

**TEAM SHAN MANITOBA & SASKATCHEWAN (Year One)
AND ALBERTA & SASKATCHEWAN (Year Two) BREAST
CANCER AWARENESS FOR YOUNG WOMEN
PROJECTS**

Evaluation of Awareness Campaigns Targeting Young Women

April 2013



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



Team Shan Manitoba & Saskatchewan (Year One) and Alberta & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Projects

Evaluation of Awareness Campaigns Targeting Young Women April 2013

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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 Manitoba & Saskatchewan (Year One) and Alberta & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Projects

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Team Shan Manitoba & Saskatchewan (Year One) and Alberta & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Projects

Acknowledgements

The success of the *Team Shan Manitoba & Saskatchewan (Year One) and Alberta & Saskatchewan (Year Two) Breast Cancer Awareness and Education Projects* 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 Regina (U of R), University of Saskatchewan (U of S), University of Alberta (U of A), University of Lethbridge (U of L) and Northern Alberta Institute of Technology (NAIT) 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 across the prairies.

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 projects in Regina and Saskatoon, Saskatchewan and Edmonton and Lethbridge, Alberta.

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 impact of the *Team Shan Manitoba & Saskatchewan (Year One) and Alberta & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Projects* highlights the effective 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 Manitoba & Saskatchewan project in Winnipeg the fall of 2013.

Lorna Larsen
Project Coordinator
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Team Shan Breast Cancer Awareness for Young Women Project



Team Shan Manitoba & Saskatchewan (Year One) and Alberta & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Projects

Evaluation of Awareness Campaigns 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 mission 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 Breast Cancer Awareness for Young Women Projects

The 2012/13 *Team Shan Manitoba & Saskatchewan (Year One) and Alberta & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Projects* built on the success of previous *Team Shan* public awareness campaigns particularly projects facilitated in Calgary and Saskatoon from 2010-2012.

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 projects was to raise breast cancer awareness with young women on designated post secondary school sites in Regina and Saskatoon, Saskatchewan and Edmonton and Lethbridge, Alberta. The second year of the *Team Shan Manitoba & Saskatchewan Breast Cancer Awareness for Young Women Project* will be facilitated in 2013 on campuses in Winnipeg, Manitoba.

The short term objectives of the breast cancer awareness projects included activities to:

- facilitate comprehensive breast cancer awareness campaigns 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 projects 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 Manitoba & Saskatchewan (Year One) and Alberta & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Projects* were implemented in October 2012 on and around the University of Regina (U of R), University of Saskatchewan (U of S), University of Alberta (U of A), Northern Alberta Institute of Technology (NAIT) and University of Lethbridge (U of L).

The awareness campaigns 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 campaigns also reached the general public.

Campaign media activities included campus closed circuit television, radio, print and interactive media. Further marketing strategies included light rail transit (LRT) train and stations displays in Edmonton and the use of bus shelter ads, exterior and interior bus displays and billboards in Regina, Saskatoon, Edmonton and Lethbridge.

Young women from previous campaigns recommended more social media as an awareness tool. Facebook was identified in 2012 as the social media of choice. Team Shan utilized Facebook ads in the 2012/13 project marketing plan.

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

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

Campaign Reach

The direct and indirect campaign reach at targeted project sites was 13,500 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 5,600 young woman during the campaign. Potential total reach in 2012/13 was 19,100 young women. Further reach will continue into 2013 through ongoing resource distribution by campus partners, requests and project sharing opportunities.

Evaluation Strategy

The campaigns were formally evaluated from a random sample of young women on three post secondary school sites (University of Saskatchewan, University of Alberta and University of Lethbridge). Two hundred and ninety-eight (298) young women participated in completing questionnaires prior to the campaign. Two hundred and twelve (212) 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 previous awareness projects in the prairies where possible.

Results

- the campaigns were effective in increasing knowledge of breast cancer. Only 8.8% of respondents felt they had no breast cancer knowledge after the campaign compared to 13.8% who felt they had no knowledge prior to the campaign;
- respondents who saw themselves as well informed rose from 12.4% pre-campaign to 14.7% post-campaign;
- the majority of respondents saw themselves as having “some knowledge” of breast cancer both pre and post-campaign (73.8% pre-campaign, 76.5% post-campaign);
- young women saw themselves as most informed about the symptoms of breast cancer both pre and post-campaign. In contrast, young women saw themselves as least informed about self-help activities. This is consistent with previous campaigns and indicates the need for continued and varied education on self help information;
- the majority of respondents noticed the Team Shan media/marketing campaign. This includes 92.0% of the post secondary school students surveyed;
- of the media/marketing advertisements, transit ads were ranked as the most frequent medium viewed, followed by bus shelter ads, billboards and campus newspaper. Newspaper ads were viewed a great deal more frequently in the current campaigns than in previous years;
- of the print materials, posters were the most frequently seen. More young women saw the Team Shan print materials in 2013 than previous years (62.9% in 2011; 65.6% in 2012; 79.2% in 2013);
- of the interactive/social media, Facebook ads and the Team Shan Facebook page were the most commonly viewed;
- 71.7% of young women did not see any interactive/social media, despite efforts to implement the interactive/social media suggested in previous years. This is still an area where development is needed for greater campaign reach;
- across all three sites the marketing/media advertisements were most favored, followed by print materials, and then interactive/social media. These results are consistent with the 2012 project;
- the majority of comments were positive in regards to the campaign and thanked the team for their efforts in increasing awareness. A number of useful recommendations were also provided for expanding future campaigns.

Recommendations

Results support the need for continued education and public awareness on the issue of breast cancer across the age trajectory. Young women in the 2013 project provided useful suggestions for ways in which they would like to receive information for future campaigns. Team Shan may want to explore alternative methods including more public presentations and spokespeople on campus to allow young women the opportunity to hear and discuss Team Shan.



In addition, Team Shan should consider further emphasis on links to websites and Facebook pages on their media/marketing advertisements, print materials and other awareness activities to encourage more use of interactive/social media. Marketing/media advertisements and print materials were key campaign strategies in 2012/13 and should be continued.

Conclusions

The Team Shan campaign used a multi-faceted approach to increase awareness of breast cancer in young women. The campaign has increased awareness consistently over a number of years and has evolved and expanded based on suggestions by young women at various campaign sites. The strategies implemented to date have been effective but Team Shan should continue to utilize the suggestions made in order to increase young women's knowledge of breast cancer.



Team Shan Manitoba & Saskatchewan (Year One) and Alberta & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Projects

Evaluation of Awareness Campaigns Targeting Young Women

Team Shan

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Team Shan Breast Cancer Awareness for Young Women Projects

The 2012/13 *Team Shan Manitoba & Saskatchewan (Year One) and Alberta & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Projects* built on previous *Team Shan* public awareness campaigns particularly projects facilitated in the prairies from 2010-2012. 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.
(1) (2) (3) (4) (5) (6) (7)

The aim of the projects was to raise breast cancer awareness with young women on designated post secondary school sites in Regina and Saskatoon, Saskatchewan and Edmonton and Lethbridge, Alberta. The second year of the *Team Shan Manitoba & Saskatchewan Breast Cancer Awareness for Young Women Project* will be facilitated on campuses in the fall of 2013 in Winnipeg, Manitoba.

