



SUN SAFETY IN ACTION



Increasing Sun Safety policies & practices in community settings
 Educating and promoting the dangers of **Indoor Tanning**

PTO POLICIES IN ACTION



Increasing the adoption of worksite policies for paid time off benefits for employees to get cancer screenings

HPV VACCINE IN ACTION



Increasing the number of community education interventions to build support for the HPV vaccine as cancer prevention.

St. Mary's Healthcare

St. Mary's CPiA Welcomes New Program Coordinator

CPiA at St. Mary's Healthcare would love to introduce our new Program Coordinator, Desiree Marcellino. Desiree transferred from the accounting department as a senior accountant at St. Mary's Healthcare to Cancer Prevention in Action in October 2023. She has been with St. Mary's Healthcare for almost a year.

Before coming to St. Mary's Healthcare, Desiree worked for Fulton-Montgomery Community College in the student accounts department.

Desiree earned her Bachelor of Science degree in Human Resources Management from SUNY Empire State College. She is the mother of 2; son, Kanye and daughter, Kaliyah. Her third "child" is her beloved labradoodle, Tucky.

Desiree is committed to our community and is looking forward to working in cancer education and prevention. She is eagerly anticipating meeting and working with organizations in Fulton, Montgomery and Schenectady counties to reduce the burden of cancer in our communities by creating policies for Sun Safety and Cancer Screening Paid Time Off, educating about the dangers of Indoor Tanning and benefits of the HPV vaccine to prevent cancer.



Your Organization Can Take Action Against Cancer!
 Contact: Desiree Marcellino, CPiA Program Coordinator
 518-770-6815 • Desiree.Marcellino@nysmha.org



Broome County

Holiday Festival at Roberson Museum & Science Center: Taking Action with Holiday Trees

CPiA decorated a holiday tree to encourage sun safety, HPV vaccines and paid time off cancer screenings for the Home for the Holidays Festival at Roberson Museum & Science Center. The tree was decorated with sunglasses, sunscreen, lip balm and QR codes



leading to the Take Action Against Cancer website. The festival attracts 10-12,000 visitors each year, including families and children, school groups, Senior retirement communities, and business owners. Our local Cancer Services Program (CSP) decorated a "pink tree" to educate and provide valuable resource helping our local residents get cancer screenings for breast, cervical and colon cancer for the under-served and those who do not have health insurance.

Contact: Alicia Spencer, ACSM-EP, CDCES, Public Health Educator, CPiA Program Coordinator
 607-778-2848 • Alicia.Spencer@broomecountyny.gov



Health Initiative

Back to School Success in St. Lawrence County

The Health Initiative's Cancer Prevention in Action (CPiA) program serving Jefferson, Lewis, Oswego, and St. Lawrence Counties is built on partnerships. Community partners add immense value to the program, ensuring CPiA's message and resources are spread throughout the region in support of cancer prevention and risk reduction.

A fantastic recent example is a collaboration with the Associate Director of SUNY Canton's Davis Health Center, Julie Cruickshank, RN, MSN. Julie says, "The value I have found of participating in the NYS HPV Coalition Collegiate Workgroup and receiving CPiA materials from the Health Initiative has been increasing my own knowledge and having at my fingertips a large network of health and medical professionals willing to share their expertise and resources so that we can assure anyone with the desire to be vaccinated knows how and where to get vaccinated. Educating people to make an informed decision with their own health is one of the most important parts of this process in my opinion. My job is to educate so that people, students, parents, and families can make the best decision for themselves. Having the best and most recent resources and the generous sharing of this information makes this an easy task when one has the desire to decrease the numbers of cancer in our county, state, and country. I can make a difference and so can you."

Thank you, Julie, for your partnership and for taking action against cancer!

Contact: Morgan Whitman, CPiA Program Coordinator
 315.261.4760 ext. 235 • morgan@gethealthyslc.org



Community Cancer Prevention in Action (CPiA) supports a policy and systems change approach to cancer prevention and risk reduction conducted by Cancer Prevention in Action (ny.gov) in 17 NYS counties. Grantees currently focus on policy and systems changes to reduce risk for skin cancer; increase human papillomavirus vaccine rates to prevent HPV-related cancers; and promote employer paid time off policies for cancer screening.

