

# Grant Recipient Directory 2011



785 Springfield Avenue  
Summit, New Jersey 07901  
Telephone: 908-277-2904



### **Our Vision**

A world without breast cancer.

### **Our Promise**

The Susan G. Komen for the Cure<sup>®</sup> Promise: to save lives and end breast cancer forever by empowering people, ensuring quality of care for all and energizing science to find the cures.

### **Susan G. Komen for the Cure<sup>®</sup>**

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure<sup>®</sup> and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure<sup>®</sup>, the organization has invested more than \$1 billion to fulfill its promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure<sup>®</sup>, breast health or breast cancer, visit [www.komen.org](http://www.komen.org) or call 1-800 I'M AWARE.

### **Komen North Jersey Affiliate**

The North Jersey Affiliate was founded in 1997 and serves nine counties in Northern New Jersey: Bergen, Essex, Hudson, Morris, Passaic, Somerset, Sussex, Union and Warren. Seventy-five percent of net funds raised by the Affiliate (\$13.5 million since inception) stays in the Affiliate's service region to support education, screening and treatment programs for uninsured populations; the remaining twenty-five percent (\$5.9 million to date) is directed to the Susan G. Komen for the Cure<sup>®</sup> Grants Program. For further information visit: [www.komennorthjersey.org](http://www.komennorthjersey.org), or call 908.277.2904.

### **Susan G. Komen for the Cure<sup>®</sup> Advocacy Alliance**

The Susan G. Komen for the Cure<sup>®</sup> Advocacy Alliance is the nonpartisan voice for over 2.5 million breast cancer survivors and the people who love them. The mission is to translate the Susan G. Komen for the Cure<sup>®</sup> promise to end breast cancer forever into action at all levels of government to discover and deliver the cures. To learn more visit [www.komenadvocacy.org](http://www.komenadvocacy.org).

## CORE VALUES

<b>Inclusion</b>	to embrace the uniqueness of every individual
<b>Stewardship</b>	to be accountable for our performance, individually and collectively
<b>Honesty</b>	to foster a community of trust and integrity
<b>Openness</b>	to seek out new ideas and new ways of thinking
<b>Passion</b>	to demonstrate personal commitment to our Promise
<b>Empowerment</b>	to entrust others and hold yourself accountable

This year Susan G. Komen for the Cure® North Jersey Affiliate (“SGKNJA”) has awarded grants to **23** organizations to fund **28** important programs that focus on the needs in our nine county service area based on the 2009 Community Profile. One of the top priorities this grant cycle was to increase outreach to African American women in Essex, Hudson, and Passaic counties. As a result, these three counties received 60 percent of the grant monies for 2011. Of the grants awarded in 2011, 29 percent will address treatment, 23 percent will address screening, and 48 percent will address education.

In our service area, grants were distributed as follows: Bergen County received two grants, Essex County received seven grants, Hudson County received four grants, Morris County received five grants, Passaic County received four grants, Somerset County received one grant, Sussex County received one grant, Union County received three grants and Warren County received one grant.



500 LBJ Freeway, Suite 250, Dallas, Texas 75244  
[www.komen.org](http://www.komen.org) ~ 1.800 GO KOMEN



### ***2011 Grant Recipient***

Institution: American Cancer Society Asian Initiatives  
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Cedar Knolls, NJ 07927-1120

County: Morris

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Project Director: Ming-der Chang, PhD

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### **Promote Breast Cancer Awareness and Mammograms Among Chinese Women in Northern New Jersey Program**

#### Your Dollars at Work: A Snapshot

The program aims to remove barriers to health care and increase the breast cancer screening rate among Chinese American women in Northern New Jersey.

#### *In Their Own Words...*

The American Cancer Society Asian Initiatives (ACS-AI) aims to remove barriers to health care and increase the breast cancer screening rate among Chinese American women in Northern New Jersey. Free mammograms are arranged for uninsured and underinsured Chinese women, provide guidance and support to those with abnormal mammogram findings, and offer free transportation for patients to screening and treatment sites if needed. Bilingual certified medical interpreters will also be available to navigate poor-English speaking patients through the health system and help them communicate with health care providers. In addition, ACS-AI makes every effort to educate the importance of early screening in the Chinese community through educational workshops, radio broadcasts, and bilingual (Chinese) breast cancer educational materials. By spreading awareness and removing barriers to health care, we will reduce the incidence of breast cancer among Chinese American women.



### ***2011 Grant Recipient***

Institution: Bergen County Department of Health Services  
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Paramus, NJ 07652-4819

County: Bergen

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Website: [www.bergenhealth.org](http://www.bergenhealth.org)

### **Bergen CEED Client Transportation Project**

#### Your Dollars at Work: A Snapshot

The program provides reliable transportation to breast screenings and follow up appointments for underserved women residing in Bergen County who lack transportation.

