Cancer Health Equity Center of Excellence
Community Outreach and Engagement

Rutgers Cancer Institute of New Jersey
Rutgers Health

NCI
Designated Comprehensive Cancer Center

RWJBarnabas Health

Rutgers School of Public Health

Impact Report 2020
Support the outreach and engagement activities of the Cancer Health Equity Center of Excellence with a tax-deductible contribution. [give.rutgers.edu/cancerhealthequity](http://give.rutgers.edu/cancerhealthequity)

Philanthropy accelerates and expands the impact of the Cancer Health Equity Center of Excellence by funding research, programs, and more. If you would like to learn more about making a gift, please contact cinjdevelopment@ruf.rutgers.edu.

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*Photographs without face coverings were taken pre-COVID-19*
Dear Residents of New Jersey and Colleagues,

It is with great enthusiasm that I share with you our first impact report on the community outreach and engagement efforts of the Cancer Health Equity Center of Excellence, a formal partnership between the Rutgers Cancer Institute of New Jersey and Rutgers School of Public Health.

With a catchment area encompassing the state of New Jersey, the mission of the Cancer Health Equity Center of Excellence is to advance the achievement of equitable access, improved health care quality, and better outcomes across the cancer continuum—prevention, early detection, treatment, survivorship, and end-of-life care—through research, education and training, community engagement and outreach, and public policy advocacy. This mission reflects our responsibility for making an enduring impact, our commitment to partnership and community engagement, and our charge to respond to our catchment area’s cancer burden.

We established the following goals that enable us to focus on our mission:

- Assess and monitor the catchment area cancer burden and cancer-relevant needs to guide outreach, policy, and scientific inquiry
- Conduct and support a wide range of cancer-related community outreach and engagement activities, with a particular focus on vulnerable populations
- Foster basic, clinical, and population-related cancer research that is relevant to the catchment area, with a focus on reducing cancer health disparities.

Through strong relationships with our community partners and collaborators, we touched the lives of thousands of New Jersey residents, and achieved great success with providers and health care organizations, as you will read about in the following pages. You will also learn about Rutgers’ first Citizen Scientist program, some of our cancer health equity research, and exciting plans for next year—including Research Cafés that foster bidirectional community engagement with researchers, and the development of BEAT Cancer, a platform that will bring health care, community, and researchers together by Bridging divides, Educating and empowering, Artistic expression, and Touching lives. We extend special thanks to our Community Cancer Action Board members, whose insights, commitment, and energetic leadership truly make a difference in the lives of the people we serve.

It is impossible to view the events of 2020 without recognizing the devastation from the COVID-19 pandemic. This catastrophic global event affected all aspects of our lives, and left many of us grieving the loss of family and friends, especially within our communities of color, who have experienced an undue burden of loss. I offer deepest gratitude to our community partners, staff, and faculty: It is a privilege to work with you as we strive to bring health and equity and decrease the cancer burden in New Jersey and beyond.

Sincerely,

Anita Kinney, PhD, RN, FAAN, FABMR
Associate Director for Population Science and Community Outreach Director, Rutgers Cancer Institute of New Jersey; Inaugural Director, Cancer Health Equity Center of Excellence; Professor, Department of Biostatistics and Epidemiology, Rutgers School of Public Health; and Director, ScreenNJ

Anita Kinney, PhD, RN, FAAN, FABMR
Associate Director for Population Science and Community Outreach Director, Rutgers Cancer Institute of New Jersey; Inaugural Director, Cancer Health Equity Center of Excellence; Professor, Department of Biostatistics and Epidemiology, Rutgers School of Public Health; and Director, ScreenNJ
For nearly three decades, the Cancer Institute of New Jersey and Rutgers School of Public Health have been respective leaders in health education, research, and cancer care, with a primary emphasis on the residents of New Jersey. These efforts have contributed quantitatively and qualitatively to reducing the state’s overall cancer burden.

However, notable disparate outcomes remain in our communities, often linked to race, ethnicity, geography, socioeconomic status, and other factors. So, in 2019, the Cancer Health Equity Center of Excellence (originally called the Center for Cancer Health Equity) was established as a formal partnership between the Cancer Institute of New Jersey and Rutgers School of Public Health, to lead the way in addressing and remedying these disparities in New Jersey. The Center serves as a statewide proponent and catalyst for cancer health equity in our state, with five pillar goals:

**Center Structure**—Establishing the Center’s identity, organizational structure, governance, and a business plan, to meet the requirements and expectations of a recognized Center of Excellence

**Research**—Fostering transdisciplinary and community-engaged research addressing cancer health equity in populations suffering disproportionate cancer burdens, particularly underserved and minority populations; and conducting research that is responsive to community needs

**Education and Training**—Strengthening the pathway of scholars—spanning post-secondary students to faculty and community-based public health practitioners—trained in promoting cancer health equity. The Center will serve as a rich, engaging environment for the education and training of the next generation of biomedical/public health professionals and researchers who will be better equipped to promote cancer health equity for decades to come

**Community Outreach and Engagement**—Promoting community participation and bi-directional engagement in strategic planning; and in the design, implementation and evaluation of Center-driven education, research, and dissemination of evidence-based guidelines and policies for cancer prevention and control

**Public Policy Advocacy**—Influencing local, state, and national policy rooted in evidence-based guidelines and strategies to achieve cancer health equity

In this impact report, we focus on the Center’s Community Outreach and Engagement (COE) work in 2020.
Mission

Advance the achievement of equitable access, improved health care quality, and better outcomes across the cancer continuum—prevention, early detection, treatment, survivorship, and end-of-life care—through:

- Research
- Education and training
- Community outreach and engagement
- Public policy advocacy

Vision

Be the leading center in the nation for achieving cancer health equity, improving the quality of cancer care, and reducing the cancer burden.

To learn more, visit cinj.org/CancerHealthEquity
Our Outreach Team

The Rutgers Cancer Institute’s Community Outreach and Engagement (COE) team is made up of Rutgers Cancer Health Equity Center of Excellence faculty, staff, and members of our Community Cancer Action Board. To learn more about our team members, visit cinj.org/outreach/community-outreach-and-engagement

Community Cancer Action Board (CCAB)
This leadership and advisory group consists of 35 key stakeholders and patient advocates representing diverse populations throughout the state.

Members
- Serve as the voice of the community
- Share professional/personal experience as representatives of the community
- Advise on scientific, ethical, and operational issues of cancer research
- Address local concerns to inform scientific agenda and outreach efforts
- Identify and recommend opportunities for grants and philanthropic funding
- Create a winning strategy for the Rutgers Cancer Institute of New Jersey
- Foster partnerships between the cancer care and research communities

DOROTHY REED
Co-Chair, Community Cancer Action Board
Cancer Community Action Board Members

