

**TEAM SHAN ALBERTA & SASKATCHEWAN BREAST
CANCER AWARENESS FOR YOUNG WOMEN PROJECT
(Year One)**

Evaluation of Awareness Campaign Targeting Young Women

April 2012



**Shanna (Shan) Larsen
1981-2005**



**Team Shan Alberta & Saskatchewan Breast Cancer Awareness for
Young Women Project (Year One)
Evaluation of Awareness Campaign Targeting Young Women
April 2012**

Team Shan Board of Directors

Sheena Alexander
Jane Douglas
Mary Anne Henderson, Treasurer
Shannon Jibb
Lorna Larsen, President
Robyn MacDougall, Secretary
Jaclyn Vice

Research Consultant

Dr. Cheryl Forchuk

Community Project Grant

Canadian Breast Cancer Foundation-Prairies & NWT Region

Project Contact

Lorna Larsen
Team Shan President
497 Princess Street
Woodstock, ON
N4S 4G8
519-421-3666
teamshan@gmail.com
www.teamshan.ca



The Team Shan Breast Cancer Awareness & Education Project (Calgary) is in memory of Shanna (Shan) Larsen who was only 24 when she lost her life to breast cancer. The logo and sunflower graphics used were inspired from Shan's original art work.

Team Shan Breast Cancer Awareness for Young Women Project



Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project (Year One) Acknowledgements

The success of the *Team Shan Alberta & Saskatchewan Breast Cancer Awareness and Education Project* (Year One) relied on the commitment of the *Team Shan Breast Cancer Awareness for Young Women* (Team Shan) board of directors, advisory group and project professionals. Project partners at the University of Calgary (U of C), Southern Alberta Institute of Technology (SAIT) and University of Saskatchewan (U of S) campuses took an interest in the project and supported the campaign activities. They all shared Team Shan's project goal to make a difference for young women in Calgary.

Community project grant funding received from the Canadian Breast Cancer Foundation (CBCF)-Prairies & NWT was greatly appreciated. The grant supported the design, implementation and evaluation of the first year of the breast cancer awareness project in Calgary and Saskatoon. Special thanks to the CBCF Youth Advisory Council who provided resource support for awareness activities in Calgary.

Thank you to the project professionals who provided the project literature review, graphic design work, website maintenance and evaluation expertise.

Previous and new campus partners provided the opportunity to facilitate further awareness activities and events. Our thanks to student health services, student clubs, athletic departments, campus Women's Resource Centres, campus professors and media staff who helped enhance the awareness efforts on all the project campuses.

Our thanks to the hundreds of young women who were open to the campaign messaging, responded to the awareness materials and social marketing strategies, participated in the evaluation activities and provided feedback on the campaign.

Deep appreciation goes to the broader Team Shan network. In Shan's memory they have supported the project and ongoing messaging for this population at risk.

The *Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project* in Calgary and Saskatoon highlights the successful public awareness campaign model developed by Team Shan and our efforts to make a difference for young women following in Shan's footsteps. Team Shan looks forward to facilitating the second year of the project in Lethbridge and Edmonton the fall of 2012.

Lorna Larsen
Project Coordinator
Team Shan President



Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project (Year One)

Evaluation of Awareness Campaign Targeting Young Women

Executive Summary

Team Shan

Team Shan Breast Cancer Awareness for Young Women (Team Shan) is a charitable organization dedicated to raising awareness that breast cancer is not just a disease of older women. Team Shan's purpose is to educate the public, health care professionals and young women about early detection, risk reduction and prevention of breast cancer.

Team Shan is named after Shanna (Shan) Larsen. Shan was only 24 when she lost her life to breast cancer.



Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project

The 2011/13 *Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project* builds on previous *Team Shan* public awareness campaigns particularly the *Team Shan Breast Cancer Awareness & Education Project* completed in Calgary, Alberta in 2011. Lessons learned and short-term outcomes from successful projects in the past have lead to the development of an effective social marketing model designed to raise awareness with young women, a population at risk of breast cancer.

The aim of the *Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Education Project* (Year One) was to raise breast cancer awareness with young women on designated post secondary school sites in Calgary, Alberta and Saskatoon, Saskatchewan. The second year of the project will be facilitated in Lethbridge and Edmonton, Alberta.

The short term objectives of the *Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project (Year One)* included activities to:

- facilitate a comprehensive breast cancer awareness campaign targeting young women attending designated post secondary school sites;
- increase the awareness/knowledge level of breast cancer in young women, and
- evaluate the effectiveness of the campaign awareness materials/strategies with young women.



The long term goals of the project are to:

- increase early detection of breast cancer in young women, and
- improve outcomes for young women diagnosed with breast cancer.

Public Awareness Campaign

The *Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project* (Year One) was implemented on and around the Southern Alberta Institute of Technology (SAIT), University of Calgary (U of C) in Calgary, Alberta and University of Saskatchewan in Saskatoon, Saskatchewan.

The campaign targeted young women (17-29 years of age) attending the designated post secondary institutions, living in the area or coming home for the holidays. Due to the public nature of media/marketing advertisements, the campaign also reached the general public.

Campaign media activities in Calgary included campus closed circuit television, radio, print and interactive media. Campaign radio interviews were also provided at SAIT. Campus radio was not available on the U of S site. Further marketing strategies included light rail transit (LRT) train and stations displays, bus shelter ads and billboards in Calgary and the use of exterior and interior bus displays, bus shelter ads and billboards in Saskatoon.

Printed brochures, posters and bookmarks were distributed throughout the project sites and during campus events. Further print materials were distributed through project partnerships with campus student health services and resources at on campus presentations, displays and athletic events.

Facilitating a second campaign on Calgary post secondary school campuses also afforded the opportunity for further campus partnerships to provide on campus presentations.

The project theme was *breast cancer...not just a disease of older women*.



Campaign Reach

The direct campaign reach at targeted project sites was 6,290 young women. There was potential to reach the maximum listening and readership audience from the variety of media and marketing strategies used in the campaign. Requests outside of the target area also provided the opportunity to reach a further 1,800 young woman during the campaign. Total direct reach in 2011/12 was 8,090 young women. Further reach will continue into 2012 through ongoing resource distribution by campus partners, requests and project sharing opportunities.

Evaluation Strategy

The campaign was formally evaluated by young women in two post secondary school sites (University of Calgary and University of Saskatchewan). Two hundred (200) young women participated in completing questionnaires prior to the campaign. One hundred and seventy-three (173) young women participated in completing questionnaires after the campaign. The questionnaires contained several close ended questions and some open ended questions to obtain participant impressions of the campaign awareness materials and ads. Responses were compared pre-campaign and post-campaign and to the 2010/11 project in Calgary where possible.

Young women from the 2010 Calgary campaign recommended more social media as an awareness tool. Team Shan went back to young women in the fall of 2011 to request further details on the types of social media they would like to see implemented. Young women on all three campaign sites participated in this request during pre-campaign evaluation activities and a SAIT campus event.

Results

- only 5.5% of respondents felt they had no breast cancer knowledge after the campaign compared to 8.5% who felt they had no knowledge prior to the campaign;
- respondents who saw themselves as well informed rose from 11.5% pre-campaign to 15.9% post-campaign. This percentage is still low and further educational activities are needed on the topic. The majority of participants saw themselves as having “some knowledge” of breast cancer post-campaign (78.7%);
- young women saw themselves as most informed of the facts about breast cancer and the symptoms of breast cancer but least informed about self help. This may be an area of education that needs extra attention in future campaigns;
- the majority of respondents noticed the Team Shan media campaign. This includes 89.6% of post secondary students surveyed;
- of the media/marketing campaign, transit ads were ranked as the most frequent medium viewed, followed by bus shelter ads and billboards. Newspaper and TV were viewed less frequently by post secondary students;
- of the print materials, posters were the most frequently seen, followed by pamphlets. Print materials were viewed slightly more often in 2012 (65.6%) than in 2011 (62.9%);
- the most common take home message from both media/marketing advertisements and print materials was that breast cancer can happen at any age. This message is a major one the team hoped to communicate and is consistent with previous years;
- of the interactive/social media, the Facebook page was the most commonly viewed. However, 83.4% of respondents did not see any interactive/social media. This is an area needing improvement to reach more young women with the campaign;



- when asked to suggest additional social media, the majority of participants believed Facebook ads and school websites would be most effective;
- across both sites the marketing/media advertisements were most favoured, followed by print materials and then interactive/social media. This reflects a change from 2011 when interactive/social media was preferred to print materials. It is possible that implementing the suggested social media will increase this percentage next year;
- the vast majority of comments were positive, praised the team for their work and thanked them for increasing awareness. Most comment feedback reflected the need for more social media.

Recommendations

Results support the need for continued education and public awareness on the issue of breast cancer across the age trajectory. Team Shan may want to explore how to broaden the social media component, including Facebook ads, Google ads and posting information on school websites. Marketing and media advertisements (e.g., bus ads) are key strategies in 2012 and in past years and should be continued.

