—AN OVERVIEW

Community

- 180+ events and 22,500 audience members will be reached via community-based programs.
- 75,000 to 90,000 pieces of literature will be mailed via Targeted Mail Campaign.
- Approximately 975,000 individual market impressions will be made through print, radio, and television broadcasts in the Media Campaign.

Healthcare Professionals

- 300 physician-detailing sessions will be completed.
- 18 hospital CME programs will be undertaken, with a target of 900 physician attendees.
- 12 non-hospital based CME/CEU programs will be undertaken, with a target of 450 healthcare professionals.
- 36 healthcare professional (non-physician) detailing sessions will be undertaken for an estimated 180 individuals.
- 150 pharmacist-detailing sessions will be undertaken.



Awareness month marked with 'a program a day'

A program a day, every day. That was the goal of the Northeast Regional Cancer Institute Targeted Colorectal Cancer Awareness Program (TCCAP) for Colorectal Cancer Awareness Month in March.

Cancer Institute staff not only met but exceeded that goal by providing educational programming about colorectal cancer every day to people in the Cancer Institute's six-county service area.

Maggie Snyder, Community Outreach Specialist with the Cancer Institute, said 33 education programs were held in March for the community as well as healthcare professionals, with a total of 758 attendees.

Cancer Institute staff involved in the TCCAP initiative, Snyder and Natalie Woronchuk, RN, canvassed Northeast Pennsylvania to present daily at such locations as nursing facilities, senior centers, large businesses such as Blue Cross of NEPA and Cinram (formerly WEA manufacturing), Rotary and Lion's Clubs, as well as the State Correctional Institute at Waymart (staff and



Natalie Woronchuk, RN, provides colorectal cancer education to a community group during March, which is colorectal cancer awareness month.

inmates).

Colorectal cancer educational programming for the community and healthcare professionals will continue throughout 2004 as well as the next two years of the TCCAP initiative.

Healthcare Professionals

Individual Physician Education

- 50 one-on-one
- 79 received information

Continuing Medical Education (CME) Programs

- 3
- 110 attendees

Community

Information distribution through pharmacies

- 2,254
- 32 sites

Places of Worship

- 1,284
- 26 sites

Senior Centers

- 1,435
- 26 sites

Health Fairs

- 11 fairs
- 1,575 attendees

Community Education Programs

- 23
- 642 attendees

Media

- 376,494 print impressions
- 320,474 television impressions
- 130,000 radio impressions

Direct Mail

- 6,500 pieces

TCCAP 2003 - By the numbers

Cancer Information Resources:



(570) 941-7984 (Scr.) or
(570) 970-6543 (W-B)
www.nrci.org



1-877-NCCS-YES
www.canceradvocacy.org/



www.oncolink.com



1-800-ACS-2345
www.cancer.org



Sponsored by the NCI
1-800-4-CANCER
www.cancer.gov



First Colorectal Cancer Advisory Council meets to discuss TCCAP

Twenty-one heads are better than one. That was the idea behind the first-ever Colorectal Cancer Advisory Council, brought together by the Northeast Regional Cancer Institute in March 2004. The goal of the body is to provide oversight and recommendations for the three-year Targeted Colorectal Cancer Awareness Program (TCCAP).

The Advisory Council assembles a unique group of individuals - including doctors, nurses, cancer survivors, insurers, researchers, and Cancer Institute board members - each offering his or her own experience and expertise.

Maggie Snyder, Community Outreach Specialist for the Cancer Institute, led the Advisory Council's inaugural energetic discussion, which touched on topics such as outreach to minorities, the uninsured and underinsured, barriers to screening, and the need to translate education and awareness into action.

The Advisory Council will convene again in June 2004 to review TCCAP efforts to date.



Maggie Snyder, Community Outreach Specialist for the Cancer Institute, leads a discussion of the first Colorectal Cancer Advisory Council.

The Targeted Colorectal Cancer Awareness Program (TCCAP) is supported by grants from:

The Harry and Jeanette Weinberg Foundation

Blue Ribbon Foundation

Margaret Briggs Foundation

PA Department of Community & Economic Development

Scranton Area Foundation

Sordoni Foundation

'Faces of Colorectal Cancer' media campaign reinforces overall TCCAP message

In addition to the community and healthcare professional education component of the Targeted Colorectal Cancer Awareness Program, the Cancer Institute is also undertaking a widespread media campaign for the second year. The bulk of the campaign, entitled "The Faces of Colorectal Cancer," which runs from April through June, will include television, print and radio advertising.

