

Grant Recipient Directory 2010



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[®] 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[®]

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[®] 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[®], 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[®], breast health or breast cancer, visit 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 (\$12.2 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 (\$5.4 million to date) is directed to the Susan G. Komen for the Cure[®] Grants Program. For further information visit: www.komennorthjersey.org, or call 908.277.2904.

Susan G. Komen for the Cure[®] Advocacy Alliance

The Susan G. Komen for the Cure[®] 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[®] 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.

CORE VALUES

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

This year Susan G. Komen for the Cure® North Jersey Affiliate (“SGKNJA”) has awarded grants to **25** 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 64 percent of the grant monies for 2010. Of the grants awarded in 2010, 33 percent will address treatment, 25 percent will address screening, and 42 percent will address education.

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



500 LBJ Freeway, Suite 250, Dallas, Texas 75244
www.komen.org ~ 1.800 GO KOMEN



2010 Grant Recipient

Institution: American Cancer Society Asian Initiatives
7 Ridgedale Avenue
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

Provides mammograms and culturally tailored breast health education to Chinese women in Northern New Jersey via community workshops and the media.

In Their Own Words...

The project is to establish a breast health coalition to provide culturally tailored education to more than 10,000 Chinese women in Northern New Jersey. This program addresses the growing need to reduce late stage cancer diagnoses by targeting ethnicities and medically underserved immigrants.

Asian women overall report a lower rate of breast cancer screening than their non-Hispanic white counterparts. Lower rates appear more frequently among foreign-born, recent immigrants, and those who have low English proficiency. These statistics reveal a need to promote breast cancer awareness via education workshops, the media and information pamphlets in the Asian community.

The American Cancer Society Asian Initiatives will use funding from the SGKNJA to work closely with health providers, community organizations, local businesses, faith organizations, and New Jersey Cancer Education and Early Detection Program to increase the number of Chinese women that receive breast health education and to provide free mammograms for 50 medically underserved Chinese women residing in Northern New Jersey.



2010 Grant Recipient

Institution: Bergen County Department of Health Services
327 East Ridgewood Avenue
Paramus, NJ 07652-4819

County: Bergen

Contact: Elizabeth Hawk Burton, RN, BSN, MPH

Project Director: Elizabeth Hawk Burton, RN, BSN, MPH

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Bergen CEED Client Transportation Project

Your Dollars at Work: A Snapshot

Provides reliable transportation to breast screenings and follow up appointments for underserved women residing in Bergen County that lack transportation.

In Their Own Words...

Since 1996, the Bergen County Cancer Education and Early Detection Program (BCCEED) has provided free breast screenings to underserved Bergen County women. Clients must meet age, residency, and income guidelines, and lack adequate health insurance. In the fiscal year ending June 30, 2009, BCCEED provided screening and diagnostic services to 523 women, and five breast cancers were found. BCCEED is coordinated through the Bergen County Department of Health Services, in collaboration with Bergen Regional Medical Center, Englewood Hospital and Medical Center, Holy Name Hospital, Palisades Medical Center, and The Valley Hospital. In addition to screening, arrangements are in place to provide symptomatic clients with immediate appointments. BCCEED Medical Interpreters (Korean, Polish, and Spanish) ensure clear communication between clients and staff. The grant awarded from SGKNJA will provide reliable transportation to screening and follow up appointments for clients that lack transportation, thus eliminating a significant barrier to health care access.



2010 Grant Recipient

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

County: Morris

Contact: Michele Rechler

Project Director: Michele Rechler

Phone: 908-279-3350

Fax: 973-895-6446

E-Mail: email@bceaf.org

Website: www.bceaf.org

Breast Cancer Emergency Aid Program

Your Dollars at Work: A Snapshot

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

In Their Own Words...

Chartered in 2006, Breast Cancer Emergency Aid Foundation (BCEAF) is a volunteer driven 501(c)3 organization which helps breast cancer patients in treatment by providing direct financial assistance. Grants are provided for non-medical expenses such as utilities, groceries, transportation to doctor's appointments, 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 with financial need are referred to BCEAF by nurses and social workers at hospitals and cancer centers with whom BCEAF collaborates. Requests for aid 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. Except in unusual circumstances, 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 SGKNJA will allow BCEAF to achieve its goal to significantly expand its reach into Essex, Hudson, Passaic, and Sussex counties.



