

April 2013



Community Outreach

Harrisburg Community Cancer Network to Conduct Harrisburg Cancer Survivors Day

For the third consecutive year, the Harrisburg Community Cancer Network (HCCN) will be conducting targeted cancer survivorship activities in conjunction with National Cancer Survivors Day. The **National Cancer Survivors Day®** is a **CELEBRATION** for those who have survived, an **INSPIRATION** for those recently diagnosed, a gathering of **SUPPORT** for families, and an **OUTREACH** to the community. The number of cancer survivors in the United States increased to 11.7 million in 2007, from only 3 million 1971 and 9.8 million in 2001. Women make up a large proportion of cancer survivors (54 percent). Breast cancer survivors are the largest group of cancer survivors (22 percent), followed by prostate cancer survivors (19 percent) and colorectal cancer survivors (10 percent).



The Harrisburg Cancer Survivors Day is a strategic outreach with Harrisburg area churches. The program seeks to raise awareness of issues related to cancer survivorship and direct survivors and caregivers to local resources. A highlight of the program, which is held during the morning worship service, includes a warm greeting from a congregant, a survivor testimony, a survivorship poem or prayer during lighting of a candle, and closing remarks by a representative of the Penn State Hershey Cancer Institute. Afterwards, a continental meal is served and survivorship resources are available. Survivors are asked to wear white and are given a white carnation. The pastor and the church are acknowledged for their participation in the Harrisburg Cancer Survivors Day. In 2013, the Harrisburg Cancer Survivors Day is being organized by a subcommittee of the HCCN's Community Engagement Advisory Board. The subcommittee's goal is to host a survivorship day in five local Harrisburg churches.

Please join us in celebrating National Cancer Survivors Day on Sunday June 2, 2013.

Community Health Workers at Penn State Hershey Cancer Institute

Community Health Workers (CHWs) are trusted members of the community who have a passion for helping other community members prevent or manage chronic disease. Studies of CHW's have shown that they have a positive impact on patients keeping appointments, compliance with prescriptions, risk reduction, coordinating access to primary care and preventative services, and helping individuals manage chronic conditions. CHWs typically have minimal formal training in medicine or health, but have intimate knowledge of their communities and resources. CHWs help individuals overcome barriers, such as those associated with transportation, scheduling and finances, to health care. The Affordable Care Act (2010) calls for CHWs to be members of health care teams in patient-centered medical homes or in accountable care organizations. A 2005 study estimated that there were 120,000 CHWs in the United States with more than 3,500 in PA.

The Community Sciences and Health Outcomes (CSHO) Core of Penn State Hershey Cancer Institute received funding from the American Cancer Society/Walmart Foundation to begin a program of CHWs. The Core's CHW program is being mentored by the Comprehensive Cancer Center at the University of Alabama at Birmingham (UAB) in the development of CHWs because UAB began their program in the 1990's and now have a work force of over 500 CHWs throughout Alabama and Mississippi. Experienced CHWs at UAB have also received training in cancer research and have become community research assistants who conduct recruitment and data collection for cancer prevention and survivorship studies.

At the Cancer Institute, CHWs have demonstrated their value by facilitating peer education classes, navigating to resources for survivors, removing barriers to preventive care, and being wellness champions in their communities. Over the past two years, this group of dedicated women has been responsible for educating over 900 women—most have been minority—on breast health, breast cancer prevention, and early detection. More recently, the CHWs have been trained in nutrition and community health. Cancer Institute CHWs have been successful in connecting nearly fifty uninsured or underserved women to resources in which they have received screening mammograms and Pap tests. Under the guidance of the UAB, the CSHO Core hopes to increase the number, scope and capacity of its CHWs.

Education and Research

Consortium of Melanoma Centers of Pennsylvania advances prevention, treatment

[Penn State Hershey Melanoma Center](#) is leading a statewide collaboration designed to advance melanoma prevention and treatment. The Consortium of Melanoma Centers of Pennsylvania was established in February and includes melanoma centers and programs from Penn State, University of Pennsylvania, Thomas Jefferson, The Wistar Institute, St Luke's Hospital, Temple University/Fox Chase and the University of Pittsburgh. The consortium is the first of its kind in the melanoma arena and will significantly advance efforts to prevent and treat melanoma.