Conclusions

The Team Shan campaign used a multi-faceted approach to increase awareness of breast cancer in young women. The strategies were effective in increasing awareness but the specific methods have changed slightly since the campaign began in 2006.

Media/marketing advertisements are consistently the most effective strategy but the campaign should move towards more social media techniques as requested by young women. It is hoped that the project will continue to grow and expand to include these recommendations and that awareness and knowledge of breast cancer will continue to increase in young women.



Contact

Lorna Larsen
Team Shan President
497 Princess Street
Woodstock, ON
N4S 4G8
teamshan.ca



**Team Shan Alberta & Saskatchewan Breast Cancer Awareness
for Young Women Project (Year One)
Table of Contents**

Acknowledgements	2
Executive Summary	3
Team Shan	7
Team Shan Breast Cancer Awareness & Education Project.....	7
Public Awareness Campaign	8
Campaign Reach	9
Evaluation Strategy	9
Results	11
Media/Marketing Advertisements	11
Print Materials	13
Interactive/Social Media	14
Overall Observations	15
Breast Cancer Awareness/Knowledge Level.....	16
Discussion	20
Recommendations	21
Conclusion	21
References	
Tables	
Appendices	



Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project (Year One) Acknowledgements

The success of the Team Shan Alberta & Saskatchewan Breast Cancer Awareness and Education Project (Year One) relied on the commitment of the Team Shan Breast Cancer Awareness for Young Women (Team Shan) board of directors, advisory group and project professionals. Project partners at the University of Calgary (U of C), Southern Alberta Institute of Technology (SAIT) and University of Saskatchewan (U of S) campuses took an interest in the project and supported the campaign activities. They all shared the Team Shan goal to make a difference for young women in Calgary and Saskatoon.

Community project grant funding received from the Canadian Breast Cancer Foundation (CBCF)-Prairies & NWT for the two year project for sites in Alberta and Saskatchewan was greatly appreciated. The grant supported the design, implementation and evaluation of the first year breast cancer awareness project in Calgary and Saskatoon. Special thanks to the CBCF-Prairies & NWT Youth Advisory Council who also provided resource support for awareness activities in Calgary.

Thank you to the professionals who provided the project literature review, graphic design work, website maintenance and evaluation expertise.

Previous and new campus partners provided the opportunity to facilitate further awareness activities and events. Our thanks to student health services, student clubs, athletic departments, campus Women's Resource Centres, campus professors and media staff who helped enhance the awareness efforts on all the project campuses.

Our thanks to the hundreds of young women who were open to the campaign messaging, responded to the awareness materials and social marketing strategies, participated in the evaluation activities and provided feedback on the campaign.

Deep appreciation goes to the broader Team Shan network. In Shan's memory they have supported the project and ongoing messaging for this population at risk.

The Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project in Calgary and Saskatoon highlights the successful public awareness campaign model developed by Team Shan and our efforts to make a difference for young women following in Shan's footsteps. Team Shan looks forward to facilitating the second year of the project in Lethbridge and Edmonton in the fall of 2012.

Lorna Larsen
Project Coordinator
Team Shan President



Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project (Year One) Evaluation of Awareness Campaign Targeting Young Women Executive Summary

Team Shan

Team Shan Breast Cancer Awareness for Young Women (Team Shan) is a charitable organization dedicated to raising awareness that breast cancer is not just a disease of older women. Team Shan's purpose is to educate the public, health care professionals and young women about early detection, risk reduction and prevention of breast cancer.

Team Shan is named after Shanna (Shan) Larsen. Shan was only 24 when she lost her life to breast cancer.

Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project

The 2011/13 *Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project* builds on previous *Team Shan* public awareness campaigns particularly the Team Shan Breast Cancer Awareness & Education Project completed in Calgary, Alberta in 2011. Lessons learned and short-term outcomes from successful projects in the past have lead to the development of an effective social marketing model designed to raise awareness with young women, a population at risk of breast cancer.

The aim of the *Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Education Project* (Year One) was to raise breast cancer awareness with young women on designated post secondary school sites in Calgary, Alberta and Saskatoon, Saskatchewan. The second year of the project will be facilitated in Lethbridge and Edmonton, Alberta.

The short term objectives of the *Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project* (Year One) included activities to:

- facilitate a comprehensive breast cancer awareness campaign targeting young women attending designated post secondary school sites;
- increase the awareness/knowledge level of breast cancer in young women, and
- evaluate the effectiveness of the campaign awareness materials/strategies with young women.

The long term goals of the project are to:

- increase early detection of breast cancer in young women, and
- improve outcomes for young women diagnosed with breast cancer.



Public Awareness Campaign

The *Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project* (Year One) was implemented on and around the Southern Alberta Institute of Technology (SAIT), University of Calgary (U of C) in Calgary, Alberta and University of Saskatchewan in Saskatoon, Saskatchewan.

The campaign targeted young women (17-29 years of age) attending the designated post secondary institutions, living in the area or coming home for the holidays. Due to the public nature of media/marketing advertisements, the campaign also reached the general public.

Campaign media activities in Calgary included campus closed circuit television, radio, print and interactive media. Campaign radio interviews were also provided at SAIT. Campus radio was not available on the U of S site. Further marketing strategies included light rail transit (LRT) train and stations displays, bus shelter ads and billboards in Calgary and the use of exterior and interior bus displays, bus shelter ads and billboards in Saskatoon.

Printed brochures, posters and bookmarks were distributed throughout the project sites and during campus events. Further print materials were distributed through project partnerships with campus student health services and resources at on campus presentations, displays and athletic events.

Facilitating a second campaign on Calgary post secondary school campuses also afforded the opportunity for further campus partnerships to provide on campus presentations.

The project theme was *breast cancer...not just a disease of older women*.

Campaign Reach

The direct campaign reach at targeted project sites was 6,290 young women. There was potential to reach the maximum listening and readership audience from the variety of media and marketing strategies used in the campaign. Requests outside of the target area also provided the opportunity to reach a further 1,800 young woman during the campaign. Total direct reach in 2011/12 was 8,090 young women. Further reach will continue into 2012 through ongoing resource distribution by campus partners, requests and project sharing opportunities.

Evaluation Strategy

The campaign was formally evaluated by young women in two post secondary school sites (University of Calgary and University of Saskatchewan). Two hundred (200) young women participated in completing questionnaires prior to the campaign. One hundred and seventy-three (173) young women participated in completing questionnaires after the campaign. The questionnaires contained several close ended questions and some open ended questions to obtain participant impressions of the campaign awareness materials and ads. Responses were compared pre-campaign and post-campaign and to the 2010/11 project in Calgary where possible.



Young women from the 2010 Calgary campaign recommended more social media as an awareness tool. Team Shan went back to young women in the fall of 2011 to request further details on the types of social media they would like to see implemented. Young women on all three campaign sites participated in this request during pre-campaign evaluation activities and a SAIT campus event.

Results

- only 5.5% of respondents felt they had no breast cancer knowledge after the campaign compared to 8.5% who felt they had no knowledge prior to the campaign;
- respondents who saw themselves as well informed rose from 11.5% pre-campaign to 15.9% post-campaign. This percentage is still low and further educational activities are needed on the topic. The majority of participants saw themselves as having “some knowledge” of breast cancer post-campaign (78.7%);
- young women saw themselves as most informed of the facts about breast cancer and the symptoms of breast cancer but least informed about self help. This may be an area of education that needs extra attention in future campaigns;
- the majority of respondents noticed the Team Shan media campaign. This includes 89.6% of post secondary students surveyed;
- of the media/marketing campaign, transit ads were ranked as the most frequent medium viewed, followed by bus shelter ads and billboards. Newspaper and TV were viewed less frequently by post secondary students;
- of the print materials, posters were the most frequently seen, followed by pamphlets. Print materials were viewed slightly more often in 2012 (65.6%) than in 2011 (62.9%);
- the most common take home message from both media/marketing advertisements and print materials was that breast cancer can happen at any age. This message is a major one the team hoped to communicate and is consistent with previous years;
- of the interactive/social media, the Facebook page was the most commonly viewed. However, 83.4% of respondents did not see any interactive/social media. This is an area needing improvement to reach more young women with the campaign;
- when asked to suggest additional social media, the majority of participants believed Facebook ads and school websites would be most effective;
- across both sites the marketing/media advertisements were most favoured, followed by print materials and then interactive/social media. This reflects a change from 2011 when interactive/social media was preferred to print materials. It is possible that implementing the suggested social media will increase this percentage next year;
- the vast majority of comments were positive, praised the team for their work and thanked them for increasing awareness. Most comment feedback reflected the need for more social media.



Recommendations

Results support the need for continued education and public awareness on the issue of breast cancer across the age trajectory. Team Shan may want to explore how to broaden the social media component, including Facebook ads, Google ads and posting information on school websites. Marketing and media advertisements (e.g., bus ads) are key strategies in 2012 and in past years and should be continued.

Conclusions

The Team Shan campaign used a multi-faceted approach to increase awareness of breast cancer in young women. The strategies were effective in increasing awareness but the specific methods have changed slightly since the campaign began in 2006.