The short term objectives of the breast cancer awareness projects included activities to:

- facilitate comprehensive breast cancer awareness campaigns 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 projects 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 Manitoba & Saskatchewan (Year One)* and *Alberta & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Projects* were implemented in October 2012. Project press releases were distributed prior to the campaign launch. (Appendix A) The project was also featured in the CBCF-Prairies/NWT Region 2011/12 Annual Report. (Appendix A)

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

The project was implemented on and around the University of Regina (U of R), University of Saskatchewan (U of S), University of Alberta (U of A), Northern Alberta Institute of Technology (NAIT) and University of Lethbridge (U of L) campuses.

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 included campus closed circuit television, radio, print and interactive media. (Appendix B) Social media included campus and Team Shan websites and Facebook pages. A Team Shan Facebook ad targeting young women with a mobile device also ran for a month during the project campaigns. Closed circuit television spots were not available at U of L or NAIT. Campus radio was not available on the U of R and U of S sites, but campaign radio spots ran on community radio C95 in Saskatoon.

Further marketing strategies included light rail transit (LRT) train and station displays in Edmonton and the use of interior and exterior bus displays, bus shelter and billboard posters in Regina, Saskatoon, Edmonton and Lethbridge. (Appendix C)

Radio interview requests to support the campaign messaging were received from C95 in Saskatoon and CJSR at the University of Alberta in Edmonton. All campus media provided excellent campaign coverage and inkind support for the projects.

Printed brochures, posters and bookmarks were distributed on post secondary school sites, on table top displays and during campus events e.g., NAIT home basketball and volleyball games. (Appendix D) Further print materials e.g., shower cards were distributed through project partnerships with campus student health services. (Appendix D) Buttons, pens and wrist bands were also distributed at campus presentations, displays and athletic events. (Appendix E)

Tremendous support was received for the distribution of campaign print materials at all five post secondary school sites. Brochures, bookmarks and posters were disseminated through student health services, campus libraries, bookstores, student services, clubs and athletics e.g., U of R and U of S Women's Resource Centre, U of S Health Sciences Association, U of L School of Nursing, NAIT Athletic Department. (Appendix E)



Project resource requests were received from another five college and university campuses in Alberta and Saskatchewan. 2012/13 campaign resources directly reached a total of eleven college and university campuses across Alberta and Saskatchewan. Project print materials were also shared at professional conferences.

The second campaign at the University of Saskatchewan afforded the opportunity to work with community partners e.g., CBCF Run for the Cure event in Saskatoon and C95 community radio in Saskatoon.

The use of a specific person (Shanna) and Shan's story resonated with young women on campus. Young women responded favourably to the campaigns through written and verbal feedback on campus. They also took the time to offer awareness activity suggestions for future campaigns. (Appendix F) Project partners provided positive feedback on the campaigns. (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 1,200 female students were directly reached through evaluation activities, campus displays and presentations. Further campaign reach was obtained through the distribution of resource materials on campus and through project partner activities. Total direct 2012/13 campaign reach at targeted project sites was 13,500. (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 5,600 young women during the campaign. Potential total reach from the projects was 19,100 female students. Further reach will continue into 2013 through ongoing resource distribution by campus partners, requests and project sharing opportunities. (Appendix G)

Evaluation Strategy

The campaign was formally evaluated by young women on three post secondary school sites (University of Saskatchewan, University of Alberta and University of Lethbridge). The volunteer participants were female students on campus aged 17-29 years of age. The target number of participants was 300 for both the pre and post-campaign evaluation activities. Two hundred and ninety-eight (298) young women participated in completing questionnaires prior to the campaign. Two hundred and twelve (212) young women participated in completing questionnaires after the campaign. Student demographics were collected during both campaign evaluation activities.

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 evaluation activity was facilitated in September 2012 and provided the sample target population breast cancer awareness/knowledge level 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/February 2013. 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 previous Team Shan projects 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.

Results

Student demographic results are reported in Appendix H. A total of 159 (31.2%) first year students, 312 (61.2%) second to fourth year students, 26 (5.1%) graduate students and 13 (2.5%) non students from the three designated post secondary school sites participated in the project evaluation activities. Total participation from young women from designated campuses was 510.

Awareness levels of breast cancer facts, risk factors, symptoms and self help strategies increased pre to post campaigns. The full results of the 2012 awareness strategies and self reported breast cancer knowledge and awareness questions from young women are summarized in Appendix I.

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 (at the Universities of Alberta and Saskatchewan only), campus newspaper, transit ads, bus shelter ads, billboards and radio. Assessment of the media/marketing advertisements was conducted through 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 all three 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	Site 1 n=88	Site 2 n=56	Site 3 n=68	Sites Total n=212
Closed circuit TV	18	20	N/A	N/A
Campus Newspaper	31	14	24	69 (32.6%)
Transit ads	61	41	36	138 (65.1%)
Bus shelter ads	31	27	22	80 (37.7%)
Billboards	42	14	19	75 (35.4%)
Radio	19	1	5	25 (11.8%)
Other	8	2	6	16 (7.6%)
None	4	3	10	17 (8.0%)

The majority of respondents noticed the Team Shan media campaign (92.0% of all post secondary students surveyed). This demonstrates the campaign was effective in reaching its target audience. These results are similar to previous campaign years with slightly higher results than the 2012 campaign when 89.6% of all respondents reported seeing the Team Shan media/marketing advertisements.

Of the 2012 post secondary students the most frequent medium for seeing the Team Shan media/marketing advertisements was transit ads (138) followed by bus shelter ads (80), billboards (75) and campus newspaper (69). The less frequent response was radio (25). These results have remained generally consistent over time. The largest change from the 2012 campaign was newspaper viewings. 32.6% of respondents reported seeing Team Shan materials within campus newspapers in 2013 in comparison to only 18.5% in the 2012 campaign.



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

Answer	Site 1 (n=73)	Site 2 (n=48)	Site 3 (n=47)	All Sites (n=168)
Breast cancer can happen at any age/young and older women	41	24	26	91 (54.2%)
Self help messages/get checked	19	12	12	43 (25.5%)
Breast cancer awareness/serious disease	15	11	9	35 (20.8%)
Shan/face/young/tragic	4	6	5	15 (8.9%)
Help/support/research/cure/donate	5	7	3	15 (8.9%)
Positive/effective campaign/informative	2	3	4	9 (5.4%)
No answer	2	1	0	3 (1.8%)
Blanks	15	8	21	44

*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 understanding that breast cancer can happen at any age. This was also the most common response for post secondary participants in 2011 and 2012 as well and a major message the team hoped to communicate.

The importance of self help activities such as breast awareness was the second most common take home message (43), followed by the importance of being aware of breast cancer and its seriousness (35). Awareness of the importance of self help activities increased when compared to 2012 (18.9% in 2012 compared to 25.5% in 2013). The belief that the Team Shan campaign take home message is the personal tragedy of Shan has consistently increased over the years of the campaign (2.4% in 2011, 7.6% in 2012, and 8.9% in 2013).