The consortium serves as a resource for researchers, clinicians and melanoma patients. It provides its members with opportunities to collaborate, calling upon complementary expertise and resources to address many of the obstacles associated with this disease.

Clinicians from the consortium have access to melanoma patients from all sites for accrual to personalized therapeutic trials. Patients can also easily access up-to-date information regarding the latest clinical trials at each institution. The consortium also addresses legislative issues related to the disease and interacts with grassroots organizations and foundations.

For more information about the consortium, pennstatehershey.org/melanoma.

A faith-based study in rural Appalachia

The Northern Appalachia Cancer Network (NACN) and the Penn State Hershey Cancer Institute are partnering with churches in Pennsylvania to implement the **Faith-based Initiative to Promote Health in Appalachia** study. This study utilizes the strengths of the faith-based community to promote health and raise awareness about cancer prevention and early detection. The study is being done in collaboration with the Appalachia Community Cancer Network (ACCN) (U54 CA153604) and church in Kentucky, Virginia, Ohio and West Virginia. Throughout past projects, ACCN found collaborations with the faith community to be an effective way to reach a variety of community members, including men and women of all ages, individuals and families.

The primary endpoints of the study are body mass index, waist-to-hip ratio, and blood pressure, with secondary endpoints related to physical activity, nutritional intake and cancer screenings. This project will enroll at least 20 churches in the five participating states. The churches are randomized into one of two arms of the study. One arm (Walk By Faith) receives a multi-component program on healthy eating and physical activity. The other arm (Ribbons of Faith) receives a cancer screening program. The first 12 months of the study are an active intervention phase, followed by a 24-month sustainability phase. When the sustainability phase is concluded, each arm will receive the effective components of both arms. In Pennsylvania, the study began in February 2012 and is now entering the sustainability phase. If the data support our original study hypothesis, the faith-based community will be an effective channel to address the obesity epidemic in rural Appalachia.

Provided by Eugene Lengerich, VMD, MS, Professor and Director, Community Sciences and Health Outcomes Core

Recruitment and retention of participants to Cancer Institute prevention studies

At Penn State Hershey Cancer Institute, researchers are dedicated to looking at precautionary measures in our fight against cancer. We have developed cancer prevention studies that look at genetic, environmental, diet and lifestyle factors of our population. We need a high-level recruitment and retention of diverse populations to successfully complete these studies and avoid incorrect conclusions. High-levels of recruitment and retention of diverse populations also help studies be more efficient and less costly.¹ However, in a review of randomized cancer studies, Gan et al (2012) found that cancer studies across the country frequently failed to reach their goal of recruitment and retention.² The Institute of Medicine (IOM) reported that this problem of low rates of recruitment and retention of participants to clinical trials is multi-faceted and recommended a comprehensive approach to recruitment and retention. Interestingly, the comprehensive approach starts with the public and community practitioners,^{3,4} which we have been developing at the Cancer Institute.

The Community Sciences and Health Outcomes (CSHO) Core has been working with Karam El-Bayoumy, Ph.D., and his team of investigators and the PSHCI Clinical Trials Office on recruitment and retention of participants to an NIH-funded randomized study of selenium supplementation for the prevention of prostate cancer. The study looks at the impact of supplementation on markers of increased risk of prostate cancer. Our community-based strategies have included: 1) monthly prostate cancer education sessions; 2) study materials tailored to specific populations; 3) engaging the Advisory Board of the Harrisburg Community Cancer Network to recruit participants; 4) holding information tables in the Penn State Hershey Medical Center cafeteria, hospital and Cancer Institute; 5) recruiting at local gyms, health fairs, primary care clinics, community events, annual cancer forums, and cancer survivors day celebrations; 6) conducting interviews on local African-American and gospel radio stations; 7) appealing to Harrisburg ministers to promote the study among member churches.