Alka Agrawal, Chief Operating Officer, EBC Radio
Dr. Rhina Acevedo, Assistant Professor, Department of Family Medicine & Community Health, Rutgers Robert Wood Johnson Medical School
Cynthia Chmielewski, Community Member
Sheri Cognetti, North Jersey Health Collaborative
Natasha Coleman, MPH, Sr. Director, Cancer Control Strategic Partnerships, American Cancer Society
Iris Cooney, Community Health Educator
Alexandra DelCollo, Sr. Program Coordinator, Rutgers University
MarTisha Kanard-Dwyer, BS, MA, Community Advocate
Dr. Mahnaz Fatahzadeh, Director, Division of Oral Diagnosis, Rutgers School of Dental Medicine
Harry Garcia, E-Board Member, Jazz4Prostate Cancer Awareness
Katherine Guo, PhD, Research Scientist, Nokia Bell Labs
Luanne Hughes, MS, RDN, Rutgers Cooperative Extension, Department of Family & Community Health Sciences
Guillermina Inoa Mencia, Community Member
JC Irons, Jazz4Prostate Cancer Awareness
Danette Manzi, President, CIS Management, Inc.
Tim Marshall, PhD, MS, ACSM-CET, Community Member, Physical Fitness / Cancer Programming
Rose Maruca, RN, BSN, MBA, Sr. Market Development Manager, Acadia Pharmaceuticals
Frances Munet-Vilar, Professor Emerita, Rutgers University
Ray Petit, Community Member, Cancer Survivor
Christopher Proano, Community Member, Young Adult Pediatric Survivor
Dorothy Reed, Co-Founder/President, Sister2Sister
Norma Roberts, MD, FACOG, Medical Director, Director of Women’s Health, Newark Department of Health & Community Wellness
Jeanne Marie Ryan, Community Member, New Jersey Library Association
Katherine Schaible, Program Director, Crossroads 4 Hope
Dorinda Sparacio, Community Member, Cancer Survivor/Community Advocate
Ralph Stowe, Founder/CEO/Advocate/Pianist, Jazz4Prostate Cancer Awareness
Elizabeth Talmont, DNP, ANP-BC, VP of Research Development, Planned Parenthood, Inc. of Northern, Central & Southern New Jersey
Carolyn Thompson, MA, Executive Director, New Jersey Department of Health
Maria Vivar, Promotora, Lazos America Unida
Teresa Vivar, Executive Director, Lazos America Unida
Su Wang, MD, Medical Director, Center for Asian Health, Viral Hepatitis Program, Saint Barnabas Medical Center
Ronnie Weyl, Community Member, Cancer Survivor, (Retired) Executive Director, Raritan Valley Community College Foundation
The Team (continued)

Highlights of CCAB Working Groups

Two working groups within the Community Cancer Action Board (CCAB) focus on member education as well as Community Outreach and Engagement (COE) program development. Their work is essential to ensuring we are focusing on cancer care, research, and education for all New Jersey residents. All of us at Rutgers Cancer Institute are thankful for their leadership, hard work, and dedication.

The Cancer Research Working Group

Community Co-Chair: Harry Garcia

COE Co-Chairs: Michelle Jansen and Evelyn Fuertes

The engagement of the community with researchers, and vice-versa, fosters research that is responsive to the needs of the communities we serve.

The first Rutgers Cancer Institute COE Citizen Scientist program was held in the spring of 2020. This web-based, seven-week program teaches non-scientists about research fundamentals, ethics, and regulations. Led and moderated by COE team member Michelle Jansen, the Citizen Scientist program is designed to prepare community members to bring their unique perspectives on research to scientists.

During 2020, members of the CCAB also provided input to 16 Rutgers Cancer Institute researchers to assist them in aligning their work with the needs of the communities. Researchers and CCAB members discussed new research ideas at our bi-monthly CCAB meetings, at pilot proposal review meetings, during Rutgers Cancer Institute Scientific Review Meetings, and as participants on Research Advisory Boards. Additionally, CCAB members participate in quarterly Catchment Area and Research Program Integration Committee meetings. CCAB members have requested and led focus groups in our communities and plan more for 2021. They also successfully initiated the Science Café, an informal dialogue available to researchers and community members.

Photos, top row, left to right: Harry Garcia, Evelyn Fuertes
Second row, left to right: Michelle Jansen, Daniel Pearson

CITIZEN SCIENTIST CLINICAL TRIALS WORKING GROUP

Every Other Wednesday at 3:00 p.m.
JOIN US VIA THIS RECURRING ZOOM LINK!
Passcode: 455386
Media and Arts Working Group
Community Co-Chair: Harry Garcia
COE Co-Chair: Daniel Pearson
This group is committed to engaging New Jersey communities through creative and artistic methods. In 2020, the group’s infrastructure and strategic plan was developed. It will produce appealing educational videos, compelling interviews, and outreach materials that will dispel common health care myths and address health and cancer-related disparities.

“I’ve learned to be inspirational and to be persuasive but also, and of the utmost importance, is to be authentic. To be myself in a world that is constantly trying to make me something else is my greatest accomplishment.” Harry Garcia, Community Co-Chair, Media and Arts Working Group

“Connecting clinical, academic research and empowering and inspiring members of communities to get involved to address health inequality has momentum. The compassion that the CCAB team has for listening and believing that the answers are in the community gives hope that the cancer burden will be reduced.” Dorothy Reed, Chair, Community Cancer Action Board

BEAT—Cancer and the Arts
Chief among the group’s projects is a virtual safe space where community members can access important and accurate health information while indulging in vibrant art and music. This hub; to be known as BEAT Cancer: Bridging divides, Educating and empowering, Arts expression, and Touching lives; will house media resources created by the group and encourage community discourse and feedback.

“I believe that we can inbound outlying communities by bringing that entire neighborhood online on our ecosystem.” Harry Garcia

“The community can retain its identity, customs, and cultures and we can promote a safe way to learn and engage with our contribution to diminish health inequities, disparities, and implicit bias.” Harry Garcia

The following Clinical Trials Working Group members completed the Rutgers Cancer Institute Citizen Scientist program:

Citizen Scientist Graduates, 2020
Sheri Cognetti
North Jersey Health Collaborative
Harry Garcia
Jazz4Prostate Cancer Awareness
JC Irons
Jazz4Prostate Cancer Awareness
Karen McPherson
Jazz4Prostate Cancer Awareness
Paul Messer
Jazz4Prostate Cancer Awareness
Christopher Proano
Community Member, Pediatric Cancer
Dee Sparacio
Cancer Survivor/Community Advocate
Ralph Stowe
Jazz4Prostate Cancer Awareness
Elizabeth Talmont
Planned Parenthood, Inc.
**Our Mission, Vision, and Aims for Community Outreach and Engagement**

**Mission**
As New Jersey's only National Cancer Institute (NCI)-designated Comprehensive Cancer Center, Rutgers Cancer Institute of New Jersey’s team of internationally recognized physicians and researchers is driven by a singular focus and mission: To help people fight cancer. This mission is being accomplished in partnership with RWJBarnabas Health.

In one of the nation’s most ethnically and racially diverse states, the Rutgers Cancer Institute’s Community Outreach and Engagement (COE) mission—delivered through the Cancer Health Equity Center of Excellence and its extensive network of partners—is to develop pathways between New Jersey communities and cancer prevention resources, cancer care agencies, and cancer researchers to reduce inequity and decrease the cancer burden. We strive to empower our communities to sustain these pathways by providing capacity building, innovative education, and training and by addressing health equity issues and engaging in the cancer research process.

**Vision**
Our vision is to achieve cancer health equity, eliminate cancer disparities, improve the quality of cancer care, and in doing so reduce the cancer burden for New Jersey’s diverse residents.

**Aims for Community Outreach and Engagement**

**AIM 1**
Assess and monitor the catchment area cancer burden and cancer-relevant needs to guide outreach and scientific inquiry

**AIM 2**
Conduct and support a wide range of cancer-related community outreach and engagement activities with a particular focus on vulnerable populations

**AIM 3**
Foster basic, clinical, and population cancer research that is responsive to the catchment area, with a focus on reducing cancer health disparities
EQUITY
Everyone receives the necessary support for their individual needs and circumstances. This is the concept of “affirmative action.”

JUSTICE
No support is needed because the cause of the inequity is addressed and the systemic barrier has been removed.

EQUALITY
Everyone benefits from the same support and receives equal treatment.
Community Outreach and Engagement

Assess and monitor New Jersey’s cancer burden and cancer-relevant needs to guide outreach and scientific inquiry

Community Discovery
Rutgers Cancer Institute has defined all of New Jersey as the area it serves. We call this our catchment area.