Media/marketing advertisements are consistently the most effective strategy but the campaign should move towards more social media techniques as requested by young women. It is hoped that the project will continue to grow and expand to include these recommendations and that awareness and knowledge of breast cancer will continue to increase in young women.



Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project (Year One)

Evaluation of Awareness Campaign Targeting Young Women

Team Shan

Team Shan Breast Cancer Awareness for Young Women (Team Shan) is a charitable organization dedicated to raising awareness that breast cancer is not just a disease of older women. Team Shan's purpose is to educate the public, health care professionals and young women about early detection, risk reduction and prevention of breast cancer.

Team Shan is named after Shanna (Shan) Larsen. Shan was only 24 when she lost her life to breast cancer.

Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project

The 2011/13 Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project builds on previous Team Shan public awareness campaigns particularly the Team Shan Breast Cancer Awareness & Education Project completed in Calgary, Alberta in 2011. Lessons learned and short-term outcomes from successful projects in the past have led to the development of an effective social marketing model designed to raise awareness with young women, a population at risk of breast cancer. (1) (2) (3) (4) (5)

An updated review of the literature on risk factors for breast cancer and young women and health promotion campaigns was completed in 2011 to assist with campaign messaging and development. (6)

The aim of the Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Education Project (Year One) was to raise breast cancer awareness with young women on designated post secondary school sites in Calgary, Alberta and Saskatoon, Saskatchewan. The second year of the project will be facilitated in Lethbridge and Edmonton, Alberta.

The short term objectives of the Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project (Year One) included activities to:

- facilitate a comprehensive breast cancer awareness campaign targeting young women attending designated post secondary school sites;
- increase the awareness/knowledge level of breast cancer in young women, and
- evaluate the effectiveness of the campaign awareness materials/strategies with young women.

The long term goals of the project are to:

- increase early detection of breast cancer in young women, and
- improve outcomes for young women diagnosed with breast cancer.



Public Awareness Campaign

To coincide with Breast Cancer Awareness Month, the *Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project* (Year One) was implemented in the city of Calgary, Alberta and Saskatoon, Saskatchewan in October 2011. A project press release was distributed prior to the campaign launch. (Appendix A) The project theme was *breast cancer...not just a disease of older women*.

The project was implemented on and around the Southern Alberta Institute of Technology (SAIT), University of Calgary (U of C) in Calgary, Alberta and University of Saskatchewan in Saskatoon, Saskatchewan. The opportunity to provide print resources to Mount Royal University in Calgary and University of Regina in Regina was also included in the project activities.

The campaign targeted young women (17-29 years of age) attending the designated post secondary institutions, living in the area or coming home for the holidays. Due to the public nature of media/marketing advertisements, the campaign also reached the general public.

Campaign media activities in Calgary included campus closed circuit television, radio, print and interactive media. (Appendix B) Interactive media included both the Team Shan website and Facebook group. Campaign radio interviews were also provided at SAIT. Campus radio was not available on the U of S site.

Further marketing strategies included light rail transit (LRT) train and station displays, bus shelter ads and billboards in Calgary and the use of interior and exterior bus displays, bus shelter ads and billboards in Saskatoon. (Appendix C)

Requests were received for media interviews. The campus media responded with excellent coverage during the campaign.

Printed brochures, posters and bookmarks were distributed throughout the project sites and during campus events. (Appendix D) Further print materials e.g., shower cards and table top displays were distributed through project partnerships with campus student health services. (Appendix D) Buttons, pens and shoelaces were also distributed at on campus presentations, displays and athletic events. (Appendix E)

Tremendous support was received for the distribution of campaign print materials at all three post secondary school sites. Brochures, bookmarks and posters were disseminated through student health services, campus libraries, bookstores and student services, e.g., U of C Women's Resource Centre, U of C School of Nursing Department of Kinesiology, SAIT School of Information and Communications Technologies, SAIT Athletic Department and U of S Health Sciences Association. Project print materials were also shared at professional conferences and upon request.



Facilitating a second campaign on Calgary post secondary school campuses also afforded the opportunity for further campus partnerships to provide on campus presentations e.g., U of C lunch and learns and displays at SAIT annual Health Fair and sporting events. (Appendix E) The partnership with the SAIT Athletic Department also included awareness opportunities during home games on campus. (Appendix E)

The use of a specific person (Shanna) and Shan's story resonated with project partners, e.g., *"Breast cancer is not just a disease of older women. We would love the opportunity to help facilitate awareness to the U of S community."* *"The Team Shan initiative has put a face on breast cancer in the young."* *"What you are doing is very powerful."* (Appendix F)

Young women responded favourably to the campaign through verbal feedback on campus, email messages and Facebook postings, e.g., *"I really liked the posters on trains and train stations because people really pay attention to them and see them"* *"It's a wonderful initiative to bring awareness to people of all ages not only about breast cancer but all cancers!"* *"I really like that the campaign wasn't about fundraising, but awareness in general. Because I kept seeing the posters/billboards. I downloaded an app that reminds me to check for breast cancer"* *"Keep it up SO IMPORTANT."* (Appendix F)

Campaign Reach

Due to the public nature of the awareness strategies, the overall reach for the project targeted population was difficult to calculate. Over 1,000 female students were directly reached through evaluation activities and campus displays. Further campaign reach was obtained through the distribution of resource materials on campus and through project partner activities. Total direct 2011/12 campaign reach at targeted project sites was 6,290. (Appendix G)

There was potential to reach the maximum listening and readership audience from the variety of media and marketing strategies used in the campaign. Requests outside of the target area also provided the opportunity to reach a further 1,800 young women during the campaign. Total direct project reach was 8,090 female students. Further reach will continue into 2012 through ongoing resource distribution by campus partners, requests and project sharing opportunities. (Appendix G)

Evaluation Strategy

The campaign was formally evaluated by young women in two post secondary school sites (University of Calgary and University of Saskatchewan). The volunteer participants were female students on campus aged 17-29 years of age. The target number of participants was 200 for both the pre and post-campaign evaluation activities. Two hundred (200) young women participated in completing questionnaires prior to the campaign. One hundred and seventy-three (173) young women participated in completing questionnaires after the campaign. The questionnaires contained several close ended questions and some open ended questions to obtain participant impressions of the campaign awareness materials and ads.



Participants were asked to complete a questionnaire by a *Team Shan* member. The questionnaires (Appendix H) were developed by *Team Shan* in consultation with a research consultant. The pre-campaign questionnaire contained three close ended questions to evaluate breast cancer awareness/knowledge levels and lifestyle risk factor information.

The pre-campaign evaluation activity was facilitated in September 2011 and provided the sample target population baseline for comparison with the target sample following the campaign.

The post-campaign questionnaire contained both close ended and open ended questions to evaluate the media/marketing advertisements, project print resources, key take home messages and project feedback. The tool also included the identical three questions used in the pre-campaign evaluation activity to self report post-campaign breast cancer awareness/knowledge levels. The post-campaign evaluation activity was facilitated in January 2012. Young women on campus were pleased to participate and appreciated the breast cancer awareness for young women on and around the campaign sites.

Content analysis of evaluation tool responses was conducted to develop categories of responses. These categories were then used to code the questionnaire responses. Evaluation tool responses were compared pre-campaign and post-campaign and to the 2010/11 project in Calgary where possible.

The two short term objectives addressed through the project evaluation activity were to:

- evaluate the effectiveness of the campaign awareness materials/strategies with young women, and
- increase the awareness/knowledge level of breast cancer in young women.

Measurable outcomes for the project were:

- reported target population effectiveness of campaign awareness activities;
- reported target population change in breast cancer knowledge level; and
- reported target population change in information on breast cancer facts, risk factors, symptoms and self help strategies.

Young women from the 2010 Calgary campaign recommended more social media as an awareness tool. Team Shan faced a challenge with the use of Facebook during 2011. Facebook policy changed the format and membership of Facebook group members. Team Shan's group site *Breast cancer...not just a disease of older women* established in 2006 was archived and a new Facebook page *Team Shan Breast Cancer Awareness for Young Women* was created. Previous Team Shan members were lost and a fan base for the new page initiated. 2011 awareness materials included the new page address, but communication history and previous contacts, including members from Calgary and Saskatoon, were lost.



Team Shan went back to young women in the fall of 2011 to request further details on the types of social media they would like to see implemented. Young women on all three campaign sites participated in this request during pre-campaign evaluation activities and a SAIT campus event.

Results

The full results of the 2012 awareness strategies and self reported breast cancer awareness questions from young women are summarized in Appendix I.

The majority of the 2012 respondents (64.3%) reported that “media/marketing advertisements” were the most effective awareness strategy to reach young women.

Eight point five (8.5%) of the respondents reported they had “no knowledge” of breast cancer in young women pre-campaign and 5.5% post-campaign (3% decrease). Eighty (80.0%) of the respondents reported “some knowledge” pre-campaign and 78.7% post-campaign (1.3% decrease). Eleven point five (11.5%) of the respondents reported they were “well informed” pre-campaign and 15.9% after the campaign (4.4% increase).