Drawing upon the success of last year's media campaign, the Cancer Institute has called upon two colorectal cancer survivors who served as spokespeople last year and added another colorectal cancer survivor and a screening advocate to reinforce the message about the importance of screening for colorectal cancer.



Lamson



Besancon



Bird



Minora

Name:

Bob Lamson

Hometown:

White Haven,
Luzerne County

Occupation:

Surveyor, PG Energy

Message:

"Colorectal cancer can be prevented, so don't wait. See your doctor."

Name:

Maureen Besancon

Hometown:

Kingston,
Luzerne County

Occupation:

Medical Records
Transcriptionist,
Wilkes-Barre General
Hospital

Message:

"When I was diagnosed with colorectal cancer, I learned that it is NOT just a man's disease."

Name:

Derry Bird

Hometown:

Factoryville,
Wyoming County

Occupation:

Retired

Message:

"Don't be mistaken and think you're bulletproof when it comes to colorectal cancer. Get screened!"

Name:

Carmen Minora

Hometown:

Scranton,
Lackawanna County

Occupation:

Judge

Message:

"Since my surgery, I continue to get screened. If you need a colonoscopy, don't fear the prep or the test. Talk to your doctor. Ask to be screened for colorectal cancer."

Learning, Living, Laughing... 1st National Patient & Survivor Forum

sponsored by CURE Magazine

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Registration: \$50. For more information and a meeting agenda, visit www.curetoday.com/patientmeeting.

SPECIAL SESSION
ABOUT COLORECTAL
CANCER!



Colorectal cancer screening & treatment—the latest from a doctor’s perspective

By Michael J. Gallagher, MD, MBA
Guest Writer



Dr. Gallagher

Colorectal cancer is the third most common malignant neoplasm worldwide, and the second leading cause of cancer deaths in the United States. It is estimated that there will be 150,000 new cases diagnosed in the United States in

2004 and 60,000 deaths due to this disease. In the past 20 years, mortality from colorectal cancer declined by 20 and incidence declined by 10% in the United States. The incidence of colorectal cancer in Northeast Pennsylvania appears to be substantially higher than the national average.

The mortality - or deaths due to colorectal cancer - can be reduced by screening. Based on several international clinical trials, the use of fecal occult blood testing, sigmoidoscopy, and colonoscopy can reduce the risk of dying of colorectal cancer by 15 to 30%.

Despite the impressive evidence for improved survival and for a reduction of the morbidity and mortality in the general population, many adults do not avail themselves of these advances and fail to have the routine screening after age 50.

Once diagnosed patients now stand a greater chance of cure. Improved survival has been demonstrated with the use of chemotherapy and radiation. Furthermore the morbidity associated with the disease has been demonstrated to be lower in patients who receive chemotherapy and radiation prior to surgery.

In addition to improvements in the traditional treatments, molecular targeting of the cancer cells is now able to achieve improved chances with fewer side effects. The importance of clinical trials cannot be overstated. Overall, patients who participate in such clinical trials have a greater chance of survival and a chance to improve quality of life, while the same time contributing to our knowledge of this disease.

Using the advanced technologies made possible by the human genome Project, patients who are at high risk for developing colorectal cancer can now be identified long before they develop symptoms or even have evidence of premalignant polyps.

In addition to the screening and diagnoses of colorectal cancer, knowledge of the genetics of the disease now makes gene therapy an exciting opportunity for improving cure rates in patients who are diagnosed.

About the Author:

Michael J. Gallagher, MD, MBA, is currently a radiation oncologist at Northeast Radiation Oncology Center in Dunmore. After 15 years in academics at Harvard University, the University of Pennsylvania and the National Cancer Institute, Dr. Gallagher joined Radiation Medicine Associates, which offers clinical trials in Radiation Oncology through the National Cancer Institute's sponsored RTOG (radiation therapy oncology group). His current focus is on the use of image-guided radiation therapy and intensity modulated radiation therapy using CT scans, MRIs, and PET scans, and advanced computer technologies to modulate the delivery of the treatment.

Dr. Gallagher is board certified in Internal Medicine, Medical Oncology and Radiation Oncology, and holds an MBA from Drexel University.