Understanding our catchment area is necessary to achieving our goals of providing equitable cancer care and reducing the cancer burden statewide. We start by describing the unique characteristics of New Jersey residents, then identify the location, incidence, and death rates from cancer—as well as the prevalence of behavioral factors that increase the risk of cancer, such as tobacco and alcohol use, obesity, and exercise rates. We evaluate social determinants of health that also influence risk in our communities, such as poverty, joblessness, limited access to health care services, inadequate health care insurance, and areas with environmental hazards.

To further broaden our understanding, the Rutgers Cancer Institute Community Outreach and Engagement team worked with Rutgers Eagleton Institute of Politics’ Center for Public Interest Polling to survey 1,500 New Jersey residents about screening behaviors and COVID-19’s impact on screening; and about attitudes toward vaccinations, clinical trials participation, genetic testing, biorepository research, and palliative care. Completed in November 2020 and now being analyzed, this survey will assist Rutgers Cancer Institute in setting priorities for outreach and research.

Factors Examined by Rutgers Cancer Institute Catchment Area Survey

| Financial Burden of Cancer |
| Community Context |
| Neighborhoods & Environment |
| Health Care |
| Education |
| Attitudes/Beliefs/Knowledge |
| COVID-19 |
| Healthy Living Behaviors |
| Genetic Risks |
| Attitudes Toward Clinical Trials and Biospecimen Research |
Facts About New Jersey

To properly assess, prioritize, and address the specific needs of New Jersey communities, there are many important facts about our state to consider when it comes to cancer-related outreach, community engagement, and scientific inquiry:

- Most densely populated state in the U.S.
- 4th most ethnically diverse
- 5th in cancer incidence and high mortality
- 50,000 cancer cases/16,100 cancer-related deaths annually
- Racial, ethnic, and socioeconomic disparities in cancer incidence, mortality, and access to care
- High percentage of minority and foreign-born residents and language-isolated households
- High-risk areas for poverty, educational/job opportunities, access to care, obesity, smoking, and alcohol use

Sources for three charts above: United States Census Bureau, 2019, census.gov

<table>
<thead>
<tr>
<th>Population</th>
<th>New Jersey</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>8.9 million</td>
<td>328 million</td>
</tr>
<tr>
<td>Population Density</td>
<td>1,195.5/mile</td>
<td>94/mile</td>
</tr>
<tr>
<td>Below Poverty Level</td>
<td>9.2%</td>
<td>10.5%</td>
</tr>
<tr>
<td>Urban</td>
<td>94.7%</td>
<td>80.7%</td>
</tr>
<tr>
<td>Rural</td>
<td>1.2%</td>
<td>19.3%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>16.6%</td>
<td>16.5%</td>
</tr>
<tr>
<td>High School and up</td>
<td>89.8%</td>
<td>89.0%</td>
</tr>
<tr>
<td>Foreign-Born</td>
<td>22.2%</td>
<td>13.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Race</th>
<th>New Jersey</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Alone</td>
<td>72%</td>
<td>72%</td>
</tr>
<tr>
<td>Black</td>
<td>15</td>
<td>13</td>
</tr>
<tr>
<td>Hispanic</td>
<td>21</td>
<td>18</td>
</tr>
<tr>
<td>Asian</td>
<td>10</td>
<td>6</td>
</tr>
</tbody>
</table>
AIM 1

Assess and monitor the catchment cancer burden and cancer-relevant needs to guide outreach and scientific inquiry

Catchment Area Cancer Control Priorities and Goals

Our cancer control community outreach priorities and goals are also guided by the Healthy New Jersey initiative (which is modeled after the federal Healthy People initiative). Every decade, Healthy New Jersey develops a new set of evidence-based, 10-year objectives with the goal of improving the health of all New Jerseyans by implementing action plans to achieve measurable results by the end of the 10-year period. Our efforts support those goals and objectives.

As noted by Healthy New Jersey 2020, “Many cancers are preventable by reducing risk factors or getting appropriate vaccinations. Screening is effective in identifying some types of cancers in early, often highly treatable stages. Although the number of cancer deaths has experienced a significant decline over the years, cancer remains the second leading cause of death in New Jersey and the United States.”

Healthy New Jersey 2030 identified five risk behaviors and four cancer screening areas as the highest-priority goals and objectives to drive action toward improving health and well-being:
Communities Most Affected by Cancer Risk Factors

New Jersey is economically diverse as well. Areas with higher levels of poverty (9.2% of New Jerseyans are below the state’s poverty threshold, defined as an annual income under $70,000 for a family of three people) and low levels of educational achievement have increased risk of developing and dying of cancer. Additionally, about a third of the risk of cancer is due to health behaviors. When risky behavioral and social factors are both present, health goes down in general (blue map), poor health outcomes increase (green map), and so do cancer incidence and death from cancer.

Our Community Outreach and Engagement work prioritizes identifying counties at highest risk due to health behaviors and social factors, and sharing this information with both cancer researchers and the affected communities. And it focuses our community and research efforts, through collaborations with our community partners, to decrease risks in our most vulnerable geographic areas and to focus on areas of greatest need.
Assess and monitor the catchment cancer burden and cancer-relevant needs to guide outreach and scientific inquiry

**Locations that Carry the Cancer Burden in NJ**

On average, New Jersey has a higher cancer incidence than the United States rate, and a slightly lower mortality rate. A closer look at the maps shown here reveals the range across counties, with significantly higher incidence and mortality rates in southern and northwestern counties and in the most urban areas of the state.

These maps show a pattern similar to the areas of the most worrisome socially determined risk factors like poverty and access to health care and highest rates of biobehavioral risk factors like smoking. Our Community Outreach and Engagement team cross-references this information when determining the priority areas around the state.

**New Jersey has the 5th highest incidence rate* among the 50 States**

*Invasive Incidence Rate—2017*

| NJ: 480.6 | US: 434.8 |

53,340 estimated cases in 2020

**New Jersey has the 34th highest mortality rate** among the 50 states

*Mortality Rate—2017*

| NJ: 145.7 | US: 152.6 |

15,710 estimated deaths in 2020

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* A cancer incidence rate is the number of new cancers of a specific site/type occurring in a specified population during a year, usually expressed as the number of cancers per 100,000 population at risk. That is: *Incidence rate* = (New cancers / Population) × 100,000

** A cancer mortality rate is the number of deaths, with cancer as the underlying cause of death, occurring in a specified population during a year. Cancer mortality is usually expressed as the number of deaths due to cancer per 100,000 population. That is: *Mortality Rate* = (Cancer Deaths / Population) × 100,000

Cancers That Contribute Most to the Burden: Incidence Rates
Average Age-Adjusted Incidence Rates (2013–2017) per 100,000, by Race and Ethnicity (Men and Women Combined)

Cancers That Contribute Most to the Burden: Mortality Rates
Average Age-Adjusted Mortality Rates (2013–2017) per 100,000, by Race and Ethnicity (Men and Women Combined)
Community Outreach and Engagement

**AIM 2**

**Community Outreach and Engagement**
Conduct and support a wide range of cancer-related community outreach and engagement activities with a particular focus on vulnerable populations.

**Community Partnerships and Engagement**
In collaboration with more than 200 partners across New Jersey—including other Rutgers academic units, health care provider agencies, public health agencies, and community organizations—our Community Outreach and Engagement team and the ScreenNJ team take the lead in spreading awareness about cancer and encourage outcomes-oriented, evidence-based cancer screening, education, research, and outreach services.

**ScreenNJ**
ScreenNJ is a program, funded in part by the New Jersey Department of Health, that is administered by Rutgers Cancer Institute of New Jersey. A collaborative project of healthcare and community organizations across the state, it has an initial focus on colorectal cancer and lung cancer, which are among the most prevalent cancers in New Jersey. Its goals are to:

- Increase screening for colorectal and lung cancer
- Reduce cancer mortality rates
- Address and reduce disparities in smoking, screening and mortality rates
- Increase awareness and educate New Jersey residents and healthcare providers about the importance of cancer screening, early detection, and risk reduction.