We were hopeful that these efforts would help satisfy our recruitment and retention goals. However, these efforts still did not allow us to reach the goals. Potential participants expressed concern about the inconvenient location for sample collection, competing time demands, apprehension about research, and inadequate incentives. We are evaluating our methods to address these issues in future prevention studies. We have summarized these efforts in a white paper, which can be requested from Eugene

Lengerich, V.M.D., M.S. We are hopeful that these community-based efforts will help the Cancer Institute successfully conduct prevention studies in central Pennsylvania in the future.

Provided by Eugene J. Lengerich, V.M.D., M.S. and Karam El-Bayoumy, Ph.D.

1. Demark-Wahnefried W, Bowen DJ, Jabson JM, Paskett ED. Scientific bias arising from sampling, selective recruitment, and attrition: the case for improved reporting. *Cancer Epidemiol Biomarkers Prev.* Mar 2011;20(3):415-418.
2. Gan HK, You B, Pond GR, Chen EX. Assumptions of Expected Benefits in Randomized Phase III Trials Evaluating Systemic Treatments for Cancer. *Journal of the National Cancer Institute.* April 18, 2012 2012;104(8):590-598.
3. Institute of Medicine. *Envisioning a Transformed Clinical Trials Enterprise in the United States: Establishing an Agenda for 2020: Workshop Summary: The National Academies Press; 2012.* 9780309253154.
4. Institute of Medicine. *Public Engagement and Clinical Trials: New Models and Disruptive Technologies - Workshop Summary: Forum on Drug Discovery Development, Translation Board on Health Sciences Policy, 2011.*

Faculty Grants (February – March 2013)

Primary Investigator	Research	Sponsor
Keith Cheng, M.D., Ph.D.	Genetic Analysis of Skin Cancer Susceptibility	Donald B. and Dorothy L. Stabler Foundation
Karam El-Bayoumy, Ph.D.	Chemoprevention by black raspberry in oral cancer induced by DB[a,l]P in mice	National Cancer Institute
Harriet Isom, Ph.D.	Cancer Control Program	PA Department of Health
Christine Keating, Ph.D.	Experimental Model Systems for Intracellular Compartmentalization	National Science Foundation
Mark Kester, Ph.D.	Novel Nanoparticle Therapy for Pancreatic Cancer	National Cancer Institute
Leslie Parent, M.D.	The Center for HIV RNA Studies (CRNA)	NIH subcontract University of Michigan
Jeff Sample, Ph.D.	Post-transcripted Mechanisms Regulating Epstein-Barr Virus Latent Infection	Tobacco Settlement Funds
Jim Song, Ph.D.	Impact of HER-2 Specific CTLs from Pluripotent Stem Cells on Breast Cancer	Breast Cancer Alliance

Faculty Publications (February – March 2013)