The percentage of reported breast cancer topic area information increased post-campaign in “facts” and “self help” with a 20.5% increase reported in “facts” and 4.2% increase reported in “self help” strategies.

Seventy nine point three (79.3%) of respondents reported Facebook ads and 62.2% reported university websites was identified as awareness activities for Team Shan to consider.

Formal campaign comments from female students participating in the post-campaign evaluation activity are provided in Appendix J and report from evaluation activity facilitator in Appendix K.

Media/Marketing Advertisements

The media/marketing advertisements included closed circuit TV, newspaper, transit ads, bus shelter ads, billboards and radio (in Calgary only). Assessment of the media advertisements was conducted through the analysis of two questions on the questionnaire:

1. Have you seen or heard any of the following Team Shan media/marketing advertisements on breast cancer in young women?
2. If yes, what was your take home message from the media/marketing advertisements?

Table 1 summarizes the results across both sites to the first question. Table 2 summarizes the results for the second question.



Table 1. Have you seen or heard any of the following Team Shan media/marketing advertisements on breast cancer in young women?

Answer	Post Secondary Site 1 (n=89)	Post Secondary Site 2 (n=84)	Post Secondary Sites Total (n=173)
Closed circuit TV	19	11	30 (17.3%)
Radio	4	N/A	N/A
Newspaper	16	16	32 (18.5%)
Transit Ads	57	57	114 (65.9%)
Bus Shelter Ads	38	37	75 (43.4%)
Billboards	24	48	72 (41.6%)
Other	2	4	6 (8.2%)
None of the above	10	8	18 (10.4%)

The majority of respondents had noticed the Team Shan media campaign (89.6% of all post secondary students surveyed). This demonstrates the campaign was effective in reaching its target audience. However, it is slightly lower than the 93.4% of respondents who noticed the Calgary 2011 campaign.

Of the 173 post secondary students the most frequent medium for noting the Team Shan materials was transit ads (114) followed by bus shelter ads (75) and billboards (72). The less frequent responses were newspaper (32) and TV (30). These results have remained consistent over time as the 2008 evaluation and 2011 evaluation both reported transit ads, bus shelter ads and billboards as the most frequent medium noticed by post secondary students.

Table 2. What was your take home message from the media/marketing advertisements?

Answer	Post Secondary Site 1 (n=69)	Post Secondary Site 2 (n=63)	Post Secondary Sites Total (n=132)
Breast cancer can happen at any age/young & older women	32	33	65 (49.2%)
Breast cancer awareness/serious disease	15	12	27 (20.5%)
Self help messages/get checked	11	14	25 (18.9%)
Help/support research/cure/donate	9	2	11 (8.3%)
Shan/face/young/tragic	4	6	10 (7.6%)
Positive/effective campaign/informative	4	3	7 (5.3%)
Incidence/prevalence	6	0	6 (4.5%)
No answer	5	1	6 (4.5%)
Blanks	20	21	41

*some respondents reported more than one take home message. All answers were included.



From Table 2 it can be seen that the most common take home message was related to the understanding that breast cancer can happen at any age. This was also the most common response for post secondary participants in 2011. This message was a major one the team hoped to communicate.

The importance of being aware of breast cancer and its seriousness was ranked second, followed by the importance of self-help activities such as getting breast examinations. More participants in 2012 than 2011 believed the take home message involved the personal tragedy related to Shan (2.4% in 2011 compared to 7.6% in 2012).

Print Materials

The print materials included a pamphlet, poster and bookmark. The assessment of print materials was determined through the response to 2 questions on the questionnaire.

1. Have you seen any of the following Team Shan breast cancer awareness print materials?
2. If yes, what was your key take home message from the awareness print materials?

Table 3 summarizes the results across both sites to the first question. Table 4 summarizes the results from the second question.

Table 3. Have you seen any of the following Team Shan breast cancer awareness print materials?

Answer	Post Secondary Site 1 (n=86)	Post Secondary Site 2 (n=77)	Post Secondary Sites Total (n=163)
Pamphlet	27	34	61 (37.4%)
Poster	43	40	83 (50.9%)
Bookmark	9	10	19 (11.7%)
Other	2	2	4 (1.2%)
None of the above	29	27	56 (34.4%)

From Table 3 it can be seen that the poster (83) was the most commonly seen, followed by the pamphlet (61). The bookmark (19) was seen a great deal less than the other two print materials. 56 (34.4%) of participants did not see any print materials for the Team Shan campaign. These results are very similar to the 2011 campaign with a small increase in seeing print materials in 2012 compared to 2011 (65.6% saw print materials in 2012 compared to 62.9% in 2011). In general, print materials are seen a great deal less than the media/marketing advertisements for both years of the campaign.



Table 4. What was your key take home message from the awareness print materials?

Answer	Post Secondary Site 1 (n=50)	Post Secondary Site 2 (n=41)	Post Secondary Sites Total (n=91)
Breast cancer can happen at any age/young and older women	20	24	44 (48.4%)
Self help messages/get checked	12	9	21 (23.1%)
Breast cancer awareness/serious disease	10	6	16 (17.6%)
Help/support research/cure/donate	6	3	9 (9.9%)
Incidence/prevalence	6	0	6 (6.6%)
Positive/effective campaign/informative	2	3	5 (5.5%)
Shan's face/young/tragic	0	3	3 (3.3%)
No answer	5	3	8 (8.8%)
Blanks	39	43	82

*some respondents reported more than one take home message. All answers were included.

Similar to the results from media/marketing advertisements, the most common take home message for print materials was related to the understanding that breast cancer can happen at any age. The importance of self help activities was ranked second, followed by the importance of being aware of breast cancer and its seriousness. These three take-home messages were viewed as key for both media and print materials and are consistent with the take home messages from the 2011 campaign.

Interactive/Social Media

The interactive media consisted of having a Team Shan website, a *Team Shan Breast Cancer Awareness for Young Women* Facebook page as well as other exposure on the internet. This approach was evaluated by one question on the questionnaire.

1. Have you seen any of the following Team Shan interactive/social media?

The responses to this item are reported in Table 5.

Table 5. Have you seen any of the following Team Shan interactive media?

Answer	Post Secondary Site 1 (n=84)	Post Secondary Site 2 (n=73)	Post Secondary Sites Total (n=157)
Team Shan website	3	2	5 (3.2%)
Facebook page	12	5	17 (10.8%)
Other internet sites	3	3	6 (3.8%)
None of the above	68	63	131 (83.4%)



From Table 5 it can be seen that the responses are lower than those of the other educational approaches, but that Facebook was the interactive medium most likely accessed by both post secondary sites. The Facebook page was also the most common interactive media in the 2011 results. In general, fewer participants saw the Team Shan interactive media in 2012 (16.6%) than in 2011 (26.3%). This may be due in part to the change in Facebook policy (as discussed in the Evaluation Strategy section) which caused the team to lose all previous Facebook membership.

In an effort to respond to the 2011 recommendation from young women for more social media, an additional question was added to the pre-campaign evaluation regarding other types of social media to include in the campaign. This was evaluated at 3 sites with the following question.

2. What other social media would you suggest Team Shan consider?

The responses to this item are reported in Table 6.

Table 6. What other social media would you suggest Team Shan consider?

Answer	Post Secondary Site 1 (n=98)	Post Secondary Site 2 (n=94)	Post Secondary Site 3 (n=49)	Post Secondary Sites Total (n=241)
Facebook ad	81	74	36	191 (79.3%)
Google ad	33	31	19	83 (34.4%)
Twitter	36	29	15	80 (33.2%)
School website	59	62	29	150 (62.2%)
Other	12	7	6	25 (10.4%)

From Table 6 it can be seen that the most common suggestion for social media was Facebook ads (191), followed by school websites (150). Google ads (83) and Twitter (80) were also common suggestions for social media. These results were useful in determining what additional social media would be effective for young women and all of the suggestions can potentially be integrated into the campaign in the future.

Overall Observations

To compare the three approaches (media/marketing advertisements, print materials and interactive/social media) participants were asked to identify which awareness strategy was most effective for them personally. The results are summarized in Table 7. In addition, participants were asked to provide any other comments.



Table 7. What awareness strategy was the most effective for you?

Answer	Post Secondary Site 1 (n=80)	Post Secondary Site 2 (n=74)	Post Secondary Sites Total (n=154)
Media/Advertisements	55	44	99 (64.3%)
Print Materials	20	21	41 (26.6%)
Interactive/Social Media	18	16	34 (22.1%)

*some respondents reported more than one answer. All were included.

From Table 7 it can be seen that across both post secondary groups the media/marketing advertisements were most favoured, followed by the print materials and then interactive/social media. In our 2011 analysis media/marketing advertisements were also most effective; however, interactive/social media was preferred over print materials. It appears that interactive/social media is slightly less effective than in previous years but implementing some of the newly suggested social media techniques may increase effectiveness again.