**Connections, Education, and Cancer Screening Impact**
Communities were engaged in-person before COVID-19, then virtually through online presentations, social media outreach, and socially distanced on-site video productions with our cancer care providers and Community Cancer Action Board.

**Building Community Cancer Control Solutions**
- In 2020 alone, ScreenNJ provided more than $1.4 million to community partners to enhance lung and colorectal screening and early detection.
- We addressed risk reduction of lung and colorectal cancers by engaging, supporting, and learning through partner coordination and connection, and by disseminating and implementing evidence-based interventions.

**COE and ScreenNJ Impact: Cancer Screening and Prevention**
Despite significant screening disruptions for most of last year, due to COVID-19, our partners still made tremendous progress.
### COE and ScreenNJ Impact: Cancer Screening & Prevention

<table>
<thead>
<tr>
<th>Screening and Prevention Services</th>
<th>New Jerseyans Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colorectal cancer screenings for uninsured/underinsured patients</td>
<td>22,500+</td>
</tr>
<tr>
<td>Lung cancer screenings completed</td>
<td>1,000+</td>
</tr>
<tr>
<td>Tobacco cessation counseling provided to patients</td>
<td>7,400</td>
</tr>
<tr>
<td>Insured and uninsured patients navigated to increase screening compliance</td>
<td>28,000</td>
</tr>
</tbody>
</table>

### COE and ScreenNJ Educate Our Communities

**More than 200 partners across NJ**

### Partnership Building
- 423 introductory, community engagement, and planning meetings
- Connected with libraries, schools, and safety networks, as well as government, public health, faith-based, academic, and other established community organizations
- 5,376 community partner contacts

### Reach
- 483 community educational events
- 140 professional educational events

### Impact
- 12,121 community participants
- 7,777 professional participants
- Shaping community policy, COVID-19 response through contributions in community-based meetings

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#### Additional Impact

- **2020 IMPACT REPORT**
  - [Cover](#)
  - [Inside Pages](#)
Community Outreach and Engagement

Conduct and support a wide range of cancer-related community outreach and engagement activities with a particular focus on vulnerable populations

**ScreenNJ Highlights**

Due to COVID-19, ScreenNJ’s 2020 efforts were modified to focus on delivering live and recorded educational content virtually. Screening and navigation efforts used home-based FIT testing, and telehealth tobacco cessation. Additional 2020 progress includes:

**Medicaid Screening Report**

ScreenNJ research partners conducted an analysis of colorectal cancer screening rates and practices (including geographic, gender, and race/ethnicity distributions) for New Jersey Medicaid patients. This report highlights successful evidence-based intervention and will be shared with partners, researchers, and policymakers.

**NJ Cancer Education and Early Detection (NJCEED) Support in Newark**

Collaboration and supplemental support for Cancer Education and Early Detection (NJCEED) with the S.A.V.E. program (Screening Access of Value to Essex Women and Men) run by Dr. Ana Natale in Newark led to:

- Increased staffing capacity for community education and patient recruitment
- Educational materials supplied to complement existing NJCEED resources
- Transportation funding to aid patients for whom transportation to/from a colonoscopy is a significant barrier to screening
- Staff training on recommended assessment and screening practices for patients with personal or family history that puts them at higher risk for developing colorectal cancer

**Skill Building**

For five weeks in September and October 2020, ScreenNJ and Rutgers Cancer Institute of New Jersey’s Community Outreach and Engagement team oversaw the “Be in the Know” program, empowering health care professionals to deliver community and patient outreach during November (Lung Cancer Awareness Month, including the Great American Smoke Out).

- 924 health care and public health professionals participated in a total of 15 live sessions focused on lung cancer screening, tobacco cessation, and vaping. Each session was designed to help clinicians, tobacco treatment specialists, and other medical, public health, and social service experts advance their knowledge of evidence-based practices to improve the health of their clients and patients.
- At one partner site, over 300 patients received low-dose CT scans (LDCTs) in 2020, approximately half of them between July and December. With support from ScreenNJ, this partner has increased its average LDCT patient volume by 50% (2019–2020 vs. 2017–2018), even with the COVID-reduced patient screening volumes. ScreenNJ has initiated an expanded lung cancer screening navigation and process improvement project with this partner, aiming to further increase screening rates and serve as a template for effective lung cancer screening navigation for other ScreenNJ partners.
Responding to the COVID-19 Crisis

Early in the COVID-19 pandemic, our most vulnerable communities needed information on how to protect themselves and how to access services such as food distribution and testing sites. Working with our partners through food pantries and community organizations, we distributed 4,500 Community Resource Guides in-person and online in high-priority areas identified by race/ethnicity, economic, and food insecurity data. These guides provided medical, food, housing, and employment-related resources, as well as healthy living and smoking cessation service information, in languages specific to the communities that received them.

In addition, 500 food donation boxes were supported by Rutgers Cancer Institute Community Outreach and Engagement, and distributed through partners with community food banks and pantries in vulnerable communities.

In conjunction with partners around the state, we also transitioned to virtual education and outreach around COVID-19 and cancer prevention and screening topics. Our free six-week, live cancer prevention webinar series for professionals—Community CARES: Cancer Action Resource Education Series—reached more than 300 community health workers, allied healthcare professionals, nurses, case managers, social workers, public health professionals and healthcare advocates. Participants learned, from Rutgers Cancer Control Specialists, how cancer develops, the different types of cancer prevention screenings that are available, what cancer clinical trials are, and the role that nutrition and a healthy lifestyle play in preventing cancer. We provided tiered Community Cancer Prevention certificates to those who completed two or more workshops in the series.
Community Outreach and Engagement

Foster basic, clinical, and population cancer research that is responsive to the catchment area, with a focus on reducing cancer health disparities

Cancer Research Education
Rutgers Cancer Institute of New Jersey’s Community Outreach team accomplished this aim through a multifaceted approach including education of community members and professionals, and connecting Rutgers Cancer Institute basic, clinical, and population science researchers and the community at key points during the research process. Clinical trials and cancer research education are part of every presentation but, in some instances, separate sessions are devoted solely to this topic, as in the CARES educational program we offered to community health workers and health care providers during the summer.

Students also received research education through our Community Outreach and Engagement internship program, and through projects supported by ScreenNJ.

Rutgers University Community Researchers/Investigators in Science Program (RU-CRISP) Partnership
Teens learn about the research process and help design community-level intervention to address obesity and obesity-related illnesses among Mexican immigrant families.

Clinical Trials Education Programs and Tool Kits for Community Presentations (CHW-CARES Program)
Rutgers Cancer Institute of New Jersey is recognized for scientific leadership in laboratory and clinical research, for translation of scientific knowledge into promising treatments, and for serving the health needs of our local communities in promoting cancer prevention. The collective wealth of knowledge at the Institute allows us to host a variety of educational programs on cancer prevention and screening while serving as a reliable source of information on cancer diagnosis, treatment options, clinical trials, and other resources.

We offer virtual educational webinars and workshops for both community and professional groups. Our Community Outreach and Engagement team frequently hosts panel discussions and presentations by cancer specialists, healthcare professionals, and survivors. We are honored to work with our community partners in building capacity to prevent cancer before it starts through our Train-the-Trainer Series. Our menu of offerings is continually updated and may be customized to meet a group’s individual needs.

Engagement with Researchers
To facilitate catchment area-relevant research, in 2020 the Community Engagement and Outreach team (COE) and its Community Cancer Action Board (CCAB) engaged researchers representing basic, translational, and population science research programs. An example of their impact is that Dr. Anita Kinney, director of the Cancer Health Equity Center of Excellence at Rutgers Cancer Institute of New Jersey and Rutgers School of Public Health, was awarded a Pfizer/American Cancer Society grant in response to a community-identified priority, “Promoting Informed Approaches in Precision Oncology and Immunotherapy (PINPOINT).”