1. Allen, J. E., Kringsfeld, G., Mayes, P. A., Patel, L., Dicker, D. T., Patel, A. S., Dolloff, N. G., Messaris, E., Scata, K. A., Wang, W., Zhou, J.Y., Wu, G.S. and El-Deiry, W.S. (2013). Dual Inactivation of Akt and ERK by TIC10 Signals Foxo3a Nuclear Translocation, TRAIL Gene Induction, and Potent Antitumor Effects. *Sci Transl Med* 5, 171ra117.
2. Cladel, N. M., Budgeon, L. R., Hu, J., Balogh, K. K., and Christensen, N. D. (2013). Synonymous codon changes in the oncogenes of the cottontail rabbit papillomavirus lead to increased oncogenicity and immunogenicity of the virus. *Virology* 438, 70-83.
3. Feith, D. J., Pegg, A. E., and Fong, L. Y. (2013). Targeted expression of ornithine decarboxylase antizyme prevents upper aerodigestive tract carcinogenesis in p53-deficient mice. *Carcinogenesis* 34, 570-576.
4. Hamed, O., Kimchi, E. T., Sehmbey, M., Gusani, N. J., Kaifi, J. T., and Staveley-O'Carroll, K. (2013). Impact of genetic targets on cancer therapy: hepatocellular cancer. *Adv Exp Med Biol* 779, 67-90
5. Jones, S. A., and Hu, J. (2013). Protein-primed terminal transferase activity of hepatitis B virus polymerase. *J Virol* 87, 2563-2576.
6. Li, F., Pang, X., Krausz, K. W., Jiang, C., Chen, C., Cook, J. A., Krishna, M. C., Mitchell, J. B., Gonzalez, F. J., and Patterson, A. D. (2013). Stable Isotope- and Mass Spectrometry-based Metabolomics as Tools in Drug Metabolism: A Study Expanding Tempol Pharmacology. *J Proteome Res* 12, 1369-1376.
7. Nadaraia-Hoke, S., Bann, D. V., Lochmann, T. L., Gudleski-O'Regan, N., and Parent, L. J. (2013). Alterations in the MA and NC Domains Modulate Phosphoinositide-Dependent Plasma Membrane Localization of the Rous Sarcoma Virus Gag Protein. *J Virol* 87, 3609-3615.
8. Sharma, A., Madhunapantula, S. V., Gowda, R., Berg, A., Neves, R. I., and Robertson, G. P. (2013). Identification of Aurora Kinase B and WEE1 as Downstream Targets of (V600E)B-RAF in Melanoma. *Am J Pathol* 182, 1151-1162.
9. Sui, Y., Wu, W., Wang, Z., Wang, J., and Wu, R. (2013). A case-control design for testing and estimating epigenetic effects on complex diseases. *Brief Bioinform.*
10. Takahashi, Y., Young, M. M., and Wang, H. G. (2013). SNAPPING off Golgi membranes for autophagosome formation. *Cell Cycle* 12, 15-16.
11. Takeda, S., Noguchi, M., Matsuo, K., Yamaguchi, Y., Kudo, T., Nishimura, H., Okamoto, Y., Amamoto, T., Shindo, M., Omiecinski, C. J., and Aramaki, H. (2013). (-)-Xanthatin up-regulation of the GADD45gamma tumor suppressor gene in MDA-MB-231 breast cancer cells: Role of topoisomerase IIalpha inhibition and reactive oxygen species. *Toxicology* 305, 1-9.
12. Tanos, R., Murray, I. A., Smith, P. B., Patterson, A., and Perdew, G. H. (2012). Role of the Ah receptor in homeostatic control of fatty acid synthesis in the liver. *Toxicol Sci* 129, 372-379.

News and Notes

Seventh Annual Colon Cancer Prevention 5K Run and Fun Walk

Penn State Hershey Colon and Rectal Surgery invites you, your family, and your friends to participate in the Seventh Annual Colon Cancer Prevention 5K Run and Fun Walk on Saturday, June 1, 8:30 a.m., at Carousel Pavilion on City Island, Harrisburg. Prize money, awards, and refreshments will be available for participants following the race. Funds raised will support colorectal cancer prevention, testing, and counseling at Penn State Hershey Medical Center. [Register here.](#)

2013 Best Doctors list

For 2013, 179 Penn State Milton S. Hershey Medical Center physicians, including many medical, surgical and radiation oncologists were selected for inclusion on the Best Doctors In America List, more than any other health care organization in the central Pennsylvania region. Best Doctors is a nationally recognized list that contains names and professional profiles of physicians chosen through an exhaustive peer-review survey in which thousands of physicians are asked to name the best clinical practitioners in their specialties. Only five percent of the doctors in America earn a spot on the list.

For a complete listing of Medical Center providers named to the 2013 Best Doctors list, go to pennstatehershey.org/bestdoctors.

Joanne McCrea, R.N., C.R.N.I., wins March DAISY award



Caption: L to R: Sherri Luchs, chief administrative officer, Medical Groups; Joanne McCrea, R.N., C.R.N.I.; and Sherry Kwater, M.S.M., B.S.N., chief nursing officer

Joanne McCrea, R.N., C.R.N.I., a registered nurse in the Cancer Institute's outpatient services, was recognized by Chief Nursing Officer Sherry Kwater as the March DAISY Award winner. McCrea was nominated by a co-worker for the award. Phrases used to describe McCrea were, "You know when you step onto the unit if Joanne is working that day. Her laughter fills the infusion room and brightens the day. If she is on vacation, that patients are asking for her. Joanne establishes a special bond with her patients and their families. She sits and talks with them and remembers each one's name and profession. She helped a patient set up their iPad and showed her how to use it."