#### *In Their Own Words...*

The Bergen County Cancer Education & Early Detection Program (BCCEED) provides free annual breast, cervical, and colorectal screening to more than 500 medically underserved women residing in Bergen County, New Jersey. Clients must meet age, residency, and income guidelines, and lack adequate health insurance. CEED is coordinated through the BCDHS, in collaboration with Bergen Regional Medical Center, Englewood Hospital & Medical Center, Holy Name Hospital, The Valley Hospital, and Palisades Medical Center. In addition to screening, arrangements are in place to provide symptomatic callers with a prompt appointment for timely evaluation. Trained Medical Interpreters (Polish, Korean, and Spanish speaking) are available through CEED to ensure clear communication between clients and staff. A grant award from North Jersey Affiliate of Susan G. Komen for the Cure would provide reliable, door to door transportation to screening and follow up appointments for more than 75 clients (15%) during the grant period, thus eliminating one of our most significant and challenging barriers to health care access.



### ***2011 Grant Recipient***

Institution: Breast Cancer Emergency Aid Foundation  
P.O. Box 527  
Morristown, NJ 07963-0527

County: Morris

Contact: Anne Levene

Project Director: Anne Levene

Phone: By Referral

E-Mail: [email@bceaf.org](mailto:email@bceaf.org)

Website: [www.bceaf.org](http://www.bceaf.org)

### **Breast Cancer Emergency Aid Program**

#### Your Dollars at Work: A Snapshot

This program assists breast cancer patients while in treatment by providing direct financial assistance for non-medical expenses.

#### *In Their Own Words...*

Since 2006 Breast Cancer Emergency Aid Foundation (BCEAF), a volunteer driven 501(c)3 organization, has been helping breast cancer patients in treatment by providing financial assistance. Grants are provided for non-medical expenses such as utilities, groceries, transportation, specialty bras and childcare. The goal is to ease some of the financial burden that accompanies breast cancer treatment so that patients can focus their strength on getting well. Patients in need are referred to BCEAF by nurses and social workers at hospitals and cancer centers with whom BCEAF collaborates. Grant requests are reviewed and carefully considered by a grant committee. Each request is evaluated based on pre-established criteria including financial need and BCEAF's available funds. Funds granted are paid directly to the service provider (e.g. the phone company), not to the patient. Though BCEAF has strong partnerships with hospitals and cancer centers in Morris and Somerset Counties, additional funding from Susan G. Komen For The Cure North Jersey will allow BCEAF to achieve its goal to continue to expand its reach into Essex, Hudson, Passaic, and Sussex Counties.



### ***2011 Grant Recipient***

Institution: Clara Maass Medical Center  
One Clara Maass Drive  
Belleville, NJ 07109-3550

County: Essex

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### **Breast Health Outreach and Navigation Program**

#### Your Dollars at Work: A Snapshot

This program provides vital education and support to underserved African American and Hispanic women in Essex, Hudson and Bergen counties thus eliminating barriers to timely diagnosis and treatment of breast cancer.

#### *In Their Own Words...*

The Clara Maass Breast Health Outreach and Navigation Program provides vital education and support to help underserved African American and Hispanic women in Essex, Hudson and Bergen counties eliminate barriers to timely diagnosis and treatment of breast cancer.

The program's two key goals are: 1) Collaborative Breast Health Outreach through partnerships with faith-based institutions and low-income senior housing communities to educate underserved women about the importance of breast self awareness, clinical exams, screening, good nutrition, exercise and stress reduction and 2) Navigation of women with suspicious breast cancer findings or confirmed breast cancer through diagnosis and treatment. The Navigator helps patients understand what questions to ask healthcare providers about their diagnosis, treatment and options, arranges follow-up care, provides help accessing local resources and assists with insurance, transportation and child or elder care when needed. Through this comprehensive program, thousands of medically underserved women will gain access to quality breast care from pre-diagnosis through the end of their breast cancer treatment.



### ***2011 Grant Recipient***

Institution: Hoboken Family Planning, Inc.  
124 Grand Street  
Hoboken, NJ 07030-2510

County: Hudson

Contact: Richard Ward, BS

Project Director: Richard Ward, BS

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### **Breast Cancer Education & Screening Program for Hudson County**

#### Your Dollars at Work: A Snapshot

This program provides education and breast screening services to the underserved women of Hudson, especially at-risk Afro-American women, seniors, and minority populations.