The full list of comments appears on Appendix F. It can be seen that the majority of comments are positive and acknowledge the importance of the campaign. For example, some participants said: *“Great way to raise awareness for women,” “I’m glad there are groups fighting for this cause”* and *“It’s a wonderful initiative to bring awareness to people of all ages not only about breast cancer but all cancers!”*

One theme that was commonly addressed in the comments was that the campaign raised awareness of young women being susceptible to breast cancer. Comments included: *“It’s never too young to start checking,” “This info should continue because this is the first time I heard about cancer this early”* and *“I believe it is effective in getting young women aware of breast cancer and not taking it lightly”*. The campaign was effective in presenting this important message as it was mentioned many times in the comments.

A few of the comments included feedback and suggestions about the way the campaign was promoted. A lot of the feedback was positive. For example, *“I really liked the posters on trains and train stations because people really pay attention to them and see them,” “It’s easiest to see on the billboards and bus ads”* and *“Saw it ‘everywhere.”* Most of the positive feedback addressed the media/marketing advertisements in particular.

Some participants felt other methods of promotion were necessary. The most common suggestion was for more promotion using social media. For example, *“Uses through technology are more effective for the awareness of teens,” “I was not aware, more interactive media would be great cause it would allow me to notice it more”* and *“Perhaps send out Facebook invites to join the page”*. It appears that expanding social media methods and advertising existing social media would be effective in promoting the campaign.



Breast Cancer Awareness/Knowledge Level

To assess awareness and knowledge of breast cancer two questions were asked before and after the campaign.

1. How would you describe your knowledge of breast cancer in young women today?
2. What specific breast cancer information are you aware of today?

The results are summarized in Table 8 and Table 9. Comparisons between the 2011 campaign and 2012 campaign are also presented in Table 10 (University of Calgary site) and Table 11 (all sites). Comparisons of the 2008, 2011 and 2012 campaigns for all sites are presented in Table 12.

Table 8. How would you describe your knowledge of breast cancer in young women today? Comparison of pre- and post-campaign results.

Answer	Post Secondary Site 1		Post Secondary Site 2		Post Secondary Sites Total	
	Pre (n=100)	Post (n=85)	Pre (n=100)	Post (n=79)	Pre (n=200)	Post (n=164)
No knowledge	5 (5.0%)	6 (7.1%)	12 (12.0%)	3 (3.8%)	17 (8.5%)	9 (5.5%)
Some knowledge	81 (81.0%)	63 (74.1%)	79 (79.0%)	66 (83.5%)	160 (80.0%)	129 (78.7%)
Well informed	14 (14.0%)	16 (18.8%)	9 (9.0%)	10 (12.7%)	23 (11.5%)	26 (15.9%)

From Table 8 it can be seen that breast cancer knowledge increased after the campaign. Prior to the campaign, 8.5% of participants indicated they had “no knowledge” of breast cancer. This percentage dropped to 5.5% of participants indicating “no knowledge” after the campaign. Participants who saw themselves as “well informed” increased from 11.5% to 15.9% by the end of the campaign. Overall, the majority of participants saw themselves as having “some knowledge” of breast cancer in young women prior to the campaign and after the campaign took place.

Table 9. What specific breast cancer information are you aware of today? Comparison of pre- and post-campaign results.

Answer	Post Secondary Site 1		Post Secondary Site 2		Post Secondary Sites Total	
	Pre (n=95)	Post (n=81)	Pre (n=93)	Post (n=77)	Pre (n=188)	Post (n=158)
Facts	47 (49.5%)	54 (66.7%)	39 (41.9%)	49 (63.6%)	86 (45.7%)	103 (65.2%)
Symptoms	59 (62.1%)	52 (64.2%)	66 (71.0%)	50 (64.9%)	125 (66.5%)	102 (64.6%)
Self Help	37 (38.9%)	37 (45.7%)	36 (38.7%)	31 (40.2%)	73 (38.8%)	68 (43.0%)
Risk Factors	60 (63.2%)	55 (67.9%)	54 (58.1%)	40 (51.9%)	114 (60.6%)	95 (60.1%)



Table 9 illustrates the specific information that participants perceived themselves to be aware of. The post-campaign responses indicated that the groups saw themselves as most aware of facts about breast cancer (65.2%), followed by the symptoms of breast cancer (64.6%) and the risk factors of breast cancer (60.1%). The breast cancer information that participants had the least knowledge about was self help information with only 43.0% indicating awareness of this topic after the campaign. This may be a topic needing more education in future campaigns.

Table 10. Post Secondary Students Self-Identified Levels of Knowledge/Awareness. Comparison of 2011 and 2012 post-campaign results for University of Calgary.

Question	Options	2011 (n=108)	2012 (n=85)	Combined (n=193)
How would you describe your knowledge of breast cancer in young women today?	a. No knowledge	3 (2.7%)	6 (7.1%)	9 (4.7%)
	b. Some knowledge	82 (75.9%)	63 (74.1%)	145 (75.1%)
	c. Well informed	23 (21.3%)	16 (18.8%)	39 (20.2%)
		n=105	n=81	n=186
What specific breast cancer information are you aware of today?	a. Facts	57 (54.3%)	54 (66.7%)	111 (59.7%)
	b. Symptoms	80 (76.2%)	52 (64.2%)	132 (71.0%)
	c. Self Help	69 (65.7%)	37 (45.7%)	106 (57.0%)
	d. Risk Factors	78 (74.3%)	55 (67.9%)	133 (71.5%)

When comparing the 2011 and 2012 results from the University of Calgary site, results were similar for those who saw themselves as having “some knowledge” of breast cancer and those who saw themselves as “well informed”. However, the number of young women who saw themselves as having “no knowledge” of breast cancer increased from 2.7% in 2011 to 7.1% in 2012. The results also suggest that awareness of the symptoms of breast cancer, self help and risk factors decreased in 2012 when compared to 2011. It appears that having the campaign at the University of Calgary in 2011 did not carry over to increased awareness in 2012. This may be due to student turnover but indicates the importance of returning to the same sites with the campaign annually.

In the future, second campaign questionnaires could include a question regarding the status of the young women participating in the evaluation e.g., Is this your first year on campus (yes/no). This may be of interest for first campaigns as well to understand more fully the demographic of young women participating in the evaluations.



Table 11. Post Secondary Students Self-Identified Levels of Knowledge/Awareness. Comparison of 2011 and 2012 post-campaign results for all sites.

Question	Options	2011 (n=159)	2012 (n=164)	Combined (n=323)
How would you describe your knowledge of breast cancer in young women today?	a. No knowledge	4 (2.5%)	9 (5.5%)	13 (4.0%)
	b. Some knowledge	123 (77.4%)	129 (78.7%)	252 (78.0%)
	c. Well informed	32 (20.1%)	26 (15.9%)	58 (18.0%)
		n=151	n=158	n=309
What specific breast cancer information are you aware of today?	a. Facts	82 (54.3%)	103 (65.2%)	185 (59.9%)
	b. Symptoms	103 (68.2%)	102 (64.6%)	205 (66.3%)
	c. Self Help	82 (54.3%)	68 (43.0%)	150 (48.5%)
	d. Risk Factors	107 (70.9%)	95 (60.1%)	202 (65.4%)

When comparing the results from 2011 and 2012 across all sites, there is an increase in young women who saw themselves as having “some knowledge” of breast cancer but a decrease in those who saw themselves as “well informed”. As noted earlier, in both 2011 and 2012 those who saw themselves as “well informed” increased post-campaign. There is also an increase in those who saw themselves as having “no knowledge” of breast cancer in 2012. Although, as noted in both 2011 and 2012, those who saw themselves as having “no knowledge” decreased post-campaign. These results suggest that new campaign methods may need to be implemented to increase awareness since the team is no longer seeing consistent increases in knowledge over the years of the campaign.

Sub-analyses were also performed to examine the specific responses of the individuals who believed they were “well informed” and those who believed they had “some knowledge” after the campaign. Fifteen point nine percent (15.9%) of “some knowledge” respondents reported that they were aware of all four specific breast cancer topics. This percentage increased from 3.9% pre-campaign and from 11.2% post-campaign in 2011. Fifty three point eight percent (53.8%) of “well informed” respondents indicated that they were aware of all four specific breast cancer topics. This percentage also increased slightly from 47.8% pre-campaign and from 53.1% post-campaign in 2011. These results indicate that those who believe they are “well informed” have a more broad knowledge of different aspects of breast cancer information when compared to those with “some knowledge”. However, close to 50% of participants who see themselves as “well informed” are still not aware of all breast cancer information so it important to continue educating young women on these specific topics.



Self help is consistently the information young women are least aware of and may need to be further addressed in the campaign so young women are better informed of how to help themselves.

Table 12. Post Secondary Students Self-Identified Levels of Knowledge/Awareness. Comparison of 2008, 2011 and 2012 post-campaign results for all sites.