2010 Grant Recipient

Institution: CancerCare of New Jersey
141 Dayton Street
Ridgewood, NJ 07450-4430

County: Bergen

Contact: Kathy Nugent, MSW, LCSW
Director of Social Services

Project Director: Kathy Nugent, MSW, LCSW

Phone: 201-444-6630

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E-Mail: knugent@cancercare.org

Website: www.cancercare.org

Comprehensive Financial Assistance Program for Women with Breast Cancer

Your Dollars at Work: A Snapshot

Provides direct financial assistance for unmet needs to women with breast cancer throughout Northern New Jersey.

In Their Own Words...

CancerCare of New Jersey will use funding for the Comprehensive Financial Assistance Program for Women with Breast Cancer. This program provides direct financial assistance disbursements to approximately 75 women with breast cancer throughout Northern New Jersey for unmet treatment-related needs, including transportation to and from treatment, homecare, childcare, pain medication, chemo-radiation therapy, and lymphedema supplies. These women will also be offered CancerCare's full array of free professional support services, including individual/group/family counseling, education, information, practical assistance, and referrals.

Research studies consistently demonstrate that practical barriers to cancer treatment, including travel expenses and childcare costs, often result in a patient eschewing treatment – particularly in low-income and/or underserved families. CancerCare's Comprehensive Financial Assistance Program for Women with Breast Cancer provides much-needed financial help and enables the women in the program to follow their prescribed treatment course as closely as possible.



2010 Grant Recipient

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

County: Essex

Contact: Jane Newman Kessler, MS, CFRE
VP Clara Maass Medical Center Foundation

Project Director: Raylene Langish, BSN, RN, OCN

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Breast Health Outreach and Navigation Program

Your Dollars at Work: A Snapshot

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 3,500 underserved African American and Hispanic women in Essex, Hudson and Bergen counties eliminating barriers to timely diagnosis and treatment of breast cancer.

The program has two key goals: 1. Collaborative Breast Health Outreach - working with faith-based institutions and low-income senior housing communities to educate 3,000 underserved women about the importance of breast self-exams, clinical exams and screening as well as good nutrition, exercise and stress reduction; and 2. Breast Cancer Navigation - guiding 500 women with suspicious findings through diagnosis and treatment if necessary and helping 125 patients diagnosed with breast cancer know what questions to ask their healthcare providers about their diagnosis, treatment and options, arrange follow-up care, provide help accessing local resources and assistance with insurance, transportation and child or elder care when needed. Through this comprehensive program, many medically underserved women will get access to quality medical care from pre-diagnosis through the end of their breast cancer treatment.



2010 Grant Recipient

Institution: Hudson Perinatal Consortium, Inc.
242 10th Street
Jersey City, NJ 07302-1406

County: Hudson

Contact: Mariann Moore, MSW, ACSW, LCSW

Project Director: Mariann Moore, MSW, ACSW, LCSW

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Fax: 201-876-2670

E-Mail: mmoore@hudsonperinatal.org

Website: www.hudsonperinatal.org

Hudson Breast Health Initiative

Your Dollars at Work: A Snapshot

Provides community breast health education programs in Hudson County focusing on early detection.

In Their Own Words...

Hudson Perinatal Consortium, Inc.'s Breast Health Initiative provides community education programs in Hudson County 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. Another component of the program is assisting uninsured/underinsured women in Hudson County who have been diagnosed with breast cancer access their medication. We provide 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. We also provide bras with prostheses and wigs to medically uninsured or underinsured Hudson County cancer patients. We distribute educational materials during our Tie-A-Ribbon Campaign at all town hall locations throughout Hudson County. To celebrate life and recovery, we provide a Holiday Survivor Celebration for the cancer survivors in Hudson County while including an educational component on survivorship.