#### *In Their Own Words...*

This project will enable HFP to provide education and breast screening services to the underserved women of Hudson County. Those most at risk are Afro-American women, particularly seniors, and other minority populations. Many patients are not being diagnosed until they have developed late stage cancer. HFP is the only organization in the County that has developed a Comprehensive Cancer Screening Network, meaning that HFP has reached out and collaborated with other agencies including healthcare providers, outreach & education programs, faith based organizations, hospitals, schools and other organizations in order to provide services to this population. As the grantee for the NJ CEED program in both Hudson and Union counties, HFP has subcontracted with the 3 Hudson FQHC's, a private physician practice, 2 hospitals, imaging associates, social agencies and the Hudson County Cancer Coalition. HFP works closely with the HCCC and senior groups in order to reach these individuals. In the last 4 years, HFP has screened more women under the NJ CEED program than any other CEED agency in the state. HFP has the experience and personnel to reach those individuals not getting screened on a timely basis.



### ***2011 Grant Recipient***

Institution: Hudson Perinatal Consortium, Inc.  
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Jersey City, NJ 07302-1406  
County: Hudson  
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Project Director: Mariann Moore, MSW, ACSW, LCSW  
Phone: 201-876-8900 Ext. 232  
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E-Mail : [jking@hudsonperinatal.org](mailto:jking@hudsonperinatal.org)  
Website: [www.hudsonperinatal.org](http://www.hudsonperinatal.org)

### **Hudson Breast Health Initiative**

#### Your Dollars at Work: A Snapshot

This initiative provides community breast health education programs in Hudson County focusing on early detection, in addition to wigs and mastectomy products for survivors.

#### *In Their Own Words...*

Hudson Perinatal Consortium, Inc's Breast Health Initiative provides uninsured and underinsured women in Hudson County diagnosed with breast cancer with wigs and mastectomy survivors with 2 bras and prosthesis. For women who cannot afford medication, the Hudson Breast Health Initiative provides case management to help women find the appropriate pharmaceutical assistance programs, get the forms filled out properly, and pay for gap medication while they are waiting for approval. The Hudson Breast Health Initiative provides community education programs focusing on early detection as an essential tool in the fight against breast cancer and decreasing the death rate, especially among African American women. We reach a minimum of 4,000 women through health fairs, community events, faith-based education programs, infant care classes, community outreach and home visits. We have ongoing relationships with the faith-based community and the Federally Qualified Health Clinics that enable us to educate at-risk women and refer them for breast exams and mammograms. We organize the Tie-A-Ribbon campaign in all 12 municipalities in Hudson County and provide a Holiday Survivor Celebration.



### ***2011 Grant Recipient***

Institution: Metropolitan Family Health Network, Inc.  
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Jersey City, NJ 07304-2731

County: Hudson

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### **Breast Cancer Education and Screening Program**

#### Your Dollars at Work: A Snapshot

This program provides breast cancer outreach and screening services for women in Jersey City, specifically African American women.

#### *In Their Own Words...*

MFHN's Breast Cancer Education and Screening Program (BCESP) complements its existing Cancer Education and Early Detection (CEED) Program through breast cancer outreach and screening services for women in Jersey City, specifically African American women. The goal of the BCESP is to reduce the incidence of breast cancer among women within the community. The program reaches out to women through faith-based organizations, and staff who are culturally competent to increase screening services and breast health education. The program emphasizes prevention and early detection; to accomplish this goal, MFHN collaborates with a variety of community-based organizations to provide outreach and education to women in Jersey City. Free mammograms and/or ultrasounds are provided to women who are 39 years of age and under who are not eligible for the NJCEED program. Women found with abnormal results are referred to area hospitals for further treatment.



### ***2011 Grant Recipient***

Institution: Morristown Memorial Hospital  
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Morristown, NJ 07962-1956  
County: Morris  
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### **Asian and Latino Community Outreach Program**

#### **Your Dollars at Work: A Snapshot**

This program provides breast health awareness, outreach, and education services to underserved and uninsured South Asian and Latino residents of Morris County.

#### ***In Their Own Words...***

Morristown Memorial Hospital's Morris County 2011 Asian and Latino Community Outreach and Education Program will focus upon increased collaboration with other cancer organizations, institutions, businesses and individuals, thus sharing and expanding the impact of the medical and financial assets of the NJCEED/Komen Grants. The need for breast cancer awareness and screening is highlighted by the NJ Cancer Registry statistics of 2003-07 showing more women in Morris County with a diagnosis of invasive breast cancer than in any other county in New Jersey, with an incidence rate of 145.4/100,000. An ACS report for 2003-07 states 69.6% of breast cancers in Morris County were diagnosed at an early stage. Collaboration with community, faith-based, and cancer services organizations is essential to provide access to multilingual/multicultural connections. Focus will be on Asian, Hispanic, Chinese, Gay/Lesbian, Teens, Immigrants, Middle Eastern, low literacy underserved/uninsured women in Morris County. We will provide Breast Cancer Awareness through outreach and education to 10,000 Asian, 5,000 Latino women in Hindi, Gujarati, Spanish, English and Chinese. NJCEED services will be a full Circle of Care.