At right: Lung cancer and colorectal cancer are among the most prevalent cancers in New Jersey.
This grant will enable Drs. Kinney, Shridar Ganesan, and Shawna Hudson to assess knowledge, attitudes, beliefs, and sociocultural, clinical, and system-level factors that may explain why Black men and women diagnosed with cancer are less likely to receive molecular testing of tumors and precision oncology treatment and to participate in clinical trials.

**COE-facilitated Proposal Review by CCAB**
- 12 researchers received valuable CCAB member input on recruitment strategies and intervention development at CCAB meetings
- 5 members of CCAB participated in pilot grant proposal reviews
- A COE member and a CCAB member attend all Rutgers Cancer Institute Scientific Review Board meetings

**COE Shares Catchment Area Information with Cancer Researchers**
Through direct community outreach and via the convening of Catchment Area Research Meetings, Dr. Anita Kinney brings together community members and clinical and basic science researchers to discuss research alignment with the catchment area. Research Program Catchment Area Liaisons were identified for each Rutgers Cancer Institute research program in 2020. To further this collaborative effort, Dr. Sharon Pine was named the Director of Research.

COE reached 116 staff and faculty members of Rutgers Cancer Institute through presentations of catchment area information in meetings of clinical and basic science researchers and their teams.

COE also launched a “For Researchers” service to fulfill catchment area data requests and to facilitate engagement opportunities with CCAB members.

<table>
<thead>
<tr>
<th>Research Program</th>
<th>COE Catchment Area Research Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancer Metabolism and Growth</td>
<td>Liver cancer co-morbidity and risk factors (Wei-Xing Zong, PhD)</td>
</tr>
<tr>
<td>Cancer Pharmacology</td>
<td>Bladder cancer disparities and risk factors (X. F. Steven Zheng, PhD)</td>
</tr>
<tr>
<td>Genomic Instability and Cancer Genetics</td>
<td>Kidney and colorectal cancer and microplastic pollution (Zhiyuan Shen, MD, PhD and Chang S. Chan, PhD); Esophageal cancer targeted screening areas, Barrett's esophagus (Zhongren (David) Zhou, MD, PhD); Adrenocortical carcinoma racial and regional disparities (Chang S. Chan, PhD)</td>
</tr>
<tr>
<td>Clinical Investigations and Precision Therapeutics</td>
<td>Jersey City Medical Center collaboration (Stefan Balan, MD)</td>
</tr>
<tr>
<td>Cancer Prevention and Control</td>
<td>Brain cancer disparities in New Jersey (Catchment Area Research Program)</td>
</tr>
</tbody>
</table>
**Community Outreach and Engagement**

**AIM 3**

**Foster basic, clinical, and population cancer research that is responsive to the catchment area, with a focus on reducing cancer health disparities**

**Driving Participation in Clinical Trials to Reduce Disparities**

Our Community Outreach and Engagement team compiles a quarterly report of clinical trial accrual data to assure persons of all ages and gender identities as well as underrepresented communities are being included in research studies.

At each RWJBarnabas Health site, research staff has engaged in at least 10 meetings and has explored strategies to increase outreach and in-reach to increase accrual (the enrollment of patients in a clinical trial).

Lay and Nurse Navigator education increased opportunities for patients to engage in clinical trials.

The Rutgers Cancer Institute Community Cancer Action Board (CCAB) reviewed pilot proposals of Rutgers Cancer Institute researchers that addressed concerns about priority disparities identified by the CCAB. These Cancer Health Equity Center of Excellence (CHECoE) 2020 funding awards support:

- **Shawna Hudson, PhD, MA, BA, and Jennifer Tsui, PhD, MPH, BA, whose work Development of a Health Enhancement Resource System (HERS) addresses urban disparities for cervical cancer.** These researchers are testing an adaptation to their existing health coaching intervention to make it more accessible to diverse groups of women. The findings will provide support for a larger study on the feasibility of the text messaging adaptation in New Jersey.

- **Paul Duberstein, PhD, and Biren Saraiya, MD, PhD, whose work A Pilot of the VOICE 2 Intervention: Latinx and African American/Black Participants helps patients with advanced cancer, their caregivers, and oncologists communicate about care, including palliative and end-of-life care.** VOICE 2 is studying how to tailor this intervention to Latinx and African American/Black individuals.

**Videos are available on our website:**

[cinj.org/outreach/community-outreach-and-engagement]
Throughout 2020, patient navigation has been a key evidence-based intervention supported by ScreenNJ at partner sites serving low-income, un- and underinsured patient populations.

ScreenNJ focused on supporting and expanding access to cancer screening navigators at partners across the state, including lung and colorectal cancer screening navigators who coordinate services across multiple hospital sites and counties within partner health systems (e.g., RWJBarnabas Health, Inspira Health, Virtua Health, Hackensack Meridian Health, and Atlantic Health).
Community Outreach and Engagement

Foster basic, clinical, and population cancer research that is responsive to the catchment area, with a focus on reducing cancer health disparities

Research Findings Dissemination
- Launched bimonthly Community Outreach and Engagement newsletter including “Research Corner” highlighting a cancer researcher in each issue. Read current and past issues, and join our email list, at cinj.org/outreach/community-cancer-action-board-newsletter-archive
- Researcher presentations at bimonthly Community Cancer Action Board meetings (12 this past year)
- The Community Outreach and Engagement team is amassing Science to Sidewalk—a video library of researchers in dialogue with community members on topics related to cancer care and cancer research, especially clinical trials, with a focus on underrepresented communities and communities of color.

Supporting Navigators to Increase Screening and Clinical Trial Referrals
Our Community Outreach and Engagement team collaborated with RWJ Barnabas Health Oncology Nurse Navigator (ONN) leadership and conducted a survey of ONNs to identify opportunities to improve patient referrals to clinical trials. The survey results prompted:
- 3 new clinical trial metrics for ONNs
- Partnership with Rutgers Cancer Institute Office of Human Research Studies (OHRS) to develop a clinical trial education program for ONNs
- ONN practice changes leading to patient education about clinical trials during Navigation patient visits. Refinement of ONN documentation will include clinical trial referral metrics for 2021
Rutgers Cancer Institute operates as a Consortium Cancer Center between Rutgers University and Princeton University, as identified by the NCI. Rutgers Cancer Institute brings together the top cancer researchers and clinicians throughout New Jersey to apply the latest technologies, therapies, and approaches to improve cancer diagnosis, treatment, and prevention.

The consortium partnership with Princeton University is one of 16 in the nation and is the only one in which the parent designated cancer center is located in New Jersey. NCI recognizes a Consortium Cancer Center when investigators from separate scientific institutions partner to contribute actively to the development and achievement of a shared cancer research agenda. Consortium Cancer Centers demonstrate a high level of scientific engagement and interaction, with each member institution adding strategic value to the research mission.

To gain a Comprehensive Cancer Center designation, the highest ranking given by the National Cancer Institute, a center must meet rigorous criteria in cancer care, research, prevention, and education and demonstrate an added depth and breadth of research, as well as substantial transdisciplinary research that bridges these scientific areas.
These efforts led to increases in screening and prevention resources for patients across the state. The team facilitated the collaboration of the NJ Quitline, NJ Quit Centers, and ScreenNJ partner sites to link clinical providers at primary care and tobacco cessation services with local lung cancer screening sites. These linkages are particularly important to ScreenNJ-funded sites that provide screenings for the un- and underinsured.