Print Materials

The print materials included a pamphlet, posters, bookmarks and a table top display (at the University of Saskatchewan only). 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 all three 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	Site 1 n=88	Site 2 n=56	Site 3 n=68	Sites Total n=212
Pamphlet	33	10	18	61 (28.8%)
Poster	62	33	43	138 (65.1%)
Bookmark	13	4	8	25 (11.8%)
Table Top Display	25	N/A	N/A	N/A
Other	5	1	1	7 (3.3%)
None	8	18	18	44 (20.8%)

From Table 3 it can be seen that the poster (138) was by far the most commonly seen, followed by the pamphlet (61). The bookmark was seen less frequently (25) than the other print materials. These results are consistent with previous campaigns. 44 (20.75%) of participants did not see any print materials from the Team Shan campaign. More participants saw Team Shan print materials in 2013 than in previous years (62.9% saw print materials in 2011, 65.6% in 2012, and 79.2% in 2013). Print materials have gained more visibility during this campaign than any other past campaigns.

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

Answer	Site 1 (n=64)	Site 2 (n=32)	Site 3 (n=39)	All Sites (n=135)
Breast cancer can happen at any age/young and older women	34	16	18	68 (50.4%)
Self help messages/get checked	16	13	13	42 (31.1%)
Breast cancer awareness/serious disease	15	7	6	28 (20.7%)
Help/support/research/cure/donate	10	5	1	16 (11.9%)
Shan/face/young/tragic	4	2	3	9 (6.6%)
Positive/effective campaign/informative	2	0	2	4 (2.6%)
No answer	1	0	3	4 (2.6%)
Blanks	24	24	29	77

*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 (68). The importance of self help activities was the second most common response (42), followed by the importance of being aware of breast cancer and its seriousness (28). These three take home messages are consistent with the take home messages from the 2011 and 2012 campaigns.

Interactive/Social Media

The interactive/social media consisted of having a *Team Shan* website, *Team Shan Breast Cancer Awareness for Young Women* Facebook page, a *Team Shan* Facebook ad, and 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/social media?

Answer	Site 1 n=88	Site 2 n=56	Site 3 n=68	Sites Total n=212
Team Shan Website	3	1	2	6 (2.8%)
Facebook Page	8	5	4	17 (8.0%)
Facebook Ad	17	6	6	29 (13.7%)
Other Internet Sites	1	1	4	6 (2.8%)
None	58	41	53	152 (71.7%)

From Table 5 it can be seen that responses for seeing the various types of interactive/social media are lower than those of the other educational approaches. The *Team Shan* Facebook ad (29) was the most common form of interactive/social media viewed by participants and reflects a direct recommendation from participants in the 2012 campaign (discussed in more detail in the following section). In general, more participants saw Team Shan interactive/social media in the current campaign (28.3%) than in the 2011 campaign (26.3%) or the 2012 campaign (16.6%) suggesting that it is an evolving but useful campaign method.

Facebook Report

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. Facebook was the social media of choice and a Facebook ad was used in the 2012 project marketing. Facebook analytics provided some details on campaign Facebook ad reach to young women across Canada.

The campaign Facebook ad ran for the month of November. The ad targeted 3,345,480 young women across Canada between the ages of 18-29 and in the category of mobile users. The ad reached 523,744 young women with a social reach of 4,903 and 15 new likes to the Team Shan Facebook page.



A total of 29 participants reported seeing the Team Shan Facebook ad. This was the most common form of interactive/social media viewed and has proven to be an important form of interactive/social media for future campaigns. It is also important to note that Facebook is a form of social media not run by Team Shan and therefore Team Shan is susceptible to Facebook's procedural changes. Some of these changes occurred in 2012 and resulted in the loss of Team Shan 'fans'. Facebook is a widely used program and useful for future campaigns but people need to be aware that changes occur and be prepared to deal with them when they do.

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 6. In addition, participants were asked to provide comments.

Table 6. Which awareness strategy was the most effective for you?

Answer	Site 1 n=74	Site 2 n=46	Site 3 n=52	Sites Total n=172
Media/Marketing Ads	36	28	34	98 (57.0%)
Print Materials	30	14	13	57 (33.1%)
Interactive/Social Media	8	4	5	17 (9.9%)

From Table 6 it can be seen that, across all three sites, the media/marketing advertisements were the most favored, followed by print materials and then interactive/social media. Media/marketing advertisements have been reported as the preferred awareness strategy in 2011, 2012 and 2013. There has been some inconsistency with the other strategies. In 2011 interactive/social media was preferred over print materials. However, in 2012 and 2013 print materials were preferred over interactive/social media.

The 2013 campaign had the lowest number of participants select interactive/social media (9.9% when compared to 22.1% in 2012) despite the implementation of strategies suggested by participants in previous years. It is unclear why these numbers are low but may indicate the need to revise strategies in advertising interactive/social media. There is also some variance on designated campus website and social media sites used to promote Team Shan campaign activities such as sporting event Facebook sites and faculty and university club electronic newsletters and messages to students.

The full list of comments can be found in Appendix J. The majority of comments are positive and acknowledge the importance of the campaign. Some examples include: "Great campaign, thankful women are getting more support," "Amazing campaign. It is great to use a real situation with a real young, beautiful woman to make the situation more real and to further awareness" and "Doing a great job getting the message out!"



Participants responded positively to the campaign in general and the use of Shan's story. Some examples include: *"Putting a face behind it made it a lot more realistic,"* and *"I was on the website last week. It was nice to see her (Shan) bio and look through the site."*

Some participants also provided examples of particular campaign strategies that they saw and liked. For example: *"Your posters/brochures are very recognizable,"* *"Great picture of Shan and glad it was up in the LRT (transit) for so long"* and *"Social media is an extremely effective tool."* It is encouraging to see that the campaign received positive feedback for all three campaign strategies.

One theme that was commonly addressed in the comments was that the campaign raised awareness that young women are susceptible to breast cancer. Some comments included: *"Great job targeting younger women"* and *"The photo (Shan) is eye catching. You don't usually associate a 20-something (year old) with breast cancer."*

The comments are also valuable in identifying areas of improvement and additional avenues for distributing campaign information. Some suggestions include:

- public presentations at post-secondary institutions;
- use of radio programs to discuss campaign;
- more information booths on post secondary campuses;
- more information on symptoms;
- larger font on posters (especially *Team Shan* website information);
- YouTube videos;
- more spokespeople on post secondary campuses;
- clearer information on how young women can get involved in campaign.

Limited use of some of these strategies was included in 2013 through campus partnership opportunities such as sporting events, campus displays and YouTube videos and may be explored further in future campaigns.

Overall, the feedback for the 2013 Team Shan campaign was positive and provided the team with incredibly valuable suggestions of additional methods that can assist in the dissemination of Team Shan campaign information.

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 Tables 7 and 8. Comparisons between the 2012 campaign and 2013 campaign at the University of Saskatchewan are presented in Table 9 with a comparison between first year students and 2-4 year students at U of S in Table 10. Comparisons of the 2011, 2012 and 2013 campaigns for all sites are presented in Table 11.