2010 Grant Recipient

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

County: Hudson

Contact: Scott Carey, MSW, MS
Deputy Director

Project Director: Annette Lumbsden-Reece, RNC

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Website: www.metrofhn.com

Breast Cancer Education and Screening Program

Your Dollars at Work: A Snapshot

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

In Their Own Words...

Metropolitan Family Health Network, Inc. (MFHN) is a Federally Qualified Health Center in Jersey City, New Jersey, providing primary and preventive health care services to the medically underserved population of Hudson County.

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 breast health education and screening mammography. 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 ultrasounds are provided to women who are 39 years of age and under who are not eligible for the New Jersey CEED. Women found with abnormal results are referred to area hospitals for further treatment.



2010 Grant Recipient

Institution: Morristown Memorial Hospital
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Box 18
Morristown, NJ 07962-1956

County: Morris

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Project Director: Martha Lehlbach, RN, MA

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Website: www.atlanticealth.org

South Asian and Latino Community Outreach Program

Your Dollars at Work: A Snapshot

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 South Asian and Latino Community Outreach Program will continue our successful New Jersey Cancer Education and Early Detection (NJCEED)/SGKNJA collaboration, providing breast health awareness outreach and education in Hindi, Gujarati, English and Spanish to the county's underserved and uninsured for 10,000 South Asian and 5,000 Latino women. As the only NJCEED grant recipient in Morris County our services include breast diagnostics, navigation, translation, case management, family support, Circle of Care and access to the best oncology surgeons and radiologists at Morristown Memorial, as well as the opportunity for admission to Medicaid under NJCEED for the duration of treatment for breast cancer. NJCEED and outreach staff collaborate with ACS, Susan G. Komen for the Cure® North Jersey Affiliate and National office, faith based organizations, United Way, Neighborhood House and many South Asian and Latino businesses, organizations, survivors and volunteers. With the 2008-2009 NJCEED Grant 422 mammograms were provided and five breast cancers discovered including one in a South Asian woman brought in by SGKNJA funded outreach who had never had a mammogram.



2010 Grant Recipient

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

County: Essex

Contact: Pam Rayvid, BA, MBA
Alyson Slutzky, MSW, LCSW

Project Director: Alice J. Cohen, MD

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973-926-7976 (A. Slutzky)

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www.sbhcs.org

The Beautiful You Program

Your Dollars at Work: A Snapshot

Helps uninsured and underinsured Essex County women with breast cancer to procure wigs, bras, and breast prostheses.

In Their Own Words...

The Frederick B. Cohen, MD, Comprehensive Cancer and Blood Disorders Center at Newark Beth Israel Medical Center (NBIMC), Newark's busiest cancer center, will use SGKNJA's renewed support for the Beautiful You Program. A partnership between Just For You of East Hanover and NBIMC, Beautiful You helps uninsured and underinsured Essex County women with breast cancer to procure wigs, bras, and breast prostheses. Just For You offers its high quality selection of prosthetics to women at NBIMC and other area hospitals, providing breast cancer patients with the chance to be fitted for an appropriate breast product or wig. For these women, Beautiful You is a true godsend; they have no other resource for these services. NBIMC administers this program at all participating Essex County hospitals.

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. Current funding will allow us to provide about 150 women with wigs and about 50 women with mastectomy products.



2010 Grant Recipient

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

County: Essex

Contact: Pam Rayvid, BA, MBA
Alyson Slutzky, MSW, LCSW

Project Director: Alice J. Cohen, MD

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Website: www.newarkbethfoundation.org
www.sbhcs.org

An Open Ear: Helping Newark Women with Breast Cancer Program

Your Dollars at Work: A Snapshot

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 (NBIMC) requests support for a Breast Cancer Social Worker (BCSW) to provide breast cancer patients with psychosocial and practical support and conduct educational programs on breast health and breast cancer prevention in the Newark community. SGKNJA funding will allow NBIMC to further enhance care and education and target prevention efforts to the population most at risk.

The BCSW, a key member of our interdisciplinary care team, will provide numerous support services to women who are newly diagnosed with breast cancer as well as the 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 will provide critical education to the community, reaching women at 15 different venues, including churches.