Question	Options	2008 (n=109)	2011 (n=159)	2012 (n=164)	Combined (n=432)
How would you describe your knowledge of breast cancer in young women today?	a. No knowledge	6 (5.5%)	4 (2.5%)	9 (5.5%)	19 (4.4%)
	b. Some knowledge	88 (80.7%)	123 (77.4%)	129 (78.7%)	340 (78.7%)
	c. Well informed	15 (13.4%)	32 (20.1%)	26 (15.9%)	73 (16.9%)
		n=103	n=151	n=158	n=412
What specific breast cancer information are you aware of today?	a. Facts	64 (62.1%)	82 (54.3%)	103 (65.2%)	249 (60.4%)
	b. Symptoms	64 (62.1%)	103 (68.2%)	102 (64.6%)	269 (65.3%)
	c. Self Help	46 (44.7%)	82 (54.3%)	68 (43.0%)	196 (47.6%)
	d. Risk Factors	79 (76.7%)	107 (70.9%)	95 (60.1%)	281 (68.2%)

When comparing the 2008, 2011 and 2012 campaigns we can see that the breakdown of responses has remained quite consistent over time. The most common response for the first question was that the majority of post secondary students had “some knowledge” of breast cancer. The breakdown of responses for breast cancer knowledge was very similar for 2008 and 2012 with some variation in 2011. 2011 may have been an irregular campaign period and will be interesting to compare with future results.

Discussion

Overall, the *Team Shan Breast Cancer Awareness & Education Project* was successful in developing a variety of strategies to inform young women about their risk of breast cancer. The majority of young women surveyed reported having seen the campaign and reported positive reactions to the information.

Similar to the Team Shan projects in 2008 and 2011, the media/marketing advertisements were the most frequently noticed by young women, especially transit ads, bus ads and billboards.



The effectiveness of print materials and interactive materials vary from campaign to campaign; print materials were viewed as more effective in 2008 and 2012 while interactive materials were viewed as more effective in 2011. Despite this variation young women consistently reported the need for more social media and not more print media. This may reflect society's trend toward electronic information instead of traditional print materials. In the 2012 campaign the team included a question regarding what specific social media would be most effective and can implement those results in the future.

Since the campaign began in 2006, the majority of respondents believed they had "some knowledge" of breast cancer; this was true for 2006 results in London, 2008 results in London, 2010 pre-campaign in Calgary, 2011 post-campaign in Calgary and 2012 post-campaign in Calgary and Saskatoon. The percentage of respondents who reported "no knowledge" of breast cancer was higher in 2012 than 2011 and the percentage who reported they were "well informed" was lower in 2012 than 2011. This reinforces the need for continued awareness campaigns and the sharing of specific breast cancer information through the use of social media techniques suggested by young women.

Recommendations

A common recommendation from respondents in 2011 and 2012 was the need for more social media as an awareness tool for the campaign. As suggested by young women, Team Shan may want to explore the possibility of advertising the campaign through Facebook ads, Google ads and/or school websites instead of focusing on Facebook pages specifically.

The campaign may also want to address self help topics for breast cancer as this is the information young women consistently report they are least aware of. Marketing and media advertisements (e.g., bus ads) are key strategies in 2012 and in past years and should be continued.

Conclusions

Young women need information about their risk of breast cancer. The Team Shan campaign used a multi-faceted approach that was successful in increasing awareness of this important information. The strategies effective in increasing awareness have evolved slightly since the campaign began in 2006. It is important for Team Shan to expand the campaign to reflect society's reliance on technology in 2012.

The recommendation from young women in 2011 was the need for more social media. Team Shan responded to this request by adding a question specific to social media in the pre-campaign evaluation. It is hoped that the project will continue to grow and expand to include these recommendations and that awareness and knowledge of breast cancer will continue to increase in young women.



**Team Shan Alberta & Saskatchewan Breast Cancer Awareness
for Young Women Project (Year One)
References**

1. Suffel, Stacey and Coleman, Brenda. Literature Review: Breast Cancer in Young Women (2006). Unpublished. www.teamshan.ca.
2. Evaluation of Public Health Awareness Materials and Breast Cancer Awareness Knowledge Level (2006). Unpublished. www.teamshan.ca
3. Suffel, Stacey and Coleman, Brenda, Literature Review: Updated Breast Cancer in Young Women (2007). Unpublished. www.teamshan.ca.
4. Team Shan Community Project Evaluation of Awareness Campaign Targeting Young Women (2008). Unpublished. www.teamshan.ca
5. Chadder, Jennifer and Coleman, Brenda, Review of the Literature: Risk Factors for Breast Cancer in Younger Women & Health Promotion Campaigns (2011). Unpublished. www.teamshan.ca
6. Team Shan Breast Cancer Awareness and Education Project (Calgary) (2011). Unpublished. www.teamshan.ca



Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project (Year One) Tables

1. Have you seen or heard any of the following Team Shan media/marketing advertisements on breast cancer in young women?
2. What was your take home message from the media/marketing advertisements?
3. Have you seen any of the following the Team Shan breast cancer awareness print materials?
4. What was your key take-home message from the awareness print materials?
5. Have you seen any of the following Team Shan interactive/social media?
6. What other social media would you suggest Team Shan consider.
7. What awareness campaign strategy was the most effective for you?
8. How would you describe your knowledge of breast cancer in young women today?
Comparison of Pre and Post-Campaign results.
9. What specific breast cancer information are you aware of today? Comparison of
Pre and Post-Campaign results.
10. Post Secondary Students Self-Identified Levels of Knowledge/Awareness.
Comparison of 2011 and 2012 Post-Campaign results for University of Calgary.
11. Post Secondary Students Self-Identified Levels of Knowledge/Awareness.
Comparison of 2011 and 2012 Post-Campaign results for all sites.
12. Post Secondary Students Self-Identified Levels of Knowledge/Awareness.
Comparison of 2008, 2010 and 2011 Post-Campaign results for all sites.



**Team Shan Alberta & Saskatchewan Breast Cancer Awareness
for Young Women Project (Year One)
Appendices**

- A. Project Press Releases
 - i. Calgary
 - ii. Saskatoon
- B. Media Advertisements
 - i. closed circuit television
 - ii. radio
 - iii. print media
- C. Marketing Displays
 - i. billboards
 - ii. bus shelters
 - iii. transit displays
- D. Print Materials
 - i. poster
 - ii. brochure
 - iii. bookmark
 - iv. U of S table top display
- E. Campus Activities
 - i. SAIT home game program
 - ii. SAIT game promotion photos
 - iii. U of C lunch & learn
- F. Campaign Feedback
- G. Campaign Reach
- H. Evaluation Questionnaires
 - i. Calgary
 - ii. Saskatoon
- I. Evaluation Table
- J. Comments from Young Women
- K. Report from Evaluation Activity Facilitator



Appendix A

Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project Calgary Press Release

Team Shan Breast Cancer Awareness for Young Women (Team Shan) will host a multi-faceted breast cancer awareness campaign in Calgary this fall. The Team Shan Alberta & Saskatchewan Breast Cancer Awareness Project has been made possible through a grant from the Canadian Breast Cancer Foundation-Prairies/NWT Region.

Team Shan, a national charity, is dedicated to raising awareness that breast cancer is not just a disease of older women. Over 900 young women (15-39 years of age) are diagnosed with breast cancer every year in Canada and over 100 young women with breast cancer will die every year in Canada. The Team Shan purpose is to educate the public, health care professionals and young women about early detection, risk reduction and prevention of breast cancer. The long term goals of the Calgary project are to increase early detection of breast cancer in young women and improve outcomes for young women diagnosed with the disease.

Team Shan will be returning to the University of Calgary (U of C) and Southern Alberta Institute of Technology (SAIT) campuses for a second year. The 2011 Calgary campaign will launch the first week in October to coincide with Breast Cancer Awareness Month and run for 6 weeks. Breast cancer awareness marketing activities will include community LRT train and station displays, billboard posters, transit shelter ads and the distribution of awareness print materials. Campus radio spots print media ads will also be used to target young women. Presentations will also be provided to students on campus. The campaign theme is *breast cancer...not just a disease of older women*. Messages will focus on breast cancer facts, risk factors, symptoms and self help strategies.

Team Shan is named after Shanna Larsen. Shan was only 24 when she lost her life to breast cancer. Shan was raised in Northeastern Ontario and graduated with an honours visual arts degree from the University of Western Ontario. The Team Shan logo and sunflower graphics on the awareness materials were inspired from Shan's original art work.

Evaluations from previous Team Shan awareness campaigns concluded that "Shan's face and her story have appealed to young women and made a positive difference in communicating the breast cancer messages to them." Shanna has put a face to the disease and informed young women of their risk of breast cancer. Young women from Calgary have responded positively to the messaging and asked for more.

Thank you for your interest in the Calgary breast cancer awareness campaign and our efforts to make a difference for young women following in Shan's footsteps.

Lorna Larsen
Team Shan President
519-421-3666
teamshan@gmail.com
www.teamshan.ca



Appendix A

Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project

Saskatoon Press Release

Team Shan Breast Cancer Awareness for Young Women (Team Shan) will host a multi-faceted breast cancer awareness campaign in Saskatoon this fall. The Team Shan Alberta & Saskatchewan Breast Cancer Awareness Project has been made possible through a grant from the Canadian Breast Cancer Foundation-Prairies/NWT Region.