### ***2011 Grant Recipient***

Institution: Newark Beth Israel Medical Center  
201 Lyons Avenue  
Newark, NJ 07112-2027

County: Essex

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Fax:

E-Mail:

Website: [www.sbhcs.com](http://www.sbhcs.com)  
[www.newarkbethfoundation.org](http://www.newarkbethfoundation.org)

### **The Beautiful You Program**

#### Your Dollars at Work: A Snapshot

This program helps uninsured and underinsured Essex County women with breast cancer procure wigs, bras, breast prostheses and lymphedema garments.

#### *In Their Own Words...*

Newark Beth Israel Medical Center (NBIMC) requests Komen's renewed support for the Beautiful You Program, 2011-2012 which helps uninsured and underinsured Essex County women with breast cancer to procure wigs, bras, breast prostheses and lymphedema garments. Lymphedema garments were added to the program in 2010 for women suffering from lymphedema, a potential secondary effect from breast cancer. Treatment of lymphedema often involves expensive compression garments which reduce the fluid and pain in the arm. Therefore, for 2011 – 2012, we are requesting funding for lymphedema products for our patients who cannot afford them.

Beautiful You is a critical part of recovery for many women, helping them to regain confidence and self-esteem and to heal emotionally as well as physically. Funding in 2011-2012 will allow us to provide about 150 women with wigs, 50 women with mastectomy products, and 30 women with lymphedema garments. For these women, Beautiful You is a true godsend; they have no other resource for these services.



### ***2011 Grant Recipient***

Institution: Newark Beth Israel Medical Center  
201 Lyons Avenue  
Newark, NJ 07112-2027

County: Essex

Contact:  
Project Director: Alice J. Cohen, MD

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E-Mail:

Website: [www.sbhcs.com](http://www.sbhcs.com)  
[www.newarkbethfoundation.org](http://www.newarkbethfoundation.org)

### **An Open Ear: Helping Newark Women with Breast Cancer Program**

#### Your Dollars at Work: A Snapshot

This program provides breast cancer patients with psychosocial and practical support and conducts educational programs on breast health and breast cancer prevention in the Newark community.

#### *In Their Own Words...*

The Frederick B. Cohen, MD, Comprehensive Cancer and Blood Disorders Center at Newark Beth Israel Medical Center provides breast cancer patients with psychosocial and practical support and conducts educational programs on breast health and breast cancer prevention in the Newark community. Komen funding will allow NBIMC to further enhance care, education, and target prevention efforts to the population most at risk for aggressive breast cancer.

The Breast Cancer Social Worker (BCSW) provides numerous support services to approximately 75 women who are newly diagnosed with breast cancer as well as the 600 women in treatment or follow-up. The BCSW will provide patients with psychosocial support at diagnosis, during treatment, and beyond, and help patients to secure social services, free or reduced cost prescriptions, transportation, prosthetics, and more. The BCSW provide critical education to the community. The BCSW will reach about 450 women at 15 different venues, including churches.



### ***2011 Grant Recipient***

Institution: Northwest NJ Community Action Program, Inc.  
350 Marshall Street  
Phillipsburg, NJ 08865-3273

County: Warren

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### **Warren County Breast Cancer Collaboration and Education**

#### Your Dollars at Work: A Snapshot

This initiative provides critical educational information and outreach to improve the early detection rates of low-income uninsured women, especially to at-risk Hispanic women.

#### *In Their Own Words...*

NORWESCAP's Warren County Breast Cancer Collaboration and Education provides critical educational information and outreach to improve the early detection rates of low-income uninsured women. The program also tailors education and outreach material on breast health and early detection to at-risk Hispanic women. Through the implementation of new collaborations and partnerships including faith-based partners, this initiative provides resources and improved access to health care providers throughout Warren County further increasing the number of clinical breast health screenings. Outreach and increased education with also help to assist women that have not had a clinical breast health exam in the last three or more years. Komen funding will bring focus to the community, the very specific breast health issues and risks that threaten the well being of the medically underserved population. The outcome of this program is a community focused on breast health risks which include health care providers, businesses and faith based partners sharing resources to medically uninsured women in Warren County.



### ***2011 Grant Recipient***

Institution: Overlook Hospital  
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Summit, NJ 07920-0220

County: Union

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Website: [overlookfoundation.org](http://overlookfoundation.org)

### **Breast Health Services for African-American and Latina Women**

#### Your Dollars at Work: A Snapshot

This program provides multi-faceted breast health service for medically underserved African American and Latina women.

