



Your link to the latest news on research, treatment, prevention and education from the state's only National Cancer Institute - designated Comprehensive Cancer Center

CINJ Study Examines Patterns in Post-Treatment Diet and Physical Activity for Colorectal Cancer Patients

In an effort to build the groundwork for future research on health promotion among individuals with colorectal cancer, a team of investigators at The Cancer Institute of New Jersey (CINJ) has launched a new study examining patterns in physical activity and eating habits of colorectal cancer patients who have recently finished treatment. The death rate from colorectal cancer has been on the decline for the past 15 years, which means more patients are surviving their disease. But are they surviving it in a way that enhances quality of life and minimizes the risk of cancer recurrence? That is one of the questions researchers at CINJ hope to answer in an effort to promote positive health behavior changes in this population. Elliot J. Coups, PhD, behavioral scientist at CINJ and an associate professor of medicine at UMDNJ-Robert Wood Johnson Medical School, is the lead investigator of the study. Previous research by Dr. Coups shows that 80 percent of colorectal cancer survivors do not take part in regular physical activity, while 57 percent do not meet recommendations for consuming enough fruits and vegetables in their diet. Because physical inactivity and poor diet may be risk factors for colorectal cancer recurrence, Coups believes further exploration in this area is needed. The data collected from this study will help researchers determine what interventions may be successful in helping patients in this population make healthy behavior changes. Participants will fill out three surveys to document information such as beliefs about disease recurrence, current physical activity, and dietary intake. The study is offered through the CINJ Oncology Group (CINJOG), which is comprised of physicians throughout New Jersey from the CINJ Network of hospitals. For information on how to participate, individuals should call 877-512-8928. The study is a collaboration among CINJ, CINJOG, and Fox Chase Cancer Center. It is sponsored by the National Institutes of Health.

Allstate Life Insurance Company and the Cancer Institute of New Jersey Foundation Announce Quote Donation Program

Allstate Life Insurance Company, in partnership with the Cancer Institute of New Jersey Foundation (CINJF), is fighting cancer with the power of 260 statewide agents and the state's only National Cancer Institute-designated Comprehensive Cancer Center. Recently, Allstate and CINJF announced their first-ever "Life Insurance Quote Donation Program", designed to bring awareness to the benefits of life insurance and, through monetary donations, help fund cancer research at The Cancer Institute of New Jersey. Allstate will donate \$10 to CINJF, up to \$25,000 for every life insurance quote an Allstate agent provides between now and December 15th. Individuals must mention the CINJ Foundation partnership. For more information, individuals should contact a local Allstate agent or CINJF at 732-235-8614 or www.cinjfoundation.org to learn more about the program.

Leadership Award Given to CINJ Chief Scientific Officer and Associate Director

In recognition of efforts made to assist the Lymphoma Research Foundation (LRF) in its mission to eradicate lymphoma and reach out to those touched by the disease, Joseph R. Bertino, MD, chief scientific officer and associate director at The Cancer Institute of New Jersey (CINJ), and university professor of medicine and

pharmacology at UMDNJ-Robert Wood Johnson Medical School, was recently honored with the Freundlich Leadership Award. The Freundlich Leadership Award is given to those who make an extraordinary effort to assist LRF through the Scientific Advisory Board. Dr. Bertino, founder of LRF's Scientific Advisory Board, is a world-renowned medical oncologist and researcher internationally recognized for his role in finding curative treatments for leukemia and lymphoma.

Panera Bread® Pink Ribbon Bagel Campaign Raises Awareness and more than \$20,000 over Three Years for Breast Cancer Research at CINJ

Imagine being able to enjoy a delicious treat sweetened by the knowledge that a contribution to breast cancer research is being made. This was a reality for thousands of New Jersey residents who took part in Panera Bread's® Pink Ribbon Bagel Campaign. A check for \$8,300 was presented recently to the Cancer Institute of New Jersey (CINJ) Foundation from the Fenwick Group franchise of Panera Bread, which sold its signature Pink Ribbon Bagel in all of its 37 Panera Bread locations in Northern and Central New Jersey. Twenty-five cents of each Pink Ribbon Bagel sold and a portion of proceeds from pink baseball caps were given to CINJ. Over the last three years, \$20,300 has been raised for breast cancer research and patient education programs at CINJ through the effort, which is designed to bring about breast cancer awareness during the month of October.



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