Team Shan, a national charity, is dedicated to raising awareness that breast cancer is not just a disease of older women. Over 900 young women (15-39 years of age) are diagnosed with breast cancer every year in Canada and over 100 young women with breast cancer will die every year in Canada. The Team Shan purpose is to educate the public, health care professionals and young women about early detection, risk reduction and prevention of breast cancer. The long term goals of the Saskatoon project are to increase early detection of breast cancer in young women and improve outcomes for young women diagnosed with the disease.

The Saskatoon campaign will coincide with Breast Cancer Awareness Month and launch the first week in October. The project will run for 6 weeks on and around the University of Saskatchewan (U of S) campus. Activities include community billboard displays, bus and bus shelter ads and the distribution of awareness print materials. Campus print media ads will also be used to target young women at U of C. The campaign theme is *breast cancer...not just a disease of older women*. Messages will focus on breast cancer facts, risk factors, symptoms and self help strategies.

Team Shan is named after Shanna Larsen. Shan was only 24 when she lost her life to breast cancer. Shan was raised in Northeastern Ontario and graduated with an honours visual arts degree from the University of Western Ontario. The Team Shan logo and sunflower graphics on the awareness materials were inspired from Shan's original art work.

Evaluations from previous Team Shan awareness campaigns concluded that "Shan's face and her story have appealed to young women and made a positive difference in communicating the breast cancer messages to them." Shanna has put a face to the disease and informed young women of their risk of breast cancer.

Thank you for your interest in the Saskatoon breast cancer awareness campaign and our efforts to make a difference for young women following in Shan's footsteps.

Lorna Larsen
Team Shan President
519-421-3666
teamshan@gmail.com
www.teamshan.ca



Appendix F

Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project (Year One)

Campaign Feedback

Project Comments

Project partners and individuals both on and off campus responded positively to the campaign and Shan's story. Media and marketing professionals went out of their way to provide the best coverage and in kind support for the campaign. They also took the time to provide feedback to a message that resounded with them.

- *"This picture and a couple of others in Saskatoon made me stop and read the small print and find out who Shanna Larsen was. Her story is a powerful one and I am grateful for her family's willingness to go public with her story. I have a daughter who is 13 and Shan's story makes me terribly aware of how important check ups are and how urgently we need to find ways to prevent this terrible disease and find a cure for it."*
- *"Saw Shanna's picture on a bus shelter mural in Saskatoon and was struck by her youth, her obvious beauty and her lovely smile. We are losing far too many wonderful women to this awful epidemic."*
- *"It's great to see a familiar face on all the billboards here in Saskatoon, there must be 20+ ones around the city!"*
- *"I appreciate the good work that Team Shan is doing. It's important to raise awareness about such a devastating illness as breast cancer."*
- *"Breast cancer is not just a disease of older women. We would love the opportunity to help facilitate awareness to the U of S community."*
- *"The Team Shan initiative has put a face on breast cancer in the young."*
- *"What you are doing is very powerful."*

Young Women

The long term goals of the Team Shan Alberta & Saskatoon Breast Cancer Awareness for Young Women Project are to increase early detection for young women with breast cancer providing an opportunity for earlier treatment and improved outcomes for young women diagnosed with breast cancer. The project has provided young women with breast health information that will last their lifetime.

Young women participated in the formal Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project (Year One) evaluation. (Appendix J) They also responded informally through interactive media and face to face campus events. The feedback on the campaign was extremely positive and the young women appreciated not being left out of breast cancer messaging. No negative comments were received.

- *"I am in Saskatoon SK and the billboard is there too:) such a good message!"*
- *"Saw it [Shan's face] everywhere and now I need more information."*
- *"I know her face." "I've seen her face all over the place."*
- *"She [Shan] was everywhere, her beautiful face."*
- *"Saw LRT ads." Saw it [poster] on the train." Saw it [poster] at work." Saw it on TV"*
- *"I played the Team Shan spots on the radio."*
- *"I have a button." "I am wearing my button."*
- *"Great idea-thanks." "It's great what you are doing. Thank you."*

Team Shan Breast Cancer Awareness for Young Women Project



Appendix G

Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project (Year One) Campaign Reach

The Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project (Year One) targeted young women aged 17-29 years of age attending post secondary schools in Calgary and Saskatoon from October through December 2010. Targeted sites included the University of Calgary (U of C), Southern Alberta Institute of Technology (SAIT) and University of Saskatchewan (U of S).

The total project population estimate for females 17-29 years of age at the targeted sites was 33,000 students plus the enhanced female population living and working in and around the designated campuses. Table 1 outlines the direct project reach activities for young women.

Table 1. Campaign Reach for Young Women by Activity

Activity	Target Sites	External Requests
Print Materials		
• brochures	2,250	500
• bookmarks	2,300	1,200
• buttons	400	100
Interactive/Social Media		
• email messages	7	N/A
Evaluation Activities		
• questionnaires	373	N/A
• displays	200	N/A
U of C Presentations		
• print materials	35	N/A
SAIT Campus Displays		
• print materials	200	N/A
SAIT Sporting Events		
• game programs	250	N/A
• game bags	275	N/A
TOTAL	6,290	1,800

Print materials were disseminated through Team Shan activities and campus partners. Pre and post campaign evaluation activities were completed with young women on campus at U of C and U of S. Campus displays, presentations and sporting events at the Calgary sites also provided further direct reach with female students.

Hundreds of young women were reached by the broader media and marketing activities from the campaign including closed circuit television, radio, print and interactive media, billboards, bus shelter ads and LRT train and station displays. An unknown number of young women visited the website and the Team Shan Facebook page *Team Shan Breast Cancer Awareness for Young Women*.



Appendix H
Team Shan Alberta & Saskatchewan Breast Cancer Awareness for
Young Women (Year One)
Evaluation Questionnaire (Calgary)

We are requesting your help in evaluating the Team Shan Breast Cancer Awareness for Young Women (Team Shan) campaign implemented in Calgary from October to December 2011. The campaign activities took place on and around campus. Your participation is voluntary. The questionnaire is confidential and will only take a few minutes of your time. Your assistance is greatly appreciated.

- 1. Have you seen or heard any of the following Team Shan media/marketing advertisements on breast cancer in young women? Please check all that apply.**
 - a. closed circuit TV ☐
 - b. campus radio ☐
 - c. campus newspaper ☐
 - d. LRT transit ads ☐
 - e. bus shelter ads ☐
 - f. billboards ☐
 - g. other ☐ Please specify:
 - h. none of the above ☐ (please go to question 3)

- 2. If yes, what was your take home message from the media/marketing advertisements?**

- 3. Have you seen any of the following Team Shan breast cancer awareness print materials? Please check all that apply.**
 - a. pamphlet ☐
 - b. poster ☐
 - c. bookmark ☐
 - d. other ☐ Please specify:
 - e. none of the above ☐ (please go to question 5)

- 4. If yes, what was your key take home message from the awareness print material(s)?**

5. Have you seen any of the following Team Shan interactive/social media? Please check all that apply.
- a. *Team Shan* website ☐
 - b. *Team Shan Breast Cancer Awareness for Young Women* Facebook page ☐
 - c. other internet sites ☐
 - d. none of the above ☐
6. What awareness campaign strategy was the most effective for you? Please check only one.
- a. media/marketing advertisements ☐
 - b. awareness print materials ☐
 - c. interactive/social media ☐
7. Please provide any further comment(s) on the Team Shan breast cancer awareness campaign for young women.

Please complete the following questions to assist us in evaluating the awareness level of breast cancer in young women. Thank you.

8. How would you describe your knowledge of breast cancer in young women today? Please check only one.
- a. no knowledge ☐
 - b. some knowledge ☐
 - c. well informed ☐
9. What specific breast cancer information are you aware of today? Please check all that apply. If none apply, please leave blank.
- a. Facts ☐
 - b. Symptoms ☐
 - c. Self Help ☐
 - d. Risk Factors ☐

Thank you again for your time to complete this questionnaire. Please provide your email address to the Team Shan member if you would like to receive an electronic copy of the analysis of the completed questionnaires. Thank you.

Appendix H
Team Shan Alberta & Saskatchewan Breast Cancer Awareness for
Young Women (Year One)
Evaluation Questionnaire (Saskatoon)

We are requesting your help in evaluating the Team Shan Breast Cancer Awareness for Young Women (Team Shan) campaign implemented in Saskatoon from October to December 2011. The campaign activities took place on and around campus. Your participation is voluntary. The questionnaire is confidential and will only take a few minutes of your time. Your assistance is greatly appreciated.