**SPECIAL THANKS TO OUR
NEWSLETTER SPONSOR:**





In their own words...

A mother's spirit lives on through her family

By *Maura Phillips Staback*

It was February 21, 2002 at exactly 5:15 p.m. I can remember every detail of this moment as if time had stood still. How can you ever forget the moment someone tells you your mother is going to die.

My mother was 61 years old when she was diagnosed with stage IV colon cancer. Her journey would begin into a world we had never known of endless hospital stays and countless procedures. Her struggle was horrific, but she would face it with unbelievable courage and faith. Five and a half short months later she would be gone, leaving behind a devastated family that would never be the same.

My mother was the essence of our home, warm, welcoming, and full of love. When we were growing up all of our friends would gather at our house. My mother would offer help to anyone in need; whether it be a simple meal or a lengthy stay. One story stands out vividly in my mind. A woman going through a difficult time in her life came to stay with us and after several weeks I asked my mother if she was ever going to leave. She answered me with a look of great disappointment by saying, "I raised you better than that, you should help people that need you." I never asked again. After her six children were grown she felt a void in her life. Although my parents volunteered for many organizations, she felt that they had a larger calling they needed to find. They found that calling in Haiti where they made numerous mission trips. She would spend countless hours in the orphanages tending to sick and dying children. My mother once said this is where she found true peace in life.

What a life cut short all because she didn't realize the importance of having a colonoscopy. I wish that today I was sharing a story of her survival, but instead we are sharing our story so that perhaps we may save you or someone you love. I ask you, what would it cost you to have a colonoscopy? I know what it cost my family because our mother did not...one simple word...everything. It cost our family everything.



Maura Phillips Staback (left) and her family recently organized the first annual C.A.S.U.A.L. Day in honor of their mother, Helen Phillips (right), who passed away from colonrectal cancer in 2002.

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@nrci.org

Community Participation



*A very special thank you to all of the participants in the
1st ever C.A.S.U.A.L. Day in memory of Helen Phillips
March 31, 2004!*



Students at St. Paul's School in Scranton showed their support by sporting C.A.S.U.A.L. clothes instead of the regular uniforms. The students dressed in honor of Bob Kearns, a colorectal cancer survivor and parent of two daughters at the school.



The staff of Representative Don Sherwood's regional office in Clarks Summit wore C.A.S.U.A.L. t-shirts and pins to show their support.



The staff of the newly-opened Northeast Radiation Oncology Center show their support. Dr. Harmar Brereton (shown in back) was one of the early supporters of C.A.S.U.A.L. Day, linking the Phillips-Staback family with the Cancer Institute.



Servers at Cooper's Waterfront wore pins as they discussed the C.A.S.U.A.L. Day message with diners.



All members of the Cancer Institute staff participated in C.A.S.U.A.L. Day.

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

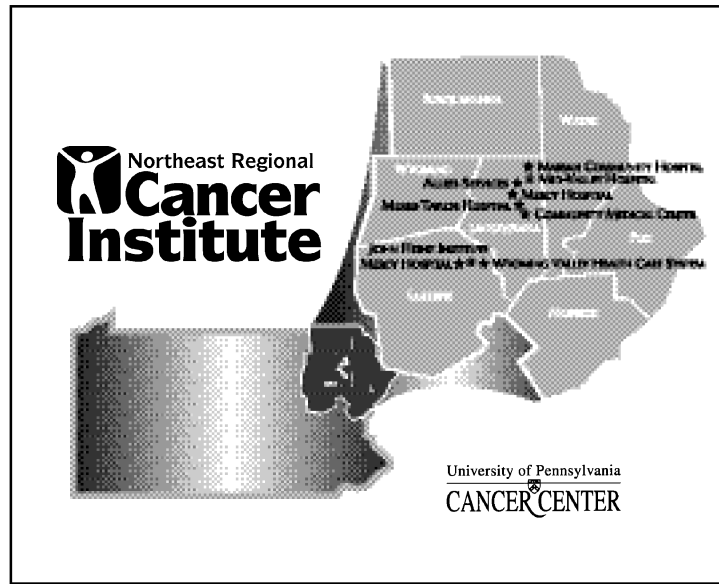
Mid-Valley Hospital,
Peckville

Moses Taylor
Hospital, *Scranton*

Wyoming Valley Health
Care System, *Wilkes-Barre*

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email editor@nrci.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 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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