2010 Grant Recipient

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

County: Sussex

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Project Director: Deborah Berry-Toon, MSW

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Breast Health Project

Your Dollars at Work: A Snapshot

Implements a pervasive public awareness campaign in order to increase early detection rates and decrease mortality rates in Sussex County.

In Their Own Words...

Project Self Sufficiency (PSS) and SGKNJA have collaborated for more than ten years to educate and screen vulnerable Sussex County women for breast cancer. Data from a recent SGKNJA study indicates that Sussex County has the lowest percentage of curable diagnosis and the highest percentage of incurable diagnosis for women of all ages, and while state mortality rates are declining, Sussex County's rates are increasing. In response, PSS will lead the Sussex County Breast Health Project and target efforts in 2010 towards increasing a public awareness campaign and increasing the number of residents that attain routine preventative mammograms. The Breast Health Project will implement a pervasive media campaign in order to increase early detection rates and decrease mortality rates and will partner with Cancer Education and Early Detection to provide additional screening and follow-up treatment. PSS will provide no cost screening mammograms to approximately 210 low-income, uninsured women in Sussex County. Our comprehensive, multi-service, case management based agency ensures that the full circle of care is achieved for any women with positive test results.



2010 Grant Recipient

Institution: Saint Barnabas Lymphedema Program
200 South Orange Avenue
Livingston, NJ 07039

County: Essex

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Project Director: Nancy Edelmann, RN

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Lymphedema Program

Your Dollars at Work: A Snapshot

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

In Their Own Words...

Breast cancer treatment can be difficult and often causes complications. One potential complication is lymphedema of the arm/upper body that can develop as a result of lymph node surgery or radiation therapy. The Saint Barnabas Lymphedema Center was created to manage the pain and swelling of lymphedema which can reduce range of motion, physical activity, self-esteem, and independence. The emotional and physical toll of lymphedema can be severe; the cost to treat its symptoms is traditionally beyond the reach of underinsured and uninsured women.

The Saint Barnabas Lymphedema Program is committed to caring for adults with lymphedema and currently treats hundreds of women whose condition resulted from breast cancer treatment. The grant from Susan G. Komen for the Cure® North Jersey Affiliate will enhance the lives of a minimum of 50 medically underserved breast cancer survivors with lymphedema by providing no-cost compression garments and wraps.

Funding will also allow our lymphedema team to collaborate with their Breast Center colleagues to enhance understanding of lymphedema risk factors, warning signs, and treatment specific to African American women residing in Essex County.



2010 Grant Recipient

Institution: Saint Barnabas Breast Center
200 South Orange Avenue
Livingston, NJ 07039

County: Essex

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Project Director: Rosemary Scoppetuolo, RN

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Website: www.sbhcs.com

Targeted Breast Health Education and Access to Digital Mammography and Breast MRI Program

Your Dollars at Work: A Snapshot

Provides triple-read screening, mammography, and breast MRIs.

In Their Own Words...

Offering digital mammography and a range of diagnostic breast health services, the Saint Barnabas Breast Center is committed to enhancing the health of each and every woman that presents for care. As a proponent of education, prevention, and early detection, the Breast Center will help increase the number of medically underserved women that receive screening mammography and breast MRI and simultaneously, provide breast health education for African American women residing in Essex County in collaboration with area churches.

With grant funding, the Saint Barnabas Breast Center will provide 125 digital, triple-read, screening mammograms and 10 breast MRIs for medically underserved women residing in Essex, Morris, and Union counties. Grant funding will also result in delivery of culturally sensitive outreach education for African American congregants of Essex County churches. Outreach education will be offered jointly with the Saint Barnabas Lymphedema Program to provide comprehensive breast health education tailored for this important and often underserved population. Education and screening will enhance the breast health of medically underserved women in our care.