Policy-related projects supported in part by Rutgers Cancer Institute and ScreenNJ include:

- A policy analysis of 21 tobacco bills—representing 15 states—by Drs. Cristine Delnevo, Shawna Hudson, Mary Hrywma, and Jane Lewis (R01CA231139)
- An initiative led by Drs. Michael Steinberg and Mary Hrywna, who have received funding from the NCI Moonshot C3I, to increase tobacco treatment within Comprehensive Cancer Centers (NIH/NCI Administrative Supplement P30CA072720)
- The State contract for the Quit Center, focused on the integration of lung cancer screening eligibility into the Quit Center statewide electronic clinical assessment form, awarded to Dr. Michael Steinberg

**New Jersey Cancer Control Plan 2020–2025**

- Rutgers Cancer Institute Community Outreach and Engagement staff is participating in the development of the 2020–2025 New Jersey Cancer Control plan, in the areas of cervical (Dr. Rita Musanti), prostate (Dr. Anita Kinney), and lung (Ms. Emily Carey PerezdeAlejo) cancer prevention.
- Dr. Anita Kinney is Chair of the Governor’s Task Force on Cancer Prevention, Early Detection and Treatment, overseeing the development of the Cancer Control State Plan.
Community-Engaged and Equity-Focused Pilot Awards, Disparities Focused Grants, and Research Initiatives

UPDATES
Cancer Health Equity Center of Excellence

Funded Pilot Awards
The annual internal Cancer Health Equity funding program supports ongoing scholarship and sparks new research ventures in the broad arena of addressing cancer disparities and advancing health equity. Researchers who have not previously worked in, but whose research could be applied to, cancer health equities and the catchment area of New Jersey are strongly encouraged to apply. Cancer health equities include race, ethnicity, gender, socioeconomic status, or problems unique to New Jersey. To date, the Center has awarded a total of five funded research projects.

Fiscal Year 2021
- Exploring Patient and Caregiver Perspectives and Experiences with Financial Toxicity
  PI: Biren Saraiya MD; Paul Duberstein, PhD; Denalee O’Malley, PhD
- Developing Patient-Derived Organoids for Health Equity Studies
  PI: Hatem Sabaawy, MD, PhD

Fiscal Year 2020
- A Pilot of the VOICE 2 Caregiver Intervention: Latinx and African American/Black Participants
  PI: Paul Duberstein, PhD; Co-I: Biren Saraiya, MD; Shawna Hudson, PhD; Shou-En Lu, PhD
- Development of a Health Enhancement Resource System (HERS) to Address Urban, Cervical Cancer Disparities
  PI: Shawna Hudson, PhD; Co-I: Jennifer Tsui, PhD; Charletta Ayers, MD
- Genomic Contributors to Lung Cancer Health Disparities
  PI: Sharon R. Pine, PhD; Co-I: Hossein Khiabanian, PhD; Jaya Satagopan, PhD; Hatem E. Sabaawy MD, PhD; Jyoti Malhotra, MD

Disparities-Focused Grants
Members of the Cancer Health Equity Center of Excellence are engaged in important ongoing cancer health disparities research. In 2020, four investigators were awarded cancer health disparities-focused grants.

- 2020–2022, PI: Anita Kinney, PhD, RN, FAAN, FABMR, “Reducing Racial Disparities in Cancer Care with Promoting Informed Approaches in Precision Oncology and Immunotherapy (PINPOINT)” Funded by American Cancer Society (ACS)/Pfizer.
- 2020–2025, MPI: Elisa Bandera, MD, PhD, Co-PIs: Dr. Jennifer A. Doherty, MS, PhD (University of Utah), Scarlett Gomez, MPH, PhD (UCSF), and Lawrence H. Kushi, ScD (Kaiser Permanente Northern California), “Racial/Ethnic Disparities in Ovarian Cancer Treatment and Survival: An Integrative Approach” Funded by National Cancer Institute (NCI). R01CA243188.
Works-in-Progress Meetings
The main goal of the Cancer Health Equity Center of Excellence-supported Works-in-Progress meetings is to help investigators advance their research programs and prepare for submission of extramural grant applications.

These meetings focus on sharing new research ideas, specific aims of investigators, projects, updates on research progress, and new research methods or technologies. The format typically features a short presentation by the researcher(s) followed by substantial discussions aimed at critiquing and advancing the research projects. To date we have organized twelve Works-in-Progress meetings from researchers on various cancer health disparity-focused topics.

Fiscal Year 2021
- 2/25/2021: Jaya Satagopan, PhD, Professor, Department of Biostatistics and Epidemiology, Rutgers School of Public Health, presented “Breast Cancer Risk Distribution in South Asian Americans—Estimation and Implications for Disease Prevention.”
- 2/22/2021: Charles Senteio, Assistant Professor, Communications, presented “Developing a Treatment Decision Aid for Black Prostate Cancer Patients to Enhance Patient-Clinician Interaction.”
- 2/2/2021: Racquel (Kelly) Kohler, PhD, Instructor, Department of Biostatistics and Epidemiology, Rutgers School of Public Health, Rutgers Cancer Institute of New Jersey, presented “Community-Based HPV Screening in Botswana.”
- 10/27/2020: Racquel (Kelly) Kohler, PhD, Instructor, Department of Biostatistics and Epidemiology, Rutgers School of Public Health, Rutgers Cancer Institute of New Jersey, presented “Developing an Adaptive Intervention Targeting HPV Vaccine-Hesitant Parents.”
- 9/15/2020: Jaya Satagopan, PhD, Professor, Department of Biostatistics and Epidemiology, Rutgers School of Public Health, presented “Multidomain and Multi-Level Understanding of Cancer Screening in South Asian Americans.”

Fiscal Year 2020
- 4/20/2020: Adana Llanos, PhD, MPH, Assistant Professor, Department of Biostatistics and Epidemiology, Rutgers School of Public Health, presented “Adiposity, Adipokines, and Aggressive Tumor Clinicopathology: Evaluating Mechanisms Underlying Outcomes Disparities Among a Sample of Racially/Ethnically Diverse Women with Breast Cancer.”
- 4/14/2020: Jesse Plascak, PhD, Assistant Professor, Department of Biostatistics and Epidemiology, Rutgers School of Public Health, presented “Time-Varying Relationships Between Built Environment Factors, Tumor Stage, and Colorectal Cancer Survival: Leveraging Population-Based Cancer Registry Data to Study Health Disparities.”
- 4/07/2020: Racquel (Kelly) Kohler, PhD, Instructor, Department of Biostatistics and Epidemiology, Rutgers School of Public Health, Rutgers Cancer Institute of New Jersey, presented “Trauma-Informed Cervical Cancer Screening Among Low-Income Women.”
2/17/2020: Jaya Satagopan, PhD, Professor, Department of Biostatistics and Epidemiology, Rutgers School of Public Health, presented “The Landscape of Cancer Communication in India.”

2/12/2020: Pamela Valera, PhD, MSW, Assistant Professor, Department of Urban-Global Public Health, Rutgers School of Public Health, presented “A Randomized Controlled Trial of Smoking Cessation Treatment Among Incarcerated Smokers in U.S. Prison.”

1/14/2020: Charles Senteio, Assistant Professor, Communications, presented “Developing Technology-Enabled Tools to Help Prepare Recently Diagnosed African American Prostate Cancer.”

1/13/2020: Dena O’Malley, PhD, Instructor, Family Medicine, presented “Optimizing Colorectal Cancer Screening Among Patients with Diabetes in Safety-Net Primary Care Settings: Targeting Implementation Approaches.”

3/3/2021: Vish Viswanath, PhD, Lee Kum Kee Professor of Health Communication; Director, Harvard Chan India Research Centre; Director, Harvard Chan/DFCI Center for Translational Communication Science; Co-Director, Lee Kum Sheung Center for Health and Happiness, presented “Measuring What Matters: Data Absenteeism, Cancer Communication and Equity.”