#### *In Their Own Words...*

Overlook Hospital is expanding its successful breast health outreach program to provide multi-faceted breast health service for medically underserved African American and Latina women. This program will continue to raise awareness of breast health by teaching breast self awareness, screening guidelines, clinical breast examinations, breast prostheses, wigs, transportation, and referrals for screening and diagnostic mammographies. Overlook anticipates reaching a total of 6,000 women with these measures, and the hospital will continue to use faith based approaches to engage women in the target population.

In addition to early detection services, Overlook will continue to provide supportive care, breast care navigation services, and integrative medicine therapies for minority women under treatment for breast disease.



### ***2011 Grant Recipient***

Institution: Planned Parenthood of Greater Northern NJ  
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Morristown, NJ 07960-2934

County: Morris

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### **Breast Health Community Education**

#### Your Dollars at Work: A Snapshot

This program provides diverse populations with the most current breast health information, prevention strategies, and treatment options in both educational and community settings throughout Sussex County.

#### *In Their Own Words...*

Planned Parenthood's Breast Health Community Education Program proposes to reach diverse populations in both educational and community settings throughout Sussex County. The most current breast health information, including prevention strategies and treatment options, is provided in various presentation formats to students, faith-based organizations, and community groups.

Planned Parenthood of Greater Northern New Jersey, Inc. (PPGNNJ) has been a trusted provider of reproductive health care and education for over 75 years. PPGNNJ currently serves seven counties – Morris, Hunterdon, Sussex, Warren, Somerset, Union and Bergen. Annually, all of our health centers combined experience over 37,000 medical visits. Prevention centered education reaches more than 25,000 youth, adults, and professionals.

The goals of the program are to break the cycle of high-risk behavior and to promote early breast cancer screening habits among women in our local community through increased knowledge and healthy lifestyles



### ***2011 Grant Recipient***

Institution: Project Self-Sufficiency of Sussex County, Inc.  
127 Mill Street  
Newton, NJ 07860-1456

County: Sussex

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### **Breast Health Awareness Project**

#### Your Dollars at Work: A Snapshot

This project implements a pervasive public awareness campaign in order to raise awareness and increase early detection rates and decrease mortality rates in Sussex County.

#### *In Their Own Words...*

Project Self-Sufficiency (PSS) will lead the Sussex County Breast Health Project (SCBHP), expanding its Mammograms Save Lives campaign in 2011 to raise public awareness and provide education to 75,000+ women and increasing the number of residents who attain routine preventive mammograms through education and screening services. PSS will provide no-cost screening mammograms to no fewer than 140 low-income uninsured women and breast health education and self awareness tutorial for 25,000 women and girls. PSS and SGKNJA have collaborated for more than eleven years to educate and screen vulnerable Sussex County women for breast cancer. Statewide, Sussex County has the lowest percentage of curable diagnosis and the highest percentage of incurable diagnosis for women of all ages. The SCBHP will both continue and expand the pervasive county-wide Mammograms Save Lives campaign in order to increase early detection rates and decrease mortality rates and will partner with CEED to provide additional screening and follow-up treatment. Our comprehensive, multi-service, case management based agency ensures that the full circle of care is achieved for any women with positive test results.



### ***2011 Grant Recipient***

Institution: Saint Barnabas Medical Center  
200 South Orange Avenue  
Livingston, NJ 07039-5817

County: Essex

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### **Access to Lymphedema Garments and Lymphedema Education**

#### **Your Dollars at Work: A Snapshot**

This program takes a comprehensive approach to improve the quality of life for breast cancer patients with lymphedema.

#### ***In Their Own Words...***

To minimize the disability of upper extremity lymphedema, this program will provide no-cost compression garments for a minimum of 50 medically underserved breast cancer survivors. Breast cancer survivors are at higher risk of developing lymphedema following surgery and/or radiation treatment. Many women derive significant benefit from compression garments because they reduce arm swelling and improve function. Optimal lymphedema treatment includes education, manual lymph drainage, compression garments, and exercise. Unfortunately, the cost of compression garments can be prohibitive.

Grant funding will allow us to provide standard and custom made compression garments to ensure optimal fit and function as well as a DVD that encourages breast cancer patients to engage in gentle exercise. In addition to these essential services, our project will build on its successful collaboration with a Newark-based church at which our lymphedema program coordinator provided information on the signs, symptoms, and treatment of lymphedema and availability of Susan G. Komen for the Cure® North Jersey-funded compression garments.



### ***2011 Grant Recipient***

Institution: Saint Barnabas Breast Center  
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Livingston, NJ 07039

County: Essex

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### **Access to Digital Breast Screening Services and Breast Health Education**

#### Your Dollars at Work: A Snapshot

This program provides triple-read screening, mammography, and breast MRIs.

