TEAM SHAN UBC VANCOUVER BREAST CANCER AWARENESS PROJECT

Evaluation of Awareness Campaigns Targeting Young Women April 2016



Shanna (Shan) Larsen 1981-2005





Team Shan UBC Vancouver Breast Cancer Project

Evaluation of Awareness Campaign Targeting Young Women April 2016

Team Shan Board of Directors

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

Research Consultant

Dr. Cheryl Forchuk

Community Project Grant

Canadian Breast Cancer Foundation-BC/Yukon

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 UBC Vancouver Breast Cancer Project 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 UBC Vancouver Breast Cancer Awareness Project Table of Contents

Acknowledgements	2
Executive Summary	3
Team Shan	6
Team Shan Breast Cancer Awareness Project	6
Public Awareness Campaign	7
Campaign Reach	
Evaluation Strategy	9
Results	10
Media and Marketing Advertisements	10
Print Material Distribution	11
Internet and Social Media	12
Campaign Advertisements	13
Campaign Key Messages	14
Action Taken	15
Campaign Information Shared	16
Campaign Comments	17
Discussion	17
Recommendations	18
Conclusions	19
References	
Tables	
Appendices	

Acknowledgements

The success of the *Team Shan UBC Vancouver Breast Cancer Awareness Project* relied on the commitment of the Team Shan Breast Cancer Awareness for Young Women (Team Shan) board of directors, advisory group and project professionals.

Community project grant funding received from the Canadian Breast Cancer Foundation (CBCF)-BC/Yukon was greatly appreciated. The grant supported the design, implementation and evaluation of the project at UBC Vancouver.

Project partners at the University of British Columbia (UBC) Vancouver took an interest in the project and supported the campaign activities. They all shared Team Shan's project goal to increase the breast cancer awareness level for young women on campus at UBC in Vancouver. Educating young women about their breast cancer risk and breast health has the potential to increase risk reduction behavior and increase early detection of breast cancer.

Our thanks to UBC Vancouver campus student health services, student association, student housing, bookstore, library, media staff and campus faculty who helped enhance the awareness efforts on campus at UBC Vancouver. The bus marketing advertisements expanded the campaign reach to other post secondary campuses in the Vancouver area. During the campaign, Team Shan also had the opportunity to share project resources with other campuses in British Columbia.

A special thank you 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 in Vancouver and ongoing messaging across Canada for young women, a population at risk of breast cancer.

The impact of the *Team Shan UBC Vancouver Breast Cancer Awareness Project* 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.

Lorna Larsen
Project Coordinator
Team Shan President



Evaluation of Awareness Campaign Targeting Young Women Executive Summary

Team Shan

Team Shan Breast Cancer Awareness for Young Women (Team Shan) is a Canadian 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 Project

The 2015 *Team Shan UBC Vancouver Breast Cancer Awareness Project* built on the success of previous *Team Shan* public awareness campaigns facilitated on post secondary school campuses across the prairies from 2010 to 2014 and the University of Victoria (UVic) campaign in British Columbia in 2013.

The project was designed to reach young women on campus at the University of British Columbia (UBC) in Vancouver, BC with breast cancer risk messaging and breast health information.

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

• facilitate a comprehensive breast cancer awareness campaign targeting young women attending UBC Vancouver;



- increase the level of breast cancer awareness with young women on campus at UBC Vancouver;
- evaluate the effectiveness of the campaign breast cancer awareness activities with young women attending UBC Vancouver; and
- assess the impact of campaign knowledge transfer on young women on campus at UBC Vancouver.

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 UBC Vancouver Breast Cancer Awareness Project* was implemented on and around the University of British Columbia (UBC) campus in Vancouver, BC in the fall of 2015.

The campaign targeted young women (17-29 years of age) attending UBC Vancouver, working on campus or living close to campus. Due to the public nature of media/marketing advertisements, the campaign also reached the general public.

The project theme was *breast cancer...not just a disease of older women*. Campaign activities included messaging on breast cancer facts, risk factors, symptoms and self-care (check 'em) strategies. Team Shan website, Facebook page and Twitter accounts were also included in the media/marketing advertisements whenever possible.