1/12/2021: Rick Kittles, PhD, Associate Director of Health Equities, City of Hope Comprehensive Cancer Center; Professor and Director, Division of Health Equities, Department of Population Sciences, presented “Leveraging Genetic Ancestry to Study Health Disparities.”

11/12/2020: Sandi Pruitt, PhD, Associate Professor, Population and Data Sciences, UT Southwestern Medical Center, presented “Populations and Places: Using Multi-Level Data to Improve Cancer Equity.”

2/20/2020: Peter Guarnaccia, PhD, Professor and Medical Anthropologist, Department of Human Ecology, School of Environmental and Biological Sciences, Rutgers University, presented “Cultural Issues in Assessing Quality of Life in Cancer Research.”

1/13/2020: Lucile Adams Campbell, PhD, Professor of Oncology, Associate Director for Minority Health and Health Disparities Research Senior Associate Dean for Community Outreach and Engagement at Lombardi Comprehensive Cancer Center at Georgetown University Medical Center, presented “The Effect of Exercise Intervention on Obesity, Mets and Allostatic Load in Black Women at Increased Risk of Breast Cancer.”

Distinguished Lecturers
The Cancer Health Equity Center of Excellence hosts a series of distinguished lectures that aims to present excellent speakers exploring intriguing cancer health equity topics in an engaging style. The lectures address a broad audience, which includes all members of the Center, members of the Rutgers University community, and members of our Community Cancer Action Board. We have hosted the following five distinguished lecturers to date, presenting on very important cancer health disparity-focused topics.
Initiatives for 2021

This year, the Cancer Health Equity Center of Excellence will focus our efforts on Rutgers Cancer Institute priority cancers, behaviors, and community-identified priority needs integrating Community Outreach and Engagement throughout the developing Rutgers Cancer Institute Strategic Plan.

New Jersey’s rich racial and ethnic diversity provides an unprecedented opportunity to play a salient role in shaping our collective response to the needs of the communities we serve, which can inform national efforts as well.

Expanding Our Team
- We welcomed two Breast Cancer Navigators to our team in January of 2021, and a Certified Tobacco Treatment Specialist.
- For continuous monitoring of New Jersey’s cancer burden, a new staff member will be added to serve as the Rutgers Cancer Institute Catchment Area Data Analyst.

Supporting Cancer Screening Navigation Statewide
- To improve access to cancer screening, we will provide financial and technical support for navigation staff at partner organizations throughout the state through the ScreenNJ program.
- We will continue developing, evaluating, and disseminating cancer screening navigation models, tools, and best practices.

Supporting Cancer Research through Awareness and Education
- Our Community Cancer Action Board (CCAB) members consult researchers through our new Community Engaged Research Café, a scheduled opportunity for rapid proposal review of community input.

AREAS OF FOCUS:
- **Precision Medicine**—The researchers of the Rutgers Cancer Institute Precision Medicine Research Program, under the leadership of Shridar Ganesan, PhD, investigate the most appropriate treatments based on the genetic characteristics of an individual’s cancer. By analyzing the specific cancer DNA of a tumor, doctors can make informed decisions on the most personalized and effective ways to treat cancer for each individual patient.

Our CCAB recognized and requested focus on this area of research because the lower participation rate of minority groups in precision medicine research has resulted in health care disparities in precision health and genomic medicine approaches that have the potential to provide personalized treatments and improve quality of life for cancer survivors. The Rutgers Cancer Institute Community Outreach and Engagement team responded to this concern through genetic/genomic public education programs this year, in addition to bringing members of the CCAB onto research advisory boards for genomic-focused clinical trials being conducted by Rutgers Cancer Institute researchers.

- **Hereditary Cancers**—Genetic testing holds the promise of alerting families to increased risk for cancer and positions them to act proactively on that risk. However, disparities exist in the use of cancer genetic risk assessments among ethnically and geographically diverse communities. Raising awareness in these communities and facilitating participation in studies such as the Genetic Risk Assessment for Cancer Education and Empowerment (GRACE; Dr. Anita Kinney, Primary Investigator) will provide evidence for improved interventions to increase access and improve family communication regarding cancer genetic testing. The Community Outreach and Engagement team will focus on disseminating current information on genetic testing as well as linking community members to Research Advisory Boards to ensure that underrepresented communities are at the table during new study development.
Clinical Trials Education to Break Down Mistrust—The CCAB membership has identified low participation by African American/Black, Hispanic, and other racial minorities in NJ as an area of concern. This upcoming year will see the development and rollout of a Clinical Trials Awareness campaign that will present episodic short videos, which will be disseminated through social media, featuring cancer survivors and clinical trial participants addressing relevant issues around the topic of clinical trial access and participation.

Innovative Education Platforms and Content

Extension for Community Healthcare Outcomes (ECHO) is a new telementoring program designed to create virtual communities of learners by bringing together health care providers and subject matter experts. Our first ECHO program will explore cancer prevention, screening, and cancer history-taking for Community Health Workers. The goal is to build Community Health Worker capacity for supporting cancer screening, genetic testing, and clinical trial participation in underrepresented and underserved communities.

Educational content in community-friendly formats is being developed and delivered in collaboration with New Jersey partners such as America’s Grow-a-Row in Pittstown, the North Jersey Health Collaborative, national and local Rutgers Cooperative Extension specialists, and Lazos America Unida, Inc. The Arts Academy working group will focus on addressing mistrust in health care by our communities of color in 2021.

Rutgers Cancer Institute’s Community Outreach and Engagement team is looking forward to this summer’s launch of the National Cancer Institute Youth Enjoy Science (YES) Research Education Program (R25: PAR-17-059), funded by a two-year grant awarded to Dr. Sunita Chaudhary. COE will be providing education and hands-on outreach experiences to young people and teachers over the course of this two-year grant period.
Our Community Outreach and Engagement team, including our ScreenNJ staff, partners with health care and community organizations at the local, regional, and state level to provide impactful educational programming and cancer screening services.

We thank our partners for their dedication and hard work throughout this challenging year, during which we continued to make ongoing progress on our shared goal: Ensuring everyone in our communities has the same access to the information and resources necessary to take control of their health.