"Joanne makes sure her patients are well-educated by talking with them and printing out their education materials. She collaborated with the healthcare team to make sure the patient has everything they need to get through each treatment such as anti-nausea medications, correct appointments, etc. Joanne has excellent clinical skills and her peers look to her for her expertise and wisdom. She is an asset to the nursing profession and Hershey."

McCrea was presented with a certificate, DAISY Award pin, and a hand-carved Shona sculpture entitled "A Healer's Touch." McCrea and her unit also enjoyed Cinnabon® cinnamon rolls. Cinnabon is a corporate sponsor of the award through the DAISY Foundation. Her coworkers also presented her with a creative Daisy cupcake display and special posters.

The DAISY award is an award recognizing nurses for delivering skillful, compassionate care. DAISY is an acronym for Diseases Attacking the Immune System. The award was created in memory of Patrick Barnes who died at the age of 33 of complications of Idiopathic Thrombocytopenic Purpura (ITP). The DAISY Foundation was established by Patrick's family to keep his spirit alive. The primary mission of the DAISY Foundation is to express profound gratitude to nurses for the work they do for patients and their families every day.

McCrea has been an employee for twenty years, including sixteen years as a staff nurse in the infusion room of the Cancer Institute.

Breast Cancer Caregiver Leah Cream Named 2013 Healthcare Hero

Congratulations to [Leah Cream, M.D.](#), who was awarded a 2013 Healthcare Hero honor as part of Central Penn Parent's sixth annual Healthcare Heroes awards program that recognizes excellence, promotes innovation and honors the efforts of individuals and organizations making significant positive impacts on the quality of health care in Central Pennsylvania.

Cream won in the category of Breast Cancer Caregiver of the Year for providing support both physically and mentally to patients battling breast cancer.

Cream was recognized at a breakfast celebration on April 5 at the Sheraton Harrisburg-Hershey. She will be featured in a supplement to the May 2013 issue of Central Penn Parent magazine.

El-Deiry elected President of Interurban Clinical Club, Boston

[Wafik S. El-Deiry, M.D., Ph.D., F.A.C.P.](#), Rose Dunlap Professor and Chief, Hematology/Oncology Division, Associate Director for Translational Research, Cancer Institute, Program Leader, Experimental Therapeutics, Cancer Institute was recently elected to serve a one-year term as president of Boston's Interurban Clinical Club.

New Hematologist/Oncologist joins Penn State Hershey Cancer Institute in State College

[Hassan Sheikh, M.D.](#), joined the Penn State Hershey Cancer Institute team in State College in March 2013. Sheikh earned his medical degree at Aga Khan University Medical College in Pakistan. He completed a residency in internal medicine at Penn State Hershey Medical Center and a fellowship in geriatric medicine at the University of Rochester School of Medicine in Rochester, N.Y. In 2012, he completed another fellowship in hematology/oncology at Penn State Hershey Cancer Institute in Hershey. Sheikh joined our team after working at PinnacleHealth/Fox Chase Regional Cancer Center. Sheikh's clinical interests include geriatric oncology and solid tumors. In his free time, Sheikh enjoys the outdoors and spending time with his wife and two kids.



Free Wig and Look Good...Feel Better Programs Available to Cancer Institute Patients



Caption: L to R: Connie Blauch, Damaris Perez, Amanda Sanders

Nurse coordinators Connie Blauch and Amanda Sanders, and patient navigator Damaris Perez strive to bring the best care possible to patients. After learning more about the Wig Program and Look Good...Feel Better—both of which are offered free to patients courtesy of the American Cancer Society—they worked to bring both programs to Penn State Hershey Cancer Institute for the convenience of patients undergoing treatment for cancer.