TakeActionAgainstCancer.com

This project is supported with funds from the State of New York.



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Glens Falls Hospital

CPiA Continues the Fight: Stick It Weekend 2024

CPiA of Glens Falls Hospital's Health Promotion Center is teaming up again this year with the ECHL's Adirondack Thunder and the New York State Dental Foundation for "Stick It Weekend" 2024. The two-day cancer awareness and prevention event is scheduled for Friday, March 29th and Saturday, March 30th, at the Cool Insuring Arena in Glens Falls, New York.

This year's event will include FREE Oral Cancer Screenings by volunteer dental providers with the NYS Fourth District Dental Society.



Fans will receive an Adirondack Thunder toothbrush when they visit the CPiA education area in the main lobby to learn more about six (6) HPV-related cancers and the HPV vaccine that prevents them.

Doors open at 6:00pm and the puck drops at 7:00pm. We are fighting this battle together. Hope to see you there!

CPiA is supported by funds from Health Research Inc. and New York State.



Contact: Lauralee Tucker
at 518-926-5905 or
ltucker@glensfallshosp.org



Columbia University

Columbia University Partners with the Michael J. Petrides School on a Sun Safety Policy

Columbia University's CPiA office is thrilled to announce a new policy with the Michael J. Petrides School in Staten Island, which serves grades pre-k through twelve. As part of its policy, the school will install sunscreen dispensers, signage, and shade tents, and include skin cancer risk reduction information in communications to parents and guardians of students. This partnership is now planning a series of presentations for students to announce the policy and teach youth how to use the new sun safety resources to reduce their risk of skin cancer. We will begin the presentation series with high school students, and plan to have future assemblies for middle school, elementary school, and pre-k and kindergarten students.

Practice Sun Safety!
It can reduce your risk of skin cancer

- 1 SEEK SHADE**
especially between 10am and 4pm
- 2 APPLY SUNSCREEN EVERY DAY**
use a broad spectrum SPF 15+ sunscreen for extended outdoor exposure, use SPF 30+ **REAPPLY** every 2 hours and after swimming, excessive sweating or toweling off
- 3 COVER UP**
with clothing, including a broad-brimmed hat and UV-blocking sunglasses
- 4 AVOID SUN TANNING AND NEVER USE TANNING BEDS**

This material is supported with funds from Health Research, Inc. and New York State.

Signage to be installed at the school.

Contact Maya Lipsman at: ml4082@cumc.columbia.edu



New York State Cancer Consortium

**Working Together,
Reducing Cancer, Saving Lives**

New York State Cancer Consortium (nyscancerconsortium.org) is a voluntary network of individuals and organizations throughout New York State (NYS) that collaborate to address the cancer burden. The Consortium and its members are guided by the NYS Comprehensive Cancer Control Plan and work to leverage partnerships to implement and plan priority interventions within their communities.

Stony Brook Cancer Center

Live On the Air with CPiA: Cancer Prevention Radio Campaign with JVC Broadcasting

Stony Brook Cancer Center's CPiA Office has partnered with JVC Broadcasting to air four months of cancer prevention education across five Long Island radio stations! Public service announcements will air from January through April, urging listeners to take action against cancer. Live interviews will also be conducted on news radio stations, LI News Radio and the brand new En Vivo Radio, Long Island's only Spanish news radio station.

You can catch CPiA on the air by listening locally or online to:

- **LI News Radio 103.9 FM**
- **En Vivo News Radio 1440 AM & 93.3 FM**
- **La Fiesta 98.5 FM**
- **Party 105.3 FM**
- **Big 98.1 FM**



To listen online visit:
jvcbroadcasting.com/our-stations
Interviews will also be made available at:
takeactionagaincancer.com/stony-brook-cancer-center/

Contact: Annalea Trask at:
631-601-3720 or
annalea.trask@stonybrookmedicine.edu