Table 7. How would you describe your knowledge of breast cancer in young women today? Comparison of Pre- and Post-Campaign Results

Answer	Site 1		Site 2		Site 3		Sites Total	
Pre/Post Campaign	Pre n=110	Post n=86	Pre n=100	Post n=53	Pre n=88	Post n=65	Pre n=298	Post n=204
No Knowledge	21 19.1%	7 8.1%	8 8.0%	3 5.7%	12 13.6%	8 12.3%	41 13.8%	18 8.8%
Some Knowledge	78 70.9%	65 75.6%	82 82.0%	43 81.1%	60 68.2%	48 73.8%	220 73.8%	156 76.5%
Well Informed	11 10.0%	14 16.3%	10 10.0%	7 13.2%	16 18.2%	9 13.8%	37 12.4%	30 14.7%

From Table 7 it can be seen that breast cancer knowledge increased after the campaign. Prior to the campaign, 13.8% of participants indicated they had “no knowledge” of breast cancer. This percentage decreased to 8.8% after the campaign. Participants who saw themselves as “well informed” about breast cancer increased from 12.4% to 14.7% by the end of the campaign. Results indicate that the majority of participants thought they had “some knowledge” of breast cancer both before and after the campaign occurred.

Table 8. What specific breast cancer information are you aware of today? Comparison of Pre- and Post- Campaign Results

Answer	Site 1		Site 2		Site 3		Sites Total	
Pre/Post Campaign	Pre n=110	Post n=82	Pre n=100	Post n=52	Pre n=88	Post n=62	Pre n=298	Post n=196
Facts	60 54.6%	45 54.9%	50 50.0%	27 51.9%	41 46.6%	40 64.5%	151 50.7%	112 57.1%
Symptoms	63 57.3%	55 67.1%	61 61.0%	36 69.2%	53 60.2%	35 56.5%	177 59.4%	126 64.3%
Self Help	29 26.4%	34 41.5%	29 29.0%	19 36.5%	27 30.7%	21 33.9%	85 28.5%	74 37.8%
Risk Factors	60 54.6%	44 53.7%	53 53.0%	34 65.4%	49 55.7%	42 67.7%	162 54.4%	120 61.2%

*Participants could select all the applied

Table 8 illustrates specific breast cancer information that participants are aware of. Overall, results remained quite consistent before and after the campaign. Participants felt that they were most aware of the symptoms of breast cancer (64.3%), followed by the risk factors of breast cancer (61.2%) and the facts about breast cancer (57.1%). The breast cancer information that participants had the least knowledge of was self help information. However, self-help information also had the largest increase from pre- to post- campaign (28.5% pre-campaign compared to 37.8% post-campaign). Self help is an important topic to discuss as young women are generally less aware of it and it appears that the campaign was effective in increasing knowledge on it.



Symptoms of breast cancer were the most common information participants were aware of both pre- and post-campaign (59.4% pre-campaign and 64.3% post-campaign). However, knowledge of symptoms was also listed in participant comments as something young women wanted to see more within the campaign. These results indicate that young women have some awareness of the symptoms of breast cancer prior to the campaign but the campaign should make additional efforts in the future to increase this knowledge further.

Table 9. Post Secondary Students Self-Identified Levels of Knowledge/Awareness. Comparison of 2012 and 2013 Post-Campaign Results for University of Saskatchewan.

Question	Options	U of S 2012 n=85	U of S 2013 n=86	U of S Combined n=171
How would you describe your knowledge of breast cancer in young women today?	a. No knowledge	6 7.1%	7 8.1%	13 7.6%
	b. Some knowledge	63 74.1%	65 75.6%	128 74.9%
	c. Well informed	16 18.8%	14 16.3%	30 17.5%
		n=81	n=82	n=163
What specific breast cancer information are you aware of today?	a. Facts	54 66.7%	45 54.9%	99 60.7%
	b. Symptoms	52 64.2%	55 67.1%	107 65.6%
	c. Self help	37 45.7%	34 41.5%	71 43.6%
	d. Risk factors	55 67.9%	44 53.7%	99 60.7%

When comparing the 2012 and 2013 results from the University of Saskatchewan site, results were very similar for self-reported knowledge of breast cancer. Similar numbers of participants saw themselves as having “no knowledge” of breast cancer and the vast majority of participants saw themselves as having “some knowledge” of breast cancer. Specific breast cancer information awareness decreased from 2012 to 2013 in all areas except symptoms, but the decrease was most dramatic for risk factors of breast cancer (67.9% in 2012 compared to 53.7% in 2013) and for facts about breast cancer (66.7% in 2012 compared to 54.9% in 2013). Symptoms information increased (64.2% in 2012 and 67.1% in 2013). It appears that having the campaign at the University of Saskatchewan in 2012 did not carry over to increased awareness/knowledge in 2013. However, some of the students in the 2013 campaign may not have attended the University of Saskatchewan in 2012.



A suggestion from the 2012 evaluation was to ask participants of their student status (i.e., what year of study they are in) in the 2013 campaign. This distinction will allow researchers to compare students who saw the 2012 campaign (i.e., those students in years 2-4) and all students to see if any differences exist. These results are presented in Table 10.

Table 10. Post Secondary Students Self-Identified Levels of Knowledge/Awareness. Comparison of Student Status 2013 Pre and Post-Campaign Results for University of Saskatchewan

Question	Options	Pre-Campaign			Post-Campaign		
		First Year n=36	2-4 Year n=68	U of S *Total n=110	First Year n=34	2-4 Year n=39	U of S *Total n=86
1. How would you describe your knowledge of breast cancer in young women today?	a. No knowledge	9 25.0%	11 16.2%	21 19.1%	3 8.8%	2 5.1%	7 8.1%
	b. Some knowledge	24 66.7%	50 73.5%	78 70.9%	22 64.7%	35 89.7%	65 75.6%
	c. Well informed	3 8.3%	7 10.3%	11 10.0%	9 26.5%	6 15.4%	14 16.3%
		n=36	n=64	n=100	n=34	n=39	n=82
2. What specific breast cancer information are you aware of today?	a. Facts	22 61.1%	35 54.7%	60 60.0%	21 61.8%	19 48.7%	45 54.9%
	b. Symptoms	16 44.4%	42 65.6%	63 63.0%	22 64.7%	26 66.7%	55 67.1%
	c. Self Help	11 30.6%	15 23.4%	29 29.0%	13 38.2%	17 43.6%	34 41.5%
	d. Risk Factors	20 55.6%	37 57.8%	60 60.0%	18 52.9%	20 51.3%	44 53.7%

*Total includes first year, 2-4 year, graduate students and non-student respondents

The results of the comparison between first year U of S students and 2-4 year U of S students demonstrate that first year students had less breast cancer knowledge before the campaign (25.0% of first year participants reported having “no knowledge” of breast cancer pre-campaign compared to 16.2% of 2-4 year students reporting “no knowledge” pre-campaign). Interestingly, first year students also had the highest perceived increase in knowledge with 26.5% reporting they were well informed after the campaign (an 18.2% increase from pre-campaign results). Only 15.4% of 2-4 year students reported they felt well informed of breast cancer post-campaign (a 5.1% increase from pre-campaign results).

