



April was National Minority Health Month and we marked the occasion by raising overall awareness and highlighting our initiatives that focus on improving the health and wellness of the most vulnerable citizens in Mercer County. Much more important than overall cost considerations, healthier families and individuals lead to stronger, more vibrant communities. Our vision is that everyone deserves the opportunity to access proven health strategies and the high-quality care that leads to a healthy life.

We are all well aware that developing and maintaining good health and wellness can be a challenge; there are so many messages and strategies to consider. United Way of Greater Mercer County (UWGMC) concentrates its efforts on prevention, developing strategies and approaches to promote and maintain good health and management.

One example of a prevention strategy is our Barbershop Initiative. Focusing on minority men, this evidence-based program (developed by The Prostate Net) delivers crucial information about prostate cancer prevention, screening and supportive care in a sensitive and culturally acceptable manner. Education is delivered in the Barbershop by trained barbers in a safe and comfortable setting. Men are then directed to screening services that, when completed, entitle them to a free haircut and, we hope, more education!

An example of a management strategy is our Chronic Disease Self-Management Program (CDSMP). Evidence-based (developed at Stanford University School of Medicine) and designed to help participants manage their health and maintain active and fulfilling lives, CDSMP assists those with one or multiple chronic conditions. The program is especially helpful for these individuals, as it provides the skills to coordinate multiple strategies needed to manage overall health.

UWGMC is able to provide these programs that impact thousands in the community because of the generous support of The Robert Wood Johnson Foundation, The NJ Department of Health's Office of Minority and Multicultural Health, Bristol-Myers Squibb and countless other supporters know we all lead better lives when we provide access and assistance to everyone.

Dr. Booker T. Washington once said "Without health and long life, all else fails." UWGMC is providing the much needed hands-on health resources to help individuals and families prosper for generations to come. Please read on to learn how your United Way is making a difference in the areas of health and overall wellness.

Herbert Klein III, President & CEO



# April was Minority Health

In recognition of Minority Health Month UWGMC attended the Health Equity Forum where we gathered with other agencies working around the state on a variety of health disparities. In this newsletter we are highlighting our work around health issues that affect Mercer County and beyond.



# Barbershop Prostate Initiative

**Prostate cancer is the most common non-skin cancer among American men and disproportionately affects ethnic minorities. According to the American Cancer Society Cancer Burden Index prostate cancer accounts for 15.7% of all cancer cases and 5% of all cancer deaths in Mercer County.**

Our Barbershop Prostate Initiative is a community intervention for men in Mercer County. This unique intervention occurs at Barbershops where Barbers are educating their patrons about the importance of screening for prostate cancer. If a patron gets screened, he is eligible for a free hair cut from the barber! To date we have educated over 4,100 men and 139 men have been screened for prostate cancer.

In April we recognized, Legends Barbershop in Hightstown, for being an integral partner in United Way's Barbershop Initiative and for their commitment to the community.



**For more information about our Barbershop Prostate Initiative, call John Santana 609-637-4918**

#### REFERENCES:

[https://www.acscan.org/ovc\\_images/file/action/states/nj/NJ\\_Cancer\\_Burden\\_Report\\_2012.pdf](https://www.acscan.org/ovc_images/file/action/states/nj/NJ_Cancer_Burden_Report_2012.pdf)

<http://www.cdc.gov/CommunityHealth/profile/AssociateIndicatorProfile/NJ/Mercer/310034/310036>

# Cervical Cancer

Though rates are decreasing in Mercer County, cervical cancer still affects Hispanic women at a higher rate. The best way to reduce your risk for cervical cancer is to get regular pap tests and, if you are within the recommended age range, get vaccinated for HPV (human papillomavirus).

Since HPV is the leading cause of cervical cancer, it is best to prevent or screen for it. At UWGMC we offer information and provide outreach to women, around the importance of preventative screenings and vaccination.

**For more information about our Cervical Cancer prevention work, call Megan Kirschner at 609-637-4914.**



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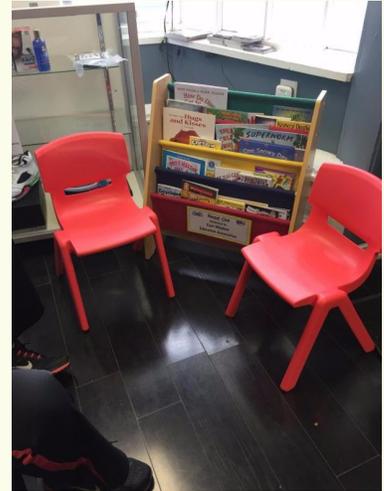
609-429-4177



# Children's Literacy Improvement Project (CLIP)

With the generous support from the East Windsor Teachers Association, UWGMC recently unveiled its first CLIP location at Legends Barbershop in Hightstown.

UWGMC's goal is to install CLIP reading areas in barber shops and beauty salons in neighborhoods that traditionally lack easy access to books. Having access to books outside typical locations such as schools or libraries teaches children that reading can be FUN too!



# Diabetes Self-Management Leader Training

UWGMC partnered with Healthcare Quality Strategies, Inc. and United Way of Essex and West Hudson to provide a 4 day Diabetes Self-Management Leader Training. We were able to train 9 new leaders who are already out in the state of NJ conducting Stanford University's Evidence Based Diabetes Self-Management Program.





United Way of Greater Mercer County will hold its annual Community Awards Luncheon on June 16th at the Prospect House, which is located on the Princeton University campus.

This year's honorees include William M. Rue Sr., Chairman of Rue Insurance (Robert Wood Johnson Foundation Award) and Wanda Webster Stansbury, Executive Director, Center for Child and Family Achievement (Community Partner of the Year Award). The Community Awards Luncheon recognizes outstanding supporters, partners and volunteers who give of their time, talent and treasure to help their local United Way impact 10,000+ individuals and families annually. For more information, please visit our website!

**Join us June 16th, 2016**  
**Prospect House, Princeton, New Jersey**

## Special Acknowledgement

A heartfelt thank you goes to our donors, volunteers, and partners. We take great pride in our mission and accomplishments. Without your support, this work would not be possible.

For information on how your United Way is making a difference in the community, please contact Sandra Toussaint at (609) 637-4907 or via email: [Sandra.Toussaint@uwgmc.org](mailto:Sandra.Toussaint@uwgmc.org).