Campaign Reach

Female students were directly reached through Team Shan campus displays, evaluation activities and faculty requests. Further campaign reach was obtained through student sharing of campaign learnings, the distribution of resource materials on campus and through project partnership activities.

There was also the potential to reach the maximum listening and readership audience from the variety of media and marketing strategies used in the campaign. Further reach will continue into 2016 through ongoing resource distribution by campus partners, requests and project sharing opportunities.

Evaluation Strategy

The UBC Vancouver campaign was formally evaluated by young women on campus at UBC Vancouver. Young women aged 17-29 years participated in the evaluation activity. The respondents were a random selection of young women on campus who volunteered to complete a post campaign questionnaire. Participants were on campus during the implementation of the Team Shan campaign in the fall of 2015 and represented a cross section of the target population.



Results

Young women on campus at UBC Vancouver identified the usefulness of the specifically targeted health promotion campaign. The multi-pronged approach was useful in reaching this population including social media, public displays and hard copies of materials such as brochures and bookmarks. The majority of respondents (93.9% of all participants surveyed) noticed the Team Shan campaign advertisements.

The majority of young women identified the main take home message is that breast cancer can occur at any age, which supported the intended priority message. Similarly the most reported personal action was to check their breasts or get checked.

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 2015 campaign indicated wanting to receive more information on risk factors and prevention of breast cancer.

Results also suggest the need for more self-care information within the campaign. Team Shan is encouraged to continue their efforts in reaching young women through interactive/social media and other advertising methods, such as marketing and print materials, which have proven to be very beneficial.

Conclusions

Team Shan has been successful in reaching thousands of young women on post secondary campuses across Canada with important breast health and breast cancer messages. Public transportation strategies continue to be vital to the success of the awareness campaigns, but the comprehensive approach using marketing, media, print materials and interactive/social media has increased campaign success in reaching the target audience.

The Team Shan UBC campaign used a multi-faceted approach to increase awareness of breast cancer in young women. The Team Shan 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 and Team Shan should continue to utilize the suggestions made in order to increase young women's awareness of and knowledge of breast cancer.

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



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 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 Project

The 2015 Team Shan UBC Vancouver Breast Cancer Awareness Project built on the success of previous Team Shan public awareness campaigns facilitated in the prairies from 2010 to 2014 and the University of Victoria (U Vic) in British Columbia in 2013. Literature reviews, 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. See References (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)

The aim of the project was to raise breast cancer awareness with young women on campus at UBC Vancouver.

The short term objectives of the Team Shan projects included activities to:

- facilitate a comprehensive breast cancer awareness campaign targeting young women attending UBC Vancouver;
- increase the level of breast cancer awareness with young women on campus at UBC Vancouver;
- evaluate the effectiveness of the campaign breast cancer awareness activities with young women attending UBC Vancouver; and
- evaluate the impact of campaign knowledge transfer on young women on campus at UBC Vancouver.

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 UBC Vancouver Breast Cancer Awareness Project* was launched the first week in October 2015 running for six weeks. Bonus bus transit marketing support was posted in September and inkind Ubyssey (campus newspaper) advertising support was provided the middle of November. The project press release was distributed prior to the campaign launch. (Appendix A)

Project messaging was confirmed from previous campaign reports, experts in the field and the facilitation of a project literature review on breast cancer in young women. Recommendations targeting young women included education about risk factors for breast cancer in young women, promotion of breast awareness including breast self-checks and early communication of changes to healthcare providers. (Appendix B)

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

Campaign activities included messaging on breast cancer facts, risk factors, symptoms and self-care *(check 'em)* strategies. The Team Shan website, Facebook page, Twitter account and QR codes were also included in the media/marketing advertisements when appropriate.

The project was implemented on and around the University of British Columbia (UBC) campus in Vancouver. Project print materials were also shared upon request with other post secondary schools in British Columbia.

The campaign targeted young women (17-29 years of age) attending UBC Vancouver, working on campus or living close to campus. Due to the public nature of media/marketing advertisements, the campaign also reached the general public.