- 1. Have you seen or heard any of the following Team Shan media/marketing advertisements on breast cancer in young women? Please check all that apply.**
 - a. closed circuit TV ☐
 - b. campus newspaper ☐
 - c. bus ads ☐
 - d. bus shelter ads ☐
 - e. billboards ☐
 - f. other ☐ Please specify:
 - g. none of the above ☐ (please go to question 3)

- 2. If yes, what was your take home message from the media/marketing advertisements?**

- 3. Have you seen any of the following Team Shan breast cancer awareness print materials? Please check all that apply.**
 - a. pamphlet ☐
 - b. poster ☐
 - c. bookmark ☐
 - d. table top display ☐
 - e. other ☐ Please specify:
 - f. none of the above ☐ (please go to question 5)

- 4. If yes, what was your key take home message from the awareness print material(s)?**

5. Have you seen any of the following Team Shan interactive/social media? Please check all that apply.

- a. *Team Shan* website ☐
- b. *Team Shan Breast Cancer Awareness for Young Women* Facebook page ☐
- c. other internet sites ☐
- d. none of the above ☐

6. What awareness campaign strategy was the most effective for you? Please check only one.

- a. media/marketing advertisements ☐
- b. awareness print materials ☐
- c. interactive/social media ☐

7. Please provide any further comment(s) on the Team Shan breast cancer awareness campaign for young women.

Please complete the following questions to assist us in evaluating the awareness level of breast cancer in young women. Thank you.

8. How would you describe your knowledge of breast cancer in young women today? Please check only one.

- a. no knowledge ☐
- b. some knowledge ☐
- c. well informed ☐

9. What specific breast cancer information are you aware of today? Please check all that apply. If none apply, please leave blank.

- a. Facts ☐
- b. Symptoms ☐
- c. Self Help ☐
- d. Risk Factors ☐

Thank you again for your time to complete this questionnaire. Please provide your email address to the Team Shan member if you would like to receive an electronic copy of the analysis of the completed questionnaires. Thank you.



Appendix I
Team Shan Community Breast Health Projects (Post Secondary School Sites)
Awareness Strategies & Breast Cancer Awareness Evaluation Summaries

	Options	2006 (Pre)	2008 (Post)	Percentage Difference	2010 (Pre)	2011 (Post)	Percentage Difference	2011 (Pre)	2012 (Post)	Percentage Difference
		N=125	N=98		N=199	N=159		N=200	N=154	
What awareness strategy was the most effective for you?	a) media/advertisements	N/A	73 (74.5%)	N/A	N/A	98 (61.6%)	N/A	N/A	99 (64.3%)	N/A
	b) awareness print materials	N/A	28 (28.6%)	N/A	N/A	37 (23.3%)	N/A	N/A	41 (26.6%)	N/A
	c) interactive media	N/A	13 (13.3%)	N/A	N/A	55 (34.6%)	N/A	N/A	34 (22.1%)	N/A
		N=102	N = 109		N=199	N=159		N=200	N=164	
How would you describe your knowledge of breast cancer in young women today?	a) no knowledge	14 (13.7%)	6 (5.5%)	-8.2%	27 (13.6%)	4 (2.5%)	-11.1%	17 (8.5%)	9 (5.5%)	-3.0%
	b) some knowledge	68 (66.6%)	88 (80.7%)	+14.1%	151 (75.9%)	123 (77.4%)	+1.5%	160 (80.0%)	129 (78.7%)	-1.3%
	c) well informed	20 (19.6%)	15 (13.8%)	-5.8%	21 (10.6%)	32 (20.1%)	+9.5%	23 (11.5%)	26 (15.9%)	+4.4%
		N=98	N=103		N=184	N=151			N=158	
What specific breast cancer information are you aware of today?	a) facts	44 (44.9%)	64 (62.1%)	+17.2%	93 (50.5%)	82 (54.3%)	+3.8%	86 (45.7%)	103 (65.2%)	+19.5%
	b) symptoms	69 (70.4%)	64 (62.1%)	-8.3%	110 (59.8%)	103 (68.2%)	+8.4%	125 (66.5%)	102 (64.6%)	-1.9%
	c) self help	51 (52.0%)	46 (44.7%)	-7.3%	60 (32.6%)	82 (54.3%)	+21.7%	73 (38.8%)	68 (43.0%)	+4.8%
	d) risk factors	47 (48.0%)	79 (76.7%)	+28.7%	108 (58.7%)	107 (70.9%)	+12.2%	114 (60.6%)	95 (60.1%)	-0.5%

Appendix J
Team Shan Alberta & Saskatchewan Breast Cancer
Awareness for Young Women Project (Year One)
Comments from Young Women

Calgary Site (28)

- Great way to raise awareness for women
- I'm glad there are groups fighting for this cause
- I think you are doing a great job. You definitely got your point across ☺
- Young people, my grandpa had "breast cancer" as well as my mom
- Excellent message. It's never too soon to start checking
- LRT was very effective
- Online is probably the best way to market this
- I think you guys are doing a great job spreading awareness
- I like your job and I bet many young women would like to volunteer in order to spread the awareness about breast cancer
- I think it's wonderful
- I have only seen the pamphlets and bookmarks
- The caption didn't stand out for me. When I took a second look I actually read the poster today
- Keep it up SO IMPORTANT
- I saw the ads so for sure it got around much more than other ad campaigns I've seen
- This info should continue, because this is the first time I heard about cancer this early
- Info on the back of bathroom stalls is effective
- Social media and TV would be most effective
- Advise more young women to go for their yearly physicals
- Any way is good
- I think it is a good effort
- Good job on it
- I really liked the posters on trains and train stations because people really pay attention to them and see them
- If it's for young women, then make it fun and appealing-Energy Bright Colours
- Good job-keep it up ☺
- Bringing awareness
- Running groups
- Uses through technology are more effective for the awareness of teens
- I was not aware, more interactive media would be great cause it would allow me to notice it more



Saskatoon Site (20)

- Great campaign-spreading awareness
- A job well done-keep up the good work
- Breast health is important for every woman. Get it checked up every year to make sure yours is in good health
- More awareness and walks
- It provides great awareness for young women
- That it can happen to anyone, any age
- I think it was very powerful
- It was “everywhere”
- It’s easiest to see on the billboards & bus ads
- It’s a wonderful initiative to bring awareness to people of all ages not only about breast cancer but all cancers!
- Think it’s a good idea and important
- Multi sourced ads are the best way to go
- I really like that the campaign wasn’t about fundraising, but awareness in general. Because I kept seeing the posters/billboards. I downloaded an app that reminds me to check for breast cancer
- Saw it “everywhere”
- Thanks for the awareness message
- This is a very good campaign
- Keep it coming
- Perhaps send out facebook invites to join the page, I would. I just didn’t know about it
- I believe it is effective in getting young women aware of breast cancer and not taking it lightly

All sites total (48)



Team Shan Breast Cancer Awareness for Young Women Project



Appendix K

Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women Project (Year One) Evaluation Facilitator Comments

On campus project evaluation venues at the University of Calgary (U of C) and University of Saskatoon (U of S) were very successful in reaching a sample of the target population. Team Shan display tables were set up in the U of C student union building and the U of S tunnel where hundreds/thousands of students pass by every day. Both sites were located close to campus food outlets. Students were on their way to and from classes or en route for refreshments or meals. Campus contacts assisted in the facilitation of the evaluation activities on site. The activities provided the opportunity for further campaign resource distribution and breast cancer awareness and education for the young women on campus.

Pre-Campaign

The U of C pre-campaign evaluation activity went very well. Female students were eager to participate in the evaluation activity and complete the questionnaire. Students were pleased to receive the print resources, buttons and pens. The students provided verbal support for the upcoming campaign. A few of the students recognized Team Shan and were glad to see Team Shan back on campus. A total of 100 questionnaires were completed.

U of S site was also successful in reaching 100 young women on campus. Students were engaging and pleased to participate in the questionnaire. In total, 200 evaluation tools were completed at the two pre-campaign sites.

Post-Campaign

The U of C post-campaign evaluation activity went well with a total of 89 questionnaires completed.

The U of S post-campaign evaluation activity was also successful with 85 post campaign evaluation tools completed. A total of 174 questionnaires were completed at the two post secondary school sites.

Respondents from both campuses responded positively to the activities they had seen or heard, particularly the LRT displays in Calgary and the multifaceted approach to the messaging in both cities. Young women commented on Shan's face and the impact of her story on the campaign messaging. They also expressed gratitude for the campaign and Team Shan efforts to direct breast cancer awareness towards young women on campus.



Undergraduate first year students through to graduate students participated in the evaluation activities on campus.

The participants from both campus sites came from a variety of ethnic and cultural backgrounds. The issue of breast cancer in young women resonated with the young women. Participants shared their own experiences with breast cancer either through family members or their friends. Many commented on the need to know their risk and appreciated the materials and marketing facilitated by Team Shan. Some had also participated in the pre-campaign evaluation activity or campaign presentations and recognized Team Shan on campus.

Campus partners took the time to stop by the displays and respond to the campaign. Feedback was extremely positive and the desire to participate in further awareness on campus was extended at both the Calgary and Saskatoon evaluation sites.

Social Media

In order to respond to the 2011 recommendation from young women to use more social media as an information tool, Team Shan asked a more detailed question on social media options at both pre-campaign evaluation sites and SAIT campus event.

A total of 241 young women participated in this activity. They also suggested media and marketing advertisements, print materials and other campus activities to raise awareness. All of these suggestions were part of the 2011 campaigns.

Lorna Larsen
Evaluation Activity Facilitator



Team Shan Breast Cancer Awareness for Young Women Project