#### *In Their Own Words...*

To maximize breast health and facilitate early diagnosis of breast cancer among medically underserved women, the Saint Barnabas Breast Center will provide a spectrum of quality, compassionate breast screening services. Specifically, we will provide 125 triple-read, digital screening mammography, 5 triple-read diagnostic mammography, 5 digital breast ultrasound procedures, and 5 breast MRI. These procedures offer definitive breast screening care for medically underserved women residing in Essex, Union, Hudson, and Morris counties.

In addition to breast screening, the Breast Center's Assistant Director will renew her collaboration with faith-based organizations in Essex County and in tandem with our Lymphedema Program, offer breast health education for African American and other underserved minority women to encourage annual breast screenings. A minimum of 300 African American women and other women of color will receive education stressing the importance of screening mammography, breast self awareness, and through our Lymphedema Coordinator, information on the signs, symptoms, and treatment of Lymphedema specific to breast cancer care.



### ***2011 Grant Recipient***

Institution: Saint Joseph's Regional Medical Center  
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Paterson, NJ 07503-2621

County: Passaic

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### **Rainbows of Hope Cancer Education and Early Detection Program**

#### Your Dollars at Work: A Snapshot

This program provides free breast cancer screening, outreach, and education to medically underserved residents of Passaic County for the early detection of breast cancer.

#### *In Their Own Words...*

The St. Joseph's Hospital and Medical Center Rainbows of Hope Cancer Education and Early Detection Program (RHCEED Program) is a Cancer screening and education program that provides free Breast, Cervical, Prostate and Colorectal Cancer screenings and education to medically underserved residents of Passaic County for the early detection of cancer. These free screenings are made possible with funding from the NJ Department of Health and Senior Services (NJCEED); however there are still many women who are not able to be screened because they do not meet the eligibility requirements of the New Jersey CEED grant. Financial support from the Susan G. Komen for the Cure®, North Jersey Affiliate allows us to provide breast cancer screenings, outreach, and education to women under the age of 50 who may not meet the criteria of the NJCEED grant but are at risk of getting breast cancer. Clients who participate in breast cancer screenings receive a free clinical breast exam and a screening mammography or ultrasound. Any participants who present suspicious findings are given comprehensive follow up services and treatment.



### ***2011 Grant Recipient***

Institution: Saint Joseph's Regional Medical Center  
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Paterson, NJ 07503-2621

County: Passaic

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Project Director: Sr. Fran Demarest, BA

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### **Breast Cancer Prosthesis, Bra, and Wig Supportive Services Program**

#### Your Dollars at Work: A Snapshot

This program assists breast cancer patients in Passaic County who are uninsured and underinsured obtain breast prostheses, mastectomy bras, and wigs during their treatment regimen.

#### *In Their Own Words...*

The Breast Cancer Prosthesis, Bra, and Wig Supportive Services Program will assist St. Joseph's Regional Medical Center's Breast Cancer patients and Breast Cancer patients in Passaic County who are uninsured and underinsured to obtain breast prostheses, mastectomy bras, and wigs for the duration of their breast cancer treatment regimen. This program will also provide a private and comfortable atmosphere for our patients as they receive professional assistance while having their post mastectomy, and breast cancer treatment needs fulfilled. The program's goal is to service at least 30 patients with prostheses, bras and wigs. Our target population includes women (of all nationalities) with breast cancer in Passaic County.



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### **Breast Cancer Treatment Assistance Program**

#### Your Dollars at Work: A Snapshot

This program offers financial assistance to breast cancer patients for medication and medical bills not covered by charity care and helps patients navigate the healthcare system.

#### *In Their Own Words...*

The Breast Cancer Treatment Assistance Program will offer financial assistance to St. Joseph's Regional Medical Center's Breast Cancer patients for medication and medical bills not covered by charity care and navigation through our complex healthcare system. Medical case management will also be offered to ensure easy access and comprehensive services for patients who have been diagnosed with breast cancer and are in need of additional medical services. Our goal is to reach 50 women who are uninsured or underinsured and are not eligible for Medicaid in Passaic County. The Treatment Assistance Program will work in conjunction with New Jersey Cancer Education and Early Detection and Komen for the Cure screening program to ensure services are not duplicated.



### ***2011 Grant Recipient***

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### **Breast Health Nurse Navigator**

#### Your Dollars at Work: A Snapshot

This program provides essential help to newly diagnosed breast cancer patients by coordinating patient care and medication regimes, and by communicating with multiple health care providers.

#### *In Their Own Words...*

The Breast Health Nurse Navigator program at the Connie Dwyer Breast Center at Saint Michael's Medical Center is a Newark-based program serving diverse residents including Latinas, African Americans, Portuguese, and many others, by providing essential help through a Breast Health Nurse Navigator to those facing the shock and challenge of a breast cancer diagnosis.