2010 Grant Recipient

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

County: Passaic

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Project Director: La Shone Arnett, MSW, LSW

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Website: www.stjosephshealth.org

Rainbows of Hope Cancer Education and Early Detection Program

Your Dollars at Work: A Snapshot

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 Rainbows of Hope Cancer Education & Early Detection Program (RHCEED Program) is a cancer screening and education program which provides free breast, cervical, prostate and colorectal cancer screenings and education to medically underserved residents of Passaic County for the early detection of cancer. Since the inception of the RHCEED Program many residents of Passaic County have benefited from the services provided by this program, however there are still many women who are not able to be screened because of eligibility requirements under New Jersey Cancer Education and Early Detection (NJCEED) funding. Financial support from the SGKNJA allows us to provide breast cancer screenings, outreach and education to women under the age of 50 who may not meet the criteria of NJCEED 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. Any participant who presents with suspicious findings is given comprehensive follow-up services and treatment.



2010 Grant Recipient

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

County: Passaic

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Project Director: Doreen N. Monroe, BA

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Breast Cancer Prosthesis, Bra, and Wig Supportive Services Program

Your Dollars at Work: A Snapshot

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 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.



2010 Grant Recipient

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

County: Passaic

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Project Director: Doreen N. Monroe, BA

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Website: www.stjosephshealth.org

Breast Cancer Treatment Assistance

Your Dollars at Work: A Snapshot

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, as well as help navigate 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 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 Program will work in conjunction with the New Jersey Cancer Education and Early Detection and SGKNJA screening program to ensure services are not duplicated.



2010 Grant Recipient

Institution: Saint Michael's Medical Center
111 Central Avenue
Newark, NJ 07102-1909

County: Essex

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Website: www.smmcnj.org

In the Pink Program

Your Dollars at Work: A Snapshot

Provides breast health education and outreach services, for underserved minority women, who are residing in Newark or the greater Essex County area and are impacted by health disparities. The program also provides breast cancer screenings and linkage to follow-up care and treatment for these women.

In Their Own Words...

The "In the Pink" Breast Cancer and Early Detection Program, is a Newark-based program serving minority, disadvantaged female residents (i.e., African American/Latino) living in or near Essex County. Activities support increasing early detection of breast cancer. Outreach and education activities maintain relationships in diverse communities/community-based organizations, where targeted marketing and quality breast screening events are conducted. Regular education events are held at Saint Michael's Medical Center. Women are encouraged to engage in taking a proactive role in their health. Women get access to breast screenings, case management, subsidized mammograms, and subsidized biopsies. A full continuum of care is provided in partnership with the Saint Michael's Regional Cancer Center and the Connie Dwyer Breast Center. The overarching goal is increasing early detection of breast problems/cancer while decreasing the occurrence of advanced breast cancer in populations impacted by severe health disparities and increased health risk.



2010 Grant Recipient

Institution: Sisters Network Passaic/Bergen Counties, NJ, Inc.
952 Main Street
Hackensack, NJ 07601-5183

County: Passaic

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Project Director: Cheryl L. Walters

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Website: www.sistersnetworkinc.org

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

Your Dollars at Work: A Snapshot

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".



2010 Grant Recipient

Institution: Sisters Network of Central New Jersey[®], Inc.
1201 Hamilton Street
Somerset, NJ 08873-3382

County: Somerset

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Central New Jersey African American Breast Cancer Awareness and Education Outreach Project

Your Dollars at Work: A Snapshot

Promotes African American breast health awareness and breast cancer screening in Somerset County.

In Their Own Words...

Sisters Network of Central New Jersey[®], Inc. (SNCNJ) promotes a breast cancer awareness program aimed at lowering the high mortality rate of African American women in the Central New Jersey area. The program is comprised of breast cancer education and awareness projects, designed to educate, bring awareness and provide support to uninsured, underinsured and underserved African American women. To promote events, SNCNJ partners with the 6,000 member First Baptist Church of Somerset, the Wellness Community in Bedminster, the Cancer Institute of New Jersey, and NJCEED. Monthly meetings are held for survivors and an indigent fund offers free breast health items and transportation to chemo visits for qualified women. The organization successfully educates 3,000 women and 20,000 families through awareness materials, seminars, TV, radio, health fairs, church events, and speaking engagements. SNCNJ has increased mammography screening referral efforts, believing that one of the best tools for eliminating late stage diagnosis is early detection.



2010 Grant Recipient

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Made for Me Boutique

Your Dollars at Work: A Snapshot

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...