When examining specific breast cancer information, first year students reported the greatest increase in awareness of breast cancer symptoms (20.3% increase from pre- to post-campaign) while 2-4 year students reported the greatest increase in awareness of self help activities (20.2% increase from pre- to post-campaign). Both first year and 2-4 year students reported that their awareness of risk factors decreased from pre- to post-campaign.



When comparing first year and 2-4 year students it appears that the majority of both groups feel they have “some knowledge” of breast cancer. This result has been consistent across groups and years of the campaign.

First year students showed more dramatic change in their breast cancer knowledge with more first year students feeling they had “no knowledge” pre-campaign and more first year students feeling they were “well informed” post-campaign. These results suggest that first year students may have less knowledge at baseline but pay more attention to the campaign and feel that they get more out of it, therefore reporting that they are “well informed” more often at the end of the campaign. It is important to continue the campaign annually and possibly modify the method of delivery to attract the attention of 2-4 year students who viewed the campaign previously and may tend to pay less attention to it.

Table 11. Post Secondary Students Self-Identified Levels of Knowledge/Awareness. Comparison of 2011, 2012 and 2013 Post-Campaign Results for All Sites.

Question	Options	2011 n=159	2012 n=164	2013 n=204	Combined n=527
1. How would you describe your knowledge of breast cancer in young women today?	a. No knowledge	4 2.5%	9 5.5%	18 8.8%	31 5.9%
	b. Some knowledge	123 77.4%	129 78.7%	156 76.5%	408 77.4%
	c. Well informed	32 20.1%	26 15.9%	30 14.7%	88 16.7%
		n=151	n=158	n=196	n=505
2. What specific breast cancer information are you aware of today?	a. Facts	82 54.3%	103 65.2%	112 57.1%	297 58.8%
	b. Symptoms	103 68.2%	102 64.6%	126 64.3%	331 65.5%
	c. Self Help	82 54.3%	68 43.0%	74 37.8%	224 44.4%
	d. Risk Factors	107 70.9%	95 60.1%	120 61.2%	322 63.8%

When comparing the 2011, 2012 and 2013 campaigns it can be seen that the breakdown of responses has remained quite consistent over time. The majority of participants from all three campaigns reported they had “some knowledge” of breast cancer. The 2013 campaign had the least participants report they felt they were “well informed” about breast cancer following the campaign. It is unclear why the current campaign had the lowest results in this area but may have to do with the implementation strategies.

Future campaigns should consider utilizing the methods suggested by participants in their comments. Once aware, young women may also feel that there is still more information to acquire on this serious disease.



Discussion

Overall, the 2012/13 Team Shan Breast Cancer Awareness for Young Women projects were successful in developing a variety of strategies to inform young women about their risk of breast cancer. The majority of women reported seeing the campaign and had positive reactions to it.

Similar to the Team Shan campaigns of 2011 and 2012, the media/marketing advertisements were the most (92.0%) frequently noticed by young women. Transit ads and bus shelter ads were the most commonly viewed form of media/marketing advertisements but there was also an increase in viewing the Team Shan campaign within campus newspapers when compared to the 2012 campaigns.

Print materials were also reported as being frequently viewed by participants with more people viewing print materials in 2013 than in previous years. Posters were the most common form of print materials seen and this has remained consistent over time.

Results for interactive/social media were less consistent than expected. Interactive/social media, especially the use of Facebook, was a direct recommendation from young women in previous Team Shan campaigns. However, the number of participants who viewed Team Shan interactive/social media was still a great deal lower than the other forms of Team Shan campaign methods. This may have to do with the fact that viewing interactive/social media has to be an intentional decision (e.g., a young woman must choose to go on her computer, find the Team Shan website or Facebook page) while media/marketing advertisements and print materials are commonly seen in passing on university campuses or within the cities of the campaign. Team Shan can continue to explore ways in which to increase the reach of interactive/social media as it is a vital way to share information in our society today.

Since the campaign began in 2006, the majority of participants believed they had “some knowledge” of breast cancer. This has been true for all previous campaigns and results for the 2013 campaign are consistent with these results. Young women who felt they had “no knowledge” of breast cancer decreased after the campaign was implemented and is considered a success for the campaign.

Because more young women reported seeing all three campaign methods (media/marketing advertisements, print materials, interactive/social media) in 2013 compared to 2012 it was expected that they would also report higher breast cancer knowledge after the campaign (since they saw the information more frequently than in previous years). However, there was not a large increase in young women who felt they were “well informed” about breast cancer after the campaign as may have been suggested by the numbers of young women who reported seeing the campaign materials and advertisements.



This may reflect a need to revise the campaign methods to present the information in a way that will increase knowledge of breast cancer further, as will be discussed in the following section. Young women may also feel there is more breast cancer information for them to acquire.

The use of a specific person (Shanna) appealed to the target population and made a difference in communicating the message to young women. Shan's face and her story have resonated with young women since the campaign began in 2006.

Recommendations

Young women in the 2013 campaign provided many useful suggestions for ways in which they would like to receive information for future campaigns. Results indicate that, while a lot of young women saw the Team Shan materials and advertisements, their actual knowledge of breast cancer did not necessarily increase based on these viewings.

Common suggestions for future campaigns were to have more public presentations, spokespeople, radio programs and information booths. These recommendations suggest that young women want the opportunity to hear more about the campaign and speak to people about it. This would allow young women to actively engage in the campaign instead of passively viewing information.

Another common suggestion was to use the posters/transit ads to clearly advertise the *Team Shan* website. Providing clear ways to access interactive/social media on the media/marketing advertisements and print materials could encourage more young women to access online information themselves. Overall, it is recommended to continue implementing the strategies that have been effective in reaching young women but to revise the content on some materials and engage more active participation of young women through presentations and information booths with spokespeople for the campaign.

Conclusion

Young women need information about breast cancer and their susceptibility to the illness. The Team Shan campaign used a multi-faceted approach that was visible to young women and successful in increasing awareness of this information. The strategies that are 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 dependence on technology and also in accordance with the suggestions of the young women surveyed. With so much information accessible to young women today it may be necessary to further expand the campaign to include more public presentations and ways in which young women can actively get involved in the campaign and increase their knowledge.

Team Shan has been successful in reaching thousands of young women across the prairies since 2010 with important breast health and breast cancer messages. Public transportation strategies are vital to the success of the awareness campaigns, but the comprehensive approach using media/marketing, print materials and technology strategies has increased campaign success in reaching the target audience.



The use of Shan and her story continues to impact young women and increase their breast cancer awareness. Knowledge of breast cancer symptoms and self help strategies provide young women with the opportunity for self detection and earlier medical diagnosis. It is hoped that the success of the campaigns across the prairies will continue to grow and expand.



Team Shan Manitoba & Saskatchewan (Year One) and Alberta & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Projects

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Team Shan Manitoba & Saskatchewan (Year One) and Alberta & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Projects

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 awareness campaign strategy was the most effective for you?
7. How would you describe your knowledge of breast cancer in young women today? Comparison of Pre and Post-Campaign results.
8. What specific breast cancer information are you aware of today? Comparison of Pre and Post-Campaign results.
9. Post Secondary Students Self-Identified Levels of Knowledge/Awareness. Comparison of 2012 and 2013 Post-Campaign results for University of Saskatchewan.
10. Post Secondary Students Self-Identified Levels of Knowledge/Awareness. Comparison of Student Status 2013 Pre and Post-Campaign results for University of Saskatchewan.
11. Post Secondary Students Self-Identified Levels of Knowledge/Awareness. Comparison of 2011, 2012 and 2013 Post-Campaign results for all sites.