This program assists individuals by coordinating patient care activities, facilitating communications, streamlining appointments and paperwork, and providing a broad range of patient support. This is needed as patients cope with getting educated about breast cancer, making critical decisions, taking medications, and communicating with multiple health care providers. This program provides education about and access to the most appropriate types of care, including innovative therapies as they become available. With help from Susan G. Komen for the Cure North Jersey Affiliate, Saint Michael's Medical Center will move forward with this valuable patient-centered program and the hiring of a Breast Health Nurse Navigator.



### ***2011 Grant Recipient***

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### **Multicultural Breast Cancer Prevention Initiative**

#### Your Dollars at Work: A Snapshot

This program aims to eliminate obstacles that preclude access into the healthcare system and provide breast health education and outreach to Hispanic/Latina women.

#### *In Their Own Words...*

The goal is to bring equality of access to economically deprived, “un-served”, underserved and uninsured residents of our service area, which is, primarily, Hudson, Bergen and Passaic counties. The vast majority (approximately 80%) are Hispanic/Latina. The program tries to eliminate existing obstacles that preclude access into the healthcare system. These obstacles are based upon ignorance, economics, culture and language. This is accomplished by initially providing free information, outreach and breast health education; then, on a case by case basis, the program provides access to and navigation through the health care system as needed. Those diagnosed with breast cancer are guided through screenings, diagnosis and treatment. In the area of healthcare opportunity access, Hispanics, as a group, are often ignorant, unsophisticated, distrustful, afraid, ashamed, and sometimes even unfairly treated and held back from the full circle of care. SLA’s response to the problem is to “demystify” the whole process and provide low cost, effective, compassionate, culturally sensitive and appropriate community based support programs of outreach, education, and free screenings.



### ***2011 Grant Recipient***

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### **"Stop the Silence:" Make a Joyful Noise for Life Program**

#### Your Dollars at Work: A Snapshot

This program promotes African American breast health awareness and breast cancer screening in Passaic and Bergen counties.

#### *In Their Own Words...*

"Stop the Silence": Make a Joyful Noise for Life is a multi-disciplined move toward ending the suffering and high mortality rate from breast cancer of African American women who reside in Passaic and Bergen counties. Operating in these Northern New Jersey communities since its inception in 2001, this multidisciplinary program and support group continues to address the specific needs of this unique, underserved population. Sisters Network focuses on eradicating myths, stereotyping and general distrust of the established health care systems by providing educational outreach, and alerting African American women (teens to seniors) to various services and resources available within both counties. No longer will these women suffer in isolation; now is the time to "STOP the Silence".



### ***2011 Grant Recipient***

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### **Made for Me Boutique**

#### **Your Dollars at Work: A Snapshot**

This program assists low-income women from Northern New Jersey by providing free or low-cost wigs, prosthetic forms, mastectomy bras, and lymphedema products.

#### ***In Their Own Words...***

The Trinitas Made for Me Boutique is a compassionate bi-lingual program that provides prosthetic breast forms, mastectomy bras, lymphedema products, and wigs to low-income women who are uninsured or lack adequate coverage for these accessories. We also offer limited co-payment assistance to women with proven financial need and lymphedema products to men with breast cancer. Since 2004, our program has assisted 524 women and 2 men from the nine counties in the Susan G. Komen for the Cure North Jersey Affiliate's service area. By enhancing their appearance and showing we care, we strive to alleviate the sickness, depression and pain associated with radiation, chemotherapy and quite often a mastectomy. In the spirit of inclusiveness, all breast cancer patients may shop at our boutique, though women with insurance and the ability to pay must cover their own expenses. However, this is not the case for most of our clients, who must use what little money they have to pay for life's necessities such as rent and food. Purchasing "luxuries" such as wigs and lymphedema products is not an option on their tight budgets. Our goal is to keep our clients from having to make this painful choice.



### ***2011 Grant Recipient***

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### **Breast Health Outreach Coordinator Program**

#### Your Dollars at Work: A Snapshot

This program improves the community's breast cancer awareness and education levels, while encouraging early screening and detection among women.

#### *In Their Own Words...*

Based in Elizabeth, the Trinitas Breast Health Outreach Program's goal is to improve breast cancer survival rates by strengthening our community's breast cancer awareness and education levels while encouraging early screening and detection among the women we serve. Although Trinitas Regional Medical Center treats every patient regardless of his or her ability to pay, we realize that services designed to alleviate financial barriers to healthcare are only as good as the public awareness of them and ability to access them. For this reason, we bring our bi-lingual, model program directly into the community where underserved women live and work to alleviate transportation barriers and to provide a comfortable, peer-driven atmosphere at our events. Our program has assisted over 13,200 women since its inception, focusing heavily on the Black and Hispanic communities who comprise 77% of the local population. In 2010, we extended our program to Plainfield to assist women who were once served by Muhlenberg Hospital. Our program takes a comprehensive approach to breast health, and holds each woman's hand through the full circle of care.