See a full list of partners on this collaborative project at screennj.org/partners
Community Medical Center
CompleteCare Cape May—Cape May Court House Medical
CompleteCare Cape May—Wildwood Medical & Dental
CompleteCare Cumberland—Bridgeton Adult & Specialty
CompleteCare Cumberland—Bridgeton Pediatric & Family Medical
CompleteCare Cumberland—Bridgeton Women’s Medical
CompleteCare Cumberland—Community Pharmacy
CompleteCare Cumberland—Millville Medical & Dental
CompleteCare Cumberland—Upper Deerfield Medical
CompleteCare Cumberland—Vineland Health Campus
CompleteCare Cumberland—Vineland Ritecare @ShopRite
CompleteCare Cumberland—Vineland Women’s Medical
CompleteCare Gloucester—Medical Professionals in Glassboro
CompleteCare Gloucester—Woodbury Family Medicine Center
CompleteCare Health Network
Contract Labor Union 472
Crossroads4Hope (formerly Cancer Support Community of Central New Jersey)
Cumberland Cape Atlantic YMCA
East Brunswick Public Library
Edison Department of Health & Human Services
Edison Township Public Schools
El Poder Program
Elijah’s Promise
Eric B. Chandler Health Center
Essex Passaic Wellness Coalition (Regional Chronic Disease Coalition)
Evolve Pink
Family Support Organization of Middlesex County
The Family Treatment Center at New Brunswick Beth Israel Medical Center
Fayette St Senior Building
Focus Hispanic and Family Success Center
Food Bank of South Jersey
Freehold Borough Education Association
Freehold Health Department
Gay and Lesbian Student Education Network (GLSEN)
Gender Center of New Jersey
Gloucester County Department of Health & Senior Services
Greater Newark Healthcare Coalition
Greater Westfield Area Chamber of Commerce
Hackensack—Riverview Medical Center (Lung screening)
Hackensack Meridian Health JFK Imaging at Muhlenberg, Plainfield
Hackensack Meridian Health JFK Imaging Center—Hackensack Meridian Health JFK Medical Center—Hackensack Meridian Health Network—Health Village Imaging
Hackensack Meridian Health NJ Quit Center (Bergen)
Hackensack Meridian Health NJ Quit Center (Hudson)
Hackensack Meridian Health NJ Quit Center (Passaic)
Hackensack Meridian Health NJ Quit Services
Hackensack Meridian Health
Hackensack Palisades Medical Center
Hackensack Radiology Group
Hackensack Radiology Group New Century Imaging Center
Hackensack Riverview Medical Center
Hackensack University Medical Center
Hackettstown Medical Center
Health Plainfield Coalition Partner List
Health Village Imaging—Jackson
Health Village Imaging—Manahawkin
Health Village Imaging—Wall
Healthier Middlesex
Healthier Perth Amboy
Healthy Plainfield Coalition
Herbert Hoover Middle School
Hillsborough Township Health Department
Hoboken Family Planning—Summit Center
Hoboken Family Planning—West New York
Hoboken Family Planning—Main Site (Hudson & Union County NJCEED)
Holmdel Imaging, LLC (Lung screening)
HomeFirst
Hudson Pride Center
Humanity Cares For All, Inc.
Hunterdon-Mercer Chronic Disease Coalition
The ImageCare Center
ImageCare Center—Denville Diagnostics
ImageCare Center—Radiology Center of Fair Lawn
ImageCare Center—Star MRI of Wayne
ImageCare Center at Middletown
ImageCare Center at Millburn
ImageCare Center at Morristown
ImageCare Center at Radiology Associates of Hackettstown
ImageCare Center at Sparta
ImageCare Center at West Orange
ImageCare Center at Woodbridge
Inland Family Success Center
Inspira CEED (Cumberland County NJCEED)
Inspira CEED (Gloucester County NJCEED)
Inspira CEED (Salem County NJCEED)
Inspira Health Center—Woodbury Imaging Center
Inspira Health Center Bridgeton
Inspira Health Network
Inspira Imaging Center—Bridgeton
Inspira Imaging Center—Delsea
Inspira Imaging Center—Glassboro
Inspira Imaging Center—Haddon Township
Inspira Imaging Center—South Delsea
Inspira Imaging Center—Tomlin Station
Inspira Imaging Center—West Sherman
Inspira Medical Center Elmer
Inspira Medical Center Imaging Services—Elmer
Inspira Medical Center Imaging Services—Mullica Hill
Inspira Medical Center Imaging Services—Vineland
Inspira Medical Center Mullica Hill
Inspira Medical Center Vineland
Inspira NJ Quit Services
Inspira Quit Center—Cumberland
Inspira Quit Center—Salem
Integrity House
International Youth Organization
Iris House—A Center for Women with HIV
Irvington Family Development Center
Irvington Public Schools—Florence Avenue
Jazz4Prostate Cancer Awareness
Jersey City Department of Health & Human Services
Jersey City Free Public Library
Jersey City Free Public Library—Miller Branch
Jersey City Free Public Library—West Bergen Branch
Jersey City Medical Center
Jersey Shore Imaging/University Radiology—Neptune
Jersey Shore University Medical Center
Jewish Family Service of Central New Jersey
JFK Medical Center
John Snow Inc (JSI)
Kelsch Associates
Kids in Business
Kinney Community Gardens
Larchmont Imaging Associates LLC
Larchmont Imaging Associates LLC—Medford
Larchmont Imaging Associates LLC—Moorestown
Larchmont Imaging Associates LLC—Mount Laurel
Larchmont Imaging Associates LLC—Willingboro
Lazos America Unida, Inc.
The Lennard Clinic
Libby’s Choice
Livingston Health Department / Millburn Health Department
Livingston Library—Ruth L. Rockwood Memorial Library
Maplewood Health Department
Marion Bolden Student Center
Mason Gross School of the Arts
MD Anderson Cancer Center at Cooper
MD Anderson Cancer Center—CEED
Memorial Sloan Kettering—Basking Ridge
Memorial Sloan Kettering—Bergen
Memorial Sloan Kettering—Monmouth
Memorial Sloan Kettering Cancer Center
Mercer County Library—Lawrence Headquarters Branch
Mercer County Library—West Windsor Branch
Mercer County Library System
Metuchen Public Library
Middlesex County—George J Otolwski Sr. Center for Mental Health Care (Partial Care Facility)
Middlesex County College
Middlesex County Office of Health Services
Middlesex/Union Regional Chronic Disease Coalition
Mom’s Quit Connection for Families
Monmouth Family Health Center – Main Center
Monmouth Medical Center Main Campus
Monmouth Medical Center Southern Campus
Montclair Radiology—Jersey City
Montclair Radiology—Montclair
Montclair Radiology—Nutley
Montclair Radiology—West Caldwell
Montclair Radiology Group
Montvale Free Public Library
Morris Somerset Regional Chronic Disease Coalition (RCDC)
Move for Hunger
My Latina Girl Magic, LLC
NAACP—New Brunswick Area
New Brunswick Tomorrow
New Hope Now Partners
New Jersey Community Research Initiatives
New Jersey Food Democracy Collaborative—Stockton University
The New Jersey HIV Planning Group
New Jersey Interfaith Center for Cancer Care
(Formerly New Jersey Congregational Center for Cancer Care)
New Jersey Performing Arts Center
New Jersey Prevention Network
The New Jersey Primary Care Association
New Jersey Quitline
Newark Beth Israel Medical Center
Newark Office of Early Childhood Education
The Newark Public Library Main Branch
Newark Public Schools/Board of Education
Newman Street Imaging Center—Hackensack Radiology Group
Newton Medical Center
North Brunswick Public Library
North Jersey Health Collaborative
The North Ward Center
North Ward Family Success Center
Ocean County Library System
Ocean Health Initiatives, Inc.
Ocean Medical Center
Ocean Monmouth Health Alliance
O’Donnell-Dempsey Senior Center
Office of University-Community Partnerships (Newark)
OHI Brick Health Center
OHI Freehold Health Center
OHI Lakewood Health Center
OHI Little Egg Health Center
OHI Manahawkin Health Center
OHI Manchester Health Center
OHI School Based Health Center—Clifton Avenue Grade School
OHI School Based Health Center—Lakewood High School
OHI Toms River Health Center
Our Lady of Fatima Pantry
Overlook Medical Center
Palisades Medical Center
The Parent Impact
Park Ave Elementary School
Partnership for Maternal & Child Health of Northern New Jersey
Passaic County Department of Health
Perth Amboy Housing Authority
Phoenix Center for Rehabilitation and Pediatrics
Prevention Resource Network
The PRIDE Center of New Jersey
Princeton Radiology—Marlboro
Princeton Radiology—Mercerville
Princeton Radiology—Monroe, Monroe Centre at Forsgate
Princeton Radiology—Princeton, Princeton Healthcare Center
Princeton Radiology Group
Project H.O.P.E. West Street Health Center
Puerto Rican Action Board
Quit 4 Kids For Families
Radiology Affiliates Imaging (RAI)
Radiology Affiliates Imaging (RAI)—Hamilton
Radiology Affiliates Imaging (RAI)—Lawrenceville
Radiology Associates of Ridgewood
Support the outreach and engagement activities of the Cancer Health Equity Center of Excellence with a tax-deductible contribution.

give.rutgers.edu/cancerhealthequity

Philanthropy accelerates and expands the impact of the Cancer Health Equity Center of Excellence by funding research, programs, and more. If you would like to learn more about making a gift, please contact cinjdevelopment@ruf.rutgers.edu.