Team Shan Manitoba & Saskatchewan (Year One) and Alberta & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Projects

Appendices

- A. Project Press Releases
 - i. Alberta
 - ii. Saskatchewan
 - iii. 2011/12 CBCF-Prairies/NWT Annual Report
- B. Media Advertisements
 - i. closed circuit television
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 - iii. print media
- C. Marketing Displays
 - i. billboards
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 - i. poster
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- H. Evaluation Questionnaires
 - i. Edmonton/Lethbridge
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- K. Report from Evaluation Activity Facilitator



Team Shan Alberta Breast Cancer Awareness for Young Women Project Lethbridge & Edmonton Press Release

Team Shan Breast Cancer Awareness for Young Women (Team Shan) will host multi-faceted breast cancer awareness campaigns in Lethbridge and Edmonton this fall. The Team Shan Alberta 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. 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. The long term goals of the Lethbridge & Edmonton project are to increase early detection of breast cancer in young women and improve outcomes for young women diagnosed with the disease.

The Lethbridge & Edmonton awareness campaigns will coincide with Breast Cancer Awareness Month and launch the first week in October. The campaigns will run for 6 weeks on and around the University of Lethbridge (U of L), University of Alberta (U of A) and Northern Alberta Institute of Technology (NAIT) campuses. Breast cancer awareness marketing activities will include community LRT train and bus displays, billboard posters, transit shelter ads and the distribution of awareness print materials. Campus radio spots and print media ads will also be used to target young women. 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 Team Shan website and print 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 have responded positively to the messaging and asked for more.

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

Lorna Larsen
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Team Shan Saskatchewan Breast Cancer Awareness for Young Women Project

Regina & Saskatoon Press Release

Team Shan Breast Cancer Awareness for Young Women (Team Shan) will host multi-faceted breast cancer awareness campaigns in Regina and Saskatoon this fall. The Team Shan 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. 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. 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 the disease.

The Regina and Saskatoon awareness campaigns will coincide with Breast Cancer Awareness Month and launch the first week in October. The campaigns will run for 6 weeks on and around the University of Regina (U of R) and University of Saskatchewan (U of S) campuses. Activities will include community billboard displays, bus and bus shelter ads and the distribution of awareness print materials. Campus radio spots and print media ads will also be used to target young women. 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.

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

Lorna Larsen
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Team Shan

One young woman's diagnosis spurs educational campaign targeted at younger demographic.

Shan Larsen loved life - art, sports, music, and time with friends and family. Shan also enjoyed working with children, coaching figure skating, and teaching swimming. In 2005, after graduating with a visual arts degree, she was preparing to go into education when she was diagnosed with breast cancer. She was only 23. Shan passed away four months later, but her spirit lives on in a unique project that may save the lives of other young women.

Team Shan Breast Cancer Awareness for Young Women (Team Shan) was started by Shan's mom, Lorna Larsen, a former health promotion specialist who was shocked when her daughter was diagnosed with the disease at such a young age.

"I wondered why the issue of breast cancer in young women had not come across my desk. I had heard that cancer in young adults is aggressive but little more than that," says Lorna.

Team Shan is dedicated to raising breast cancer awareness in young women through educational campaigns about the disease, risk factors, symptoms, and self-help strategies. In the fall of 2011, on the University of Calgary, Southern Alberta Institute of Technology, and the University of Saskatchewan campuses, Shan's smiling face appeared on billboards, in transit shelters, and on the interior and exterior of buses. Brochures, bookmarks, and pens were distributed

and radio and closed-circuit television spots aired.

All materials feature Shan, a caption that makes it clear that she was only 24 when she lost her life, and the campaign theme, breast cancer . . . not just a disease of older women. Materials also included sunflowers inspired from Shan's original artwork.

Campus partners played a key role in the success of the campaign. Partners included Student Health Services, who distributed Team Shan material at campus events and when young women come into clinics; campus library and bookstore staff, who also distributed materials; women's resource centre partners and staff from faculties like nursing and kinesiology who conducted 'lunch and learns.'

The campaigns wouldn't be possible without the community grants Team Shan has received from the Canadian Breast Cancer Foundation - Prairies/ NWT Region. Raising awareness among young women is important to the Region. In fact, it is the only Region of the Foundation with a Youth Advisory Council, a staff position dedicated to the council, and registered student groups at universities.

Team Shan conducted formal evaluations of the success of each campaign by asking young women on campus to complete questionnaires and provide



Breast Cancer...

not just a disease of older women

Shanna Larsen was only 24 when she lost her life to breast cancer

Funded by
Canadian
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COMMUNITY GRANT RECIPIENT: *Team Shan*

verbal

comments. Team

Shan also collected feedback through email and Facebook. "The vast majority of those who responded now understand their breast cancer risk. We've been asked to 'continue doing this wonderful work,' and next fall, Team Shan will be back on campuses across the prairies," says Lorna.

Shan was shy, so Lorna thinks she would be pretty surprised to see her face on billboards and buses. She was also a caring, kind-hearted person who would be proud to see that her mom and Team Shan are making a difference.

"Young women felt it was important to know that Shan was a real person," says Lorna. Through the campaigns, Team Shan has a way of spreading her message to love what you do, take care of yourself, and go for your dreams. "Shan's spirit continues to speak," says Lorna.

"Young women felt it was important to know that Shan was a real person," says Lorna. Through the campaigns, Team Shan has a way of spreading her message to love what you do, take care of yourself, and go for your dreams. "Shan's spirit continues to speak,"
– Lorna Larsen

Appendix F

Team Shan Manitoba & Saskatchewan (Year One) and Alberta & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Projects Campaign Feedback

Project Comments

Project partners and individuals both on and off campus responded to the awareness campaigns and Shan's Story. Media and marketing professionals were supportive and attempted to secure the best coverage for the Team Shan campaigns. Below are some of the comments received during the campaigns or evaluation activities:

- *"Thanks...amazing what you are doing"*
- *"so glad to meet you. I have read about Shan...so sad. Thank you"*
- *"early detection, a second opinion...so critical"*
- *"keep up this important work for young women...they are surprised to hear that it can happen to them."*
- *"you are a hero"*
- *"it is so positive of you to find the inner strength to do this work"*
- *"so sorry-she (Shan) was so young"*
- *"I was thrilled to see a huge subway Team Shan advertisement in Edmonton. It warmed my heart!!!!"*
- *"my daughter saw the Team Shan ads in Edmonton"*
- *"wanted you to know that I am applying for a grant to do breast cancer research"*
- *"thank you"*
- *"campus radio is pleased to support the Team Shan campaign"*
- *"I admire your drive and feel terrible for your loss. I guess you're opening the window after you've had a door shut. Keep up your amazing work. I will forward this info to the nursing and practical nursing programs"*
- *"I would like to take this opportunity to wish you well with your campaign this fall"*
- *"excited to have the Team Shan campaign back again this year"*
- *"I'm happy to hear that your campaign is still going strong"*
- *"our promotion director was quite touched by your story"*
- *"don't be discouraged if they (students) don't stop by your display...what you are doing is very important and you will reach some of them (students) today"*
- *"I'm so sorry for your loss...thank you for doing this work"*



