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**STATEWIDE OUTREACH AND INFORMATION SERVICE  
PROGRAM OPERATED BY THE NORTHERN CALIFORNIA  
CANCER CENTER TO END**

**NATIONAL CANCER INSTITUTE DISCONTINUES CANCER  
INFORMATION SERVICE PARTNERSHIP PROGRAM**

FREMONT, CA (January 14, 2010) – As a result of the National Cancer Institute’s (NCI) decision to discontinue the Cancer Information Service (CIS) Partnership Program throughout the United States, beginning January 14, 2010, the Northern California Cancer Center (NCCC) will no longer coordinate the program in California. Since 1993, NCCC brought the most recent news and cancer information to California’s under-served, rural, and hard-to-reach populations through its operation of this program.

The NCI’s Cancer Information Service began in 1976 and, since then, has educated the public about cancer and provided the latest, most accurate cancer information, resources and referrals available. Community partnership and outreach activities were added in 1984. The discontinuation of these activities will mean a change in how information is communicated to members of the public seeking answers about cancer.

The NCI will continue to provide resources and materials to the public at [www.cancer.gov](http://www.cancer.gov) and 1-800-4-CANCER, through its national call center. LiveHelp, a confidential online chat service with information specialists who can answer questions about cancer, clinical trials, and quitting smoking, will also continue to be available at <https://cissecure.nci.nih.gov/livehelp/welcome.asp>.

In California, NCCC has developed a network of 75 partnering agencies and organizations representing diverse populations. The service focused on people who have limited access to health information. Groups served included Filipinos, Hispanics, African Americans, American Samoans, Native Americans, Pacific Islanders, native Hawaiians, other Asian communities and rural whites. As part of this program, NCCC provided training on methods to educate populations on cancer-related topics, assistance in planning cancer education programs, strategies to evaluate their success, and more.

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Furthering its outreach, NCCC developed a partnership with the University of Southern California/Norris Comprehensive Cancer Center to provide CIS services throughout California. In 2005, as the program grew, NCCC expanded its partnerships to include the University of California, San Francisco Comprehensive Cancer Center, Stanford Cancer Center, the University of California, San Diego/Moores Comprehensive Cancer Center, and the California Department of Public Health-Comprehensive Cancer Control Unit.

“We are very proud of NCCC’s 16-year legacy of contributing to the national fight to end cancer through the Cancer Information Service Partnership Program,” said Sally Glaser, Ph.D., Chief Executive Officer of the Northern California Cancer Center. “We have built a strong network of contacts and programs, fostering the success of health educators who speak directly to the concerns of their communities,” she said.

Dee West, Ph.D., who initiated the CIS Partnership Program at NCCC, cited “Body and Soul,” as an example of CIS-based programs that were both impactful and evidence-based. “Body and Soul,” was a train-the-trainer program that increased healthy eating and cancer prevention through African American churches.

“We tracked this very effective program as it provided answers about the best ways to both prevent and fight cancer,” said Dr. West. “These scientifically tested cancer prevention and health promotion programs have left communities stronger and better able to address cancer prevention and support those who are living with cancer.”

For more information about Northern California Cancer Center visit the website at [www.nccc.org](http://www.nccc.org) or call 510-608-5000.

#### **About the Northern California Cancer Center**

The Northern California Cancer Center (NCCC) is a 501 (c)(3) nonprofit organization deeply committed to its mission to prevent cancer and to reduce its burden where it cannot *yet* be prevented. It is a national leader in investigating the causes of cancer in large populations to advance understanding of where prevention-based strategies can be most successful. NCCC research scientists track patterns of cancer throughout the entire population and identify those at risk for developing cancer. The organization also produces education programs and manages a statewide outreach program that refers low income and medically under-served women to free cancer screenings. NCCC is a critical partner of the Stanford Cancer Center. NCCC’s effective, evidence-based cancer prevention research and outreach programs, coupled with Stanford’s cure-focused research and treatment, deliver a comprehensive arsenal for defeating cancer. For more information, visit [WWW.NCCC.ORG](http://WWW.NCCC.ORG).