Our compassionate bi-lingual program provides prosthetic breast forms, mastectomy bras, lymphedema products and wigs to low-income women who are uninsured or lack adequate coverage for these accessories. Limited co-payment assistance is also available for women with demonstrated financial need. 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 the cost of their accessories. However, this is not the case for the vast majority of our clients, who are typically uninsured, underinsured and on a limited income. Due to their financial circumstances, they 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.



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Breast Health Outreach Program

Your Dollars at Work: A Snapshot

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

In Their Own Words...

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's awareness of them and ability to access them. For this reason, we developed our Breast Health Outreach Program, a model initiative that has dramatically improved our community's breast cancer awareness and education levels while encouraging early screening and detection among the women we serve. We focus on the Black and Hispanic communities, in the Elizabeth region, who comprise 78% of the local population. We also recently 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. We bring our bi-lingual services 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. By successfully promoting widespread education and screening, the Breast Health Outreach Program has significantly improved breast cancer screening and survival rates among the underserved women of our region.



2010 Grant Recipient

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Partners for the Cure: The Promise of Mobile Mammography

Your Dollars at Work: A Snapshot

Provides screening mammograms, clinical breast exams, and education in user-friendly settings.

In Their Own Words...

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. There are approximately 20,000 women in Newark who lack insurance and live at or 250% below the poverty level who could benefit from an effective mobile mammography program that would provide screening mammograms, clinical breast exams and education in user-friendly settings, at convenient times, while eliminating one of the principle barriers to care - lack of transportation.



2010 Grant Recipient

Institution: Women's Health & Counseling Center
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Breast Health Educator Program

Your Dollars at Work: A Snapshot

Provides cancer education for uninsured and medically underserved individuals residing in Somerset County.

In Their Own Words...

Women's Health & Counseling Center (WHCC), Somerset County Cancer Education and Early Detection (CEED) program provides cancer education and screening for uninsured and medically underserved individuals residing in Somerset County. WHCC proposes implementing a Breast Health Educator Program which will recruit and train lay health volunteers to promote breast cancer awareness within Somerset County. These volunteers will provide outreach and education to minority and medically underserved women and provide breast care follow-up education for women screened through the CEED program.

This program aims to address the breast health needs of our growing medically underserved population and to raise breast cancer awareness.



2010 Grant Recipient

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Newly Diagnosed Resource Kits for Young Women with Breast Cancer

Your Dollars at Work: A Snapshot

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 Women diagnosed with breast cancer (under age 40) are a minority among breast cancer patients and are a highly underserved demographic -- Young Survival Coalition (YSC) seeks to fulfill the needs of these individuals and empower them to become advocates of their own health. Through action, advocacy and awareness, YSC works with survivors, caregivers, and the medical, research, breast cancer and legislative communities to increase the quality and quantity of life for this population.

YSC will help bridge the gap in access to information on quality care for young women diagnosed with breast cancer by providing the "Newly Diagnosed Resource Kit" (NDRK). The kit contains educational material, resource guides, and treatment navigation tools designed specifically for newly diagnosed young women, aimed to provide them the tools to make educated choices and overcome medical, psycho-social and emotional barriers. The NDRKs will be distributed through community organization partners, medical collaborative partners, and hospitals in the areas served by YSC of Northern New Jersey.



2010 Grant Recipient

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Patient Navigator Program

Your Dollars at Work: A Snapshot

Provides supportive services to African American and Hispanic, uninsured and underinsured women at risk of breast cancer.

In Their Own Words...

The Zufall Health Center Patient Navigator Program will provide supportive services to African American and Hispanic uninsured and underinsured women at risk of breast cancer. The Zufall Health Center will utilize a bilingual Patient Navigator/Educator to assist its patients with obtaining breast cancer testing and treatment. The Patient Navigator will utilize proven best practices to assist patients from all of the Zufall Health Center sites, including Dover, Morristown, and the Highlands Health Van, which serves women in both Sussex and Warren counties. The Patient Navigator will work with patients referred by Zufall Health Center physicians from all sites to insure that they have full understanding about 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 act as liaison between Zufall Health Center and specialty breast health providers, including hospitals and Cancer Education and Early Detection contractors.



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