Young Women

Young women participated in the formal 2012 campaign evaluation activities on all three campuses. (Appendix J) They also responded informally through on campus activities. The feedback was positive and young women appreciated Team Shan efforts on and around campus. Suggestions for future awareness campaigns were also provided. Below are some of the comments received:

- *"I saw the posters in the LRT station"*
- *"I saw you at NAIT last night"*
- *"I heard about it (Team Shan) at a conference and we talked about your campaign in our research lab"*
- *"I remember seeing her (Shan's) face"*
- *"This is amazing...she (Shan) was so beautiful"*
- *"went from the bus ad to the facebook site"*
- *"see it, but not hearing it (radio)"*
- *"I saw her (Shan) everywhere"*
- *"so sad"*
- *"important to be aware of it (breast cancer)"*
- *"remember you from the fall"*
- *"thank you...thank you...thank you"*
- *"saw it (campaign) last year too"*
- *"pins are great"*
- *"I've seen her (Shan's) face all over"*
- *"hit me...she (Shan) was my age"*
- *"I was on the website last week-nice to see her (Shan's) bio and look through it"*
- *"I've seen it (campaign) pretty much everywhere"*
- *"really cool you are doing this. I had a friend who was diagnosed at 18"*
- *"I knew someone diagnosed at 23"*



Team Shan Breast Cancer Awareness for Young Women Project



Appendix G

Team Shan Manitoba & Saskatchewan (Year One) and Alberta & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Projects

Campaign Reach

The Team Shan Manitoba & Saskatchewan (Year One) and Alberta & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Projects targeted young women aged 17-29 years of age attending post secondary schools in Regina and Saskatoon, Saskatchewan and Edmonton and Lethbridge, Alberta from October through December 2010. Targeted sites included the University of Regina (U of R), University of Saskatchewan (U of S), University of Alberta (U of A), Northern Alberta Institute of Technology (NAIT) and University of Lethbridge (U of L).

The total project population estimate for females 17-29 years of age at the targeted sites was 48,800 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	6,900	1,950
• bookmarks	4,900	1,900
• buttons	600	900
Evaluation Activities		
• questionnaires	510	N/A
• displays	190	N/A
Other Displays		
• C95	N/A	200
• RFC	100	500
• U of R	100	N/A
• NAIT	100	150
Sporting Events		
• NAIT Presentation	100	N/A
TOTAL	13,500	5,600

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 S, U of A and U of L. Campus displays, presentations, community and sporting events also provided the opportunity 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 Team Shan website and 13.7% of project evaluation activity respondents reported seeing the Team Shan Facebook page *Team Shan Breast Cancer Awareness for Young Women*.

Team Shan Breast Cancer Awareness for Young Women Project



APPENDIX H
Team Shan Alberta & Saskatchewan Breast Cancer Awareness for Young Women
Evaluation Questionnaire

We are requesting your help in evaluating the Team Shan Breast Cancer Awareness for Young Women campaign implemented on and around campus from October to December 2012. Your participation is voluntary. The questionnaire is confidential and will only take a few minutes of your time. Your assistance is greatly appreciated.

- 1. Please indicate your student status below:**
 - a. first year ☐
 - b. second to fourth year ☐
 - c. graduate student ☐
 - d. non student ☐

- 2. 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. campus newspaper ☐
 - b. LRT/bus ads ☐
 - c. LRT/bus shelter ads ☐
 - d. billboards ☐
 - e. radio ☐
 - f. other ☐ Please specify:
 - g. none of the above ☐ (please go to question 4)

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

- 4. 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 6)

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

6. 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. *Team Shan* Facebook ad ☐
 - d. other internet sites ☐
 - e. none of the above ☐
7. 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 ☐
8. 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.

9. 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 ☐
10. 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
Evaluation Questionnaire

We are requesting your help in evaluating the Team Shan Breast Cancer Awareness for Young Women campaign implemented on and around campus from October to December 2012. Your participation is voluntary. The questionnaire is confidential and will only take a few minutes of your time. Your assistance is greatly appreciated.

1. Please indicate your student status below:

- a. first year ☐
- b. second to fourth year ☐
- c. graduate student ☐
- d. non student ☐

2. 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. LRT/bus ads ☐
- d. LRT/bus shelter ads ☐
- e. billboards ☐
- f. radio ☐
- g. other ☐ Please specify:
- h. none of the above ☐ (please go to question 4)

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

4. 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 6)

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

6. 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. *Team Shan* Facebook ad ☐
- d. other internet sites ☐
- e. none of the above ☐

7. 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 ☐

8. 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.

9. 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 ☐

10. 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 Manitoba & Saskatchewan (Year One) and Alberta & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Projects**

Student Demographics

Student Status	Site #1 Pre	Site #1 Post	Site #2 Pre	Site #2 Post	Site #3 Pre	Site #3 Post	All Sites Pre	All Sites Post
First Yr	36	36	38	10	22	17	96 (32.2%)	63 (29.7%)
2-4 Yr	68	43	56	36	58	51	182 (61.1%)	130 (61.3%)
Grad Student	4	7	4	6	5	0	13 (4.4%)	13 (6.1%)
Non Student	2	2	2	4	3	0	7 (2.3%)	6 (2.8%)
Total	110	88	100	56	88	68	298	212



Appendix I

Team Shan Community Breast Health Projects (Prairies)

Awareness Strategies & Breast Cancer Awareness Evaluation Summaries

	Options	2010 (Pre)	2011 (Post)	Percentage Difference	2011 (Pre)	2012 (Post)	Percentage Difference	2012 (Pre)	2013 (Post)	Percentage Difference
		n=199	n=159		n=200	n=154		n=298	n=172	
What awareness strategy was the most effective for you?	a) media/advertisements	N/A	98 (61.6%)	N/A	N/A	99 (64.3%)	N/A	N/A	98 (57.0%)	N/A
	b) awareness print materials	N/A	37 (23.3%)	N/A	N/A	41 (26.6%)	N/A	N/A	57 (33.1%)	N/A
	c) interactive media	N/A	55 (34.6%)	N/A	N/A	34 (22.1%)	N/A	N/A	17 (9.9%)	N/A
		n=199	n=159		n=200	n=164		n=298	n=204	
How would you describe your knowledge of breast cancer in young women today?	a) no knowledge	27 (13.6%)	4 (2.5%)	-11.1%	17 (8.5%)	9 (5.5%)	-3.0%	41 (13.8%)	18 (8.8%)	-5.0%
	b) some knowledge	151 (75.9%)	123 (77.4%)	+1.5%	160 (80.0%)	129 (78.7%)	-1.3%	220 (73.8%)	156 (76.5%)	+2.7%
	c) well informed	21 (10.6%)	32 (20.1%)	+9.5%	23 (11.5%)	26 (15.9%)	+4.4%	37 (12.4%)	30 (14.7%)	+2.3%
		n=184	n=151		n=188	n=158		n=298	n=196	
What specific breast cancer information are you aware of today?	a) facts	93 (50.5%)	82 (54.3%)	+3.8%	86 (45.7%)	103 (65.2%)	+19.5%	151 (50.7%)	112 (57.1%)	+6.4%
	b) symptoms	110 (59.8%)	103 (68.2%)	+8.4%	125 (66.5%)	102 (64.6%)	-1.9%	177 (59.4%)	126 (64.3%)	+4.9%
	c) self help	60 (32.6%)	82 (54.3%)	+21.7%	73 (38.8%)	68 (43.0%)	+4.8%	85 (28.5%)	74 (37.8%)	+9.3%
	d) risk factors	108 (58.7%)	107 (70.9%)	+12.2%	114 (60.6%)	95 (60.1%)	-0.5%	162 (54.4%)	120 (61.2%)	+6.8%