"Connie, Amanda and Damaris are highly motivated and took the initiative to collaborate with the American Cancer Society to bring these programs to the Cancer Institute," said Clinical Head Nurse Rebecca Gingrich. "They are a great representation of our team's dedication to providing top notch patient care and the Cancer Institute's vision of providing more supportive services to our patients."

The Free Wig Room is located in Infusion Therapy (first floor) to help patients undergoing cancer treatments and experiencing hair loss. Those who may be looking for a wig can visit the private Wig Room where a licensed cosmetologist provides personal assistance in wig selection, fitting, styling, and wearing at no charge. All fittings are by appointment only.

"Patients are able to be fitted for a wig during their scheduled chemo treatment at the Cancer Institute," said Sanders, who hopes to bring as many patient-oriented programs as possible to the Cancer Institute.

Blauch, Sanders and Perez were also instrumental in starting the Look Good...Feel Better® program last summer. A free, national public service program, Look Good...Feel Better helps female cancer patients improve their appearance and self-image by teaching them hands-on beauty techniques to manage the

appearance of side effects of chemotherapy and radiation treatments. Each program is two hours; registration is required.

"Until now, patients had to go to the Breast Center or to a community oncologist office to experience the Look Good...Feel Better program," noted Sanders. "It's such a great program; our patients should have easy access to it."

[Click here for more information about the Wig Room](#), including how to schedule an appointment. [Click here for the Look Good...Feel Better program schedule](#).

Bermudian Springs High School Senior Memorializes Uncle with Charity Motorcycle Ride



Caption: Ceara Laughman presents Thomas Loughran, Jr., M.D., with the proceeds from her charity motorcycle ride in honor of her uncle.

Frank Moser, a loving uncle, son and brother passed away from esophageal cancer in June 2011, six short months after his initial diagnosis. The impact of Frank's courageous battle with cancer led his niece, Ceara Laughman, to focus the efforts of her high school senior project on memorializing Frank and raising money to support esophageal cancer research.

A senior at Bermudian Springs High School, Ceara was shocked to learn that esophageal cancer has less than a five percent survival rate. So, when planning began for her senior project in her junior year of high school, she knew immediately she wanted to help other families impacted by the disease.

She initially began plans for a walk to raise money for esophageal cancer research; however, quickly decided to switch her focus to a motorcycle ride to honor the fact that her uncle was an avid motorcyclist.

Together with the help of her family and support from local businesses, Ceara organized a 70-mile ride on Saturday, June 23, 2012. The ride began at Battlefield Harley Davidson in Gettysburg and extended through the southcentral PA countryside to Laurel Lake at Pine Grove Furnace State Park in southern Cumberland County, before returning to Gettysburg.

Fourteen riders participated in the event and Ceara rode with her father on the lead bike. In total, Ceara's efforts raised more than \$400 for esophageal cancer research and she recently presented the proceeds to Penn State Hershey Cancer Institute Director Thomas Loughran, Jr., M.D.

Nurse Coordinators Featured in Oncology Times

After diagnosis, each cancer patient treated at Penn State Hershey Cancer Institute is assigned a nurse coordinator—a registered nurse who manages that patient's care, working under the direction of a physician and with the entire cancer care team. Nurse coordinators Linda Farling, C.R.N.P., O.C.N. and Rebecca Gingrich, R.N., M.S., O.C.N., discuss how and why the system works in their article "Beyond the Bedside: Nurses as Patient Navigators" in the March 25 Oncology Times. [Click here to read the article](#).



CIS Training Center has new location

Effective March 13, the CIS Education Center (Room H5101—fifth floor-hospital) was permanently relocated to TG200 on the ground floor of the Cancer Institute. Anyone with a current reservation in H5101 will be relocated to TG200. Badge access and room layout will remain the same; the only change at this time is the location. To find TG200, take the rotunda elevator to the ground floor and follow signs to the Cancer Institute/IT Education Center. TG200 is on the left side of the hallway.

Finding Hope with Penn State Hershey Cancer Institute



[Check out our latest issue of Finding Hope](#) which features articles about the emotional side of cancer, thyroid cancer, thoracic/lung cancer care, ways to shield oneself from skin cancer, and clinical trials.

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