### ***2011 Grant Recipient***

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### **Partners for the Cure: The Promise of Mobile Mammography**

#### Your Dollars at Work: A Snapshot

This program provides screening mammograms, clinical breast exams, and education in user-friendly settings.

#### *In Their Own Words...*

UMDNJ seeks to continue our partnership with the North Jersey Affiliate to support a mobile mammography vehicle serving women who lack insurance and insured women who can be seen through on site services at large area employers. The van is equipped with digital mammography, a superior mode of capturing and analyzing screening results. Cancer deaths for African-American women in greater Newark are 37.8 per 100,000, significantly higher than cancer deaths for white women (27.5 per 100,000), and more than double the state's Healthy New Jersey goal of 17 per 100,000. Among the reasons for this are fear of the healthcare system, fear of mammograms, lack of insurance, lower screening rates, cultural barriers and poor access to primary and specialty medical care. This project will provide more than 2,000 mammograms to women in need, and will follow up in linking patients in need to ultrasounds exams, biopsies, and other services. We will visit more than 30 community partners (some multiple times) and up to a dozen corporate partners. It is anticipated more than 150 individuals will require follow up services.



### ***2011 Grant Recipient***

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### **Breast Health Volunteer Program**

#### Your Dollars at Work: A Snapshot

This program trains volunteers as lay health educators to reach out to underserved populations in Somerset County and educate them about breast health issues and the importance of accessing breast cancer screening services.

#### *In Their Own Words...*

Women's Health & Counseling Center's "Breast Health Education Volunteer Program" trains volunteers as lay health educators to reach out to underserved populations in Somerset County and educate them about breast health issues and the importance of accessing breast cancer screening services. In 2011, the program will specifically target the "uncounted unemployed." This group can be divided into three categories. The first category consists of the individuals that are not counted in the unemployment rate, as they have stopped looking for work or are no longer receiving unemployment. The second category consists of the involuntary part-timers aged 40 and older. This group of individuals is over qualified for their position; even though many work, they have no health benefits. The third category consists of recently graduated students who, after completing college, have not been able to obtain employment or stay on their parents' insurance. This group does not just represent the typical 25 year olds, but many baby-boomers that are seeking career changes.



### ***2011 Grant Recipient***

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### **Support and Education for Young Women with Breast Cancer**

#### Your Dollars at Work: A Snapshot

This program addresses young women, diagnosed with breast cancer who are a minority among breast cancer patients and are a highly underserved demographic.

#### *In Their Own Words...*

Young Survival Coalition will help bridge the gap in access to information on quality care for young women diagnosed with breast cancer by providing Newly Diagnosed Resource Kits, Metastatic Resource Kits and educational events for young women (under 40) diagnosed with breast cancer, a minority among breast cancer patients. YSC seeks to fulfill the needs of this highly underserved demographic by empowering them to become advocates of their own health. YSC offers resources, connections, and outreach so women feel supported, empowered, and hopeful. Our resources and programs are designed specifically for newly diagnosed and metastatic young women to provide them with the tools needed to make educated choices and overcome medical, psycho-social and emotional barriers. YSC's kits will be distributed directly to young women through community partners in social service agencies and hospitals in the areas served by YSC of Northern New Jersey, helping us to ensure no young woman faces breast cancer alone.



### ***2011 Grant Recipient***

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### **Patient Navigator Program**

#### Your Dollars at Work: A Snapshot

This program provides supportive services to uninsured and underinsured women in Morris, Sussex and Warren counties who are at risk of breast cancer.

#### *In Their Own Words...*

The Zufall Health Center will provide intensive support services to uninsured and underinsured women of color residing in Morris, Sussex, and Warren Counties who are at risk for breast cancer by utilizing a bilingual Patient Navigator to assist them with obtaining breast cancer screening and treatment. The Navigator will assist patients that are referred by Health Center physicians from all sites to ensure that they have full understanding of their breast cancer risk, assist patients with charity care and entitlement program applications, make appointments for exams and procedures for Spanish speaking patients and others in need of assistance, teach patients about preparations for all procedures, and address patient questions and concerns about test results or instructions that they receive from specialty providers. The Patient Navigator will also continue to act as liaison between Zufall Health Center and specialty breast health providers, including hospitals, radiologists, and Cancer Education and Early Detection contractors, as well as build collaborative relationships that will enable patients to receive necessary services.



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