Appendix J

Team Shan Manitoba & Saskatchewan (Year One) and Alberta & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Projects Evaluation Comments from Young Women

Edmonton Site (25)

- Posters in general around the school will add to the spreading of the message
- A great idea, and really, it strikes at the core
- I think that you guys are doing a great job targeting younger women as it is something they often don't think about
- In women's change rooms at the gym
- I didn't check but an internet website would
- Your posters/brochures/etc. are very recognizable
- Amazing campaign. It's great to use real situation with real young, beautiful woman (Shan) to make the situation more real and to further awareness
- More info booths on campus would help increase awareness among students and faculty
- Thank you for being so involved in the promotion and awareness of breast cancer. You are truly making a difference
- Great picture of Shan, and glad it was up at the LRT so long
- Keep up the good work of raising awareness
- Need more info about symptoms
- Putting a face (Shan) behind it made it a lot more realistic
- I think there should be more flyers distributed and more people should know about it
- Metro ads most effective for me and more meaningful than McDonald's
- While waiting for a train I would see them (posters), they caught my eye
- Saw it (Shan's face) everywhere
- Not much out there for young women-thanks
- It's a good and valuable message
- Should do public talks
- Don't stop!
- Something more interactive might be better. We see too much advertised passively-it's hard to take notice
- Need awareness programs for students
- The photo (Shan) is eye-catching. You don't usually associate a 20 something with breast cancer
- You can never be too careful



Lethbridge Site (18)

- Great campaign, thankful women are getting more support
- Outside ads lead to website. It (campaign) worked for me
- Keep it up
- Keep it up
- I saw material ads, but didn't hear much about it (campus radio)
- Perhaps larger font indicating the general purpose would impact better, and indicating just WHO is the other group (young women) affected by breast cancer
- Important to raise awareness to all demographics! Continue on!!
- Campaign should be louder
- Haven't heard of team shan before...maybe more awareness
- Glad there is awareness and education
- Keep it up! Breast cancer can be under estimated unfortunately!
- It didn't really make an impression that I should do anything about it
- More information on her (Shan's) personal story would be very inspiring/motivating
- Visible campaign, but I am still unclear of the organizations purpose besides advocating breast cancer happens @ a young age
- Media plays a huge role in advertisement today
- It was great-eye catching
- Social media is an extremely effective tool
- You Tube

Saskatoon Site (26)

- You are doing amazing <3
- More ad campaigns like home mail box pamphlet
- I see it in banks and it's nice to see, it helps me be more aware of it
- A great campaign the way it is
- Keep it up!!!
- It's really generating awareness among today's generation
- More facts and symptoms
- Great campaign! Keep it up!
- Some of the posters were not effective, too many words to read while quickly passing by
- Give us more info on Shanna (did she have a family?)
- More radio play!
- I like the look of them (print materials). Very engaging
- Young women are not well notified about this kind of thing-making it look more "younger" may bring more young people into awareness, look into it
- Pins for backpacks are efficient-people notice



- Doing a great job getting the message out!
- Keep on trucking ☺
- Picked up a pen at the table in the fall
- Larger font for the website-never realized there was a website (does it offer further info?)
- Great campaign, maybe have more spokes people on campus
- It's a great campaign and keep getting the information out there!
- I was on the website last week. It was nice to see her (Shan's) bio and look through the site
- I'm left with the question; what can I do to help?
- I appreciate the awareness
- A very evident campaign, most people know about it
- I found the campaign very effective because it contrasted a beautiful, healthy woman (Shan) with death
- Reading pamphlet sometimes is monotonous, proper presentations might help more

All sites total (69)



Team Shan Breast Cancer Awareness for Young Women Project



Appendix K

Team Shan Manitoba & Saskatchewan (Year One) and Alberta & Saskatchewan Breast Cancer Awareness for Young Women Projects

Evaluation Facilitator Comments

On campus project evaluation activities at the University of Alberta (U of A), University of Saskatoon (U of S) and University of Lethbridge (U of L) were successful in reaching a sample of the target population. Team Shan display tables were set up in the U of A, U of S and U of L campus student union buildings where hundreds of students pass by every day. The 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 also provided the opportunity for further campaign resource distribution and direct breast cancer awareness and education for the young women on campus.

Pre-Campaign

The U of A and U of S site activities were successful in reaching 100 and 110 young women on campus respectively. Both sites had a steady flow of students. Students were engaging and pleased to participate in the questionnaire.

The U of L pre-campaign evaluation activity also went very well. The student union building was busy and 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 total of 90 questionnaires were completed. Two completed questionnaires were ineligible due to participants being outside of the targeted 17-29 year age range.

In total, 298 completed evaluation tools were collected from the three pre-campaign sites.

Post-Campaign

Students at the U of A post-campaign evaluation activity were very engaging and interested in thoughtfully completing the questionnaire. Unfortunately, due to circumstances outside of the facilitator's control, the activity timeframe was reduced. A total of 56 post campaign evaluation tools were completed. The U of S site activity was successful in obtaining 88 completed questionnaires.

The U of L campus appeared quieter than the previous visit and no other activities were taking place in the Student Union Building. A surprising number of students who came to the table were not on campus during the fall semester making them ineligible for the post-campaign evaluation activity. A total of 68 questionnaires were completed.

Team Shan Breast Cancer Awareness for Young Women Project



A total of 212 project evaluation questionnaires were completed at three post secondary school sites.

Participants from all three campuses responded positively to the awareness campaign activities they had seen or heard. Students from all three campuses commented on seeing the marketing on public transit (LRT trains and buses). Students at U of L commented that they did not listen to campus radio and that community radio may be a better radio source. U of A students also commented on limited radio listening.

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. A few on campus staff in the targeted demographic also participated.

The participants from all 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. A few had also participated in the pre-campaign evaluation activity or attended campaign presentations and recognized Team Shan on campus.

Project partners, campus researchers and student health services staff took the time to stop by the displays and respond to the campaign as well. Feedback was encouraging and extremely positive to Team Shan activities and messaging.

Lorna Larsen
Evaluation Activity Facilitator



Team Shan Breast Cancer Awareness for Young Women Project