Campaign media activities included campus CiTR 101.9FM radio spots, Ubyssey campus newspaper print media advertisements and the use of Team Shan social media accounts and website. (Appendix C) Due to a change in UBC external use policy, the proposed campus Closed Circuit Television media outlet was not available for the campaign.

Social media included UBC campus and Team Shan websites, Facebook page and Twitter account. Young women from previous campaigns recommended more social media as an awareness tool. Facebook was identified by young women in 2012 as the social media of choice and Twitter launched in 2013.

Significant Team Shan social media posting for Breast Cancer Action Month coincided with the UBC campaign and included the launch of the *Check Yourself Canada* video that was viewed by close to 60,000 viewers during the campaign period. The release of Amy's Story, a special Team Shan guest blog post, and the Vancouver CBCF Run for the Cure event posts also supported the impact of Team Shan social media during the UBC campaign.



Further marketing strategies included billboard posters, bus shelter ads and exterior and interior bus displays targeting the UBC Vancouver student population. (Appendix D) All campus media provided excellent campaign coverage and inkind support for the projects. The October issue of the CiTR FM Discorder magazine was also utilized for a campaign print media ad along with Ubyssey online web impressions during October.

Tremendous support was received for the distribution of campaign print materials on campus. Brochures, shower cards and posters were disseminated through the campus Wellness Centre, Womyn's Resource Centre, School of Nursing and Occupational Services and Therapy Program. Posters were posted in the Student Union Building and in all the campus student residences during the campaign. About 9,000 students are housed in residence. Bookmarks were distributed through campus libraries and the campus bookstore. (Appendix E)

Further print materials were distributed through three Team Shan campus displays. Buttons, pens and wristbands were also distributed during Team Shan campus displays and campaign evaluation activities. Project print materials were also shared with other post secondary school campuses in British Columbia.

The general public, campaign partners and young women also responded favourably to the campaign through written and verbal feedback on campus and email messages e.g., "This is a message that needs to get out there for our daughters, granddaughters and nieces and all their friends," "I saw Shan's beautiful face on the side of a bus driving to work today. She's everywhere this month on campus and off, and it still takes my breath away to see her smile" and "I was riding my bike today behind the Team Shan poster on a bus out to the University of BC. Very effective!" (Appendix F)

Campaign Reach

Due to the public nature of the awareness media and marketing strategies and campus partnership activities, the overall direct reach for the project targeted population could not be calculated. Potential total reach for the project was over 26,000 young women.

About 600 female students were directly reached through Team Shan campus displays, evaluation activities and faculty requests. Further campaign reach was obtained through student sharing of campaign learnings, the distribution of resource materials on campus and through project partnership activities. Campus residences alone house over 9,000 students.

There was the potential to reach the maximum listening and readership audience from the variety of media and marketing strategies used in the campaign as well. CiTR radio serves the greater Vancouver area, east to Langley, south to Belingham and north to Squamish. Students are involved in running CiTR radio, 67% of their membership is UBC students and 1,300 or their monthly Discorder magazine are distributed on campus. The Ubyssey newspaper has a circulation of 10,000 per issue and 90,000 unique visitors online per month. Each week more than 20,000 students read the Ubyssey and 86% of students read ubyssey.ca.



Project public bus transportation displays were seen by students attending other post secondary schools in the Vancouver area including Langara College, BCIT and Simon Fraser University.

Requests from outside the target area also provided the opportunity to reach more young women in British Columbia during the fall of 2015. Requests were received from the University of Victoria (UVic), British Columbia Institute of Technology (BCIT), Capilano University and UBC Okanagan

Team Shan also participated in the 2015 CIBC Run for the Cure event in Vancouver reaching a further 100 people with campaign print materials and messaging.

Further reach will continue into 2016 through ongoing resource distribution by campus partners, requests and project sharing opportunities. Team Shan will also be sharing campaign impact on young women diagnosed with breast cancer at the annual Canadian Association of Psychosocial Oncology (CAPO) conference in Halifax in May 2016.

Evaluation Strategy

The UBC Vancouver campaign was formally evaluated by young women on campus in January 2016. Young women aged 17-29 years participated in the evaluation activities. The respondents were a random selection of young women on campuses who volunteered to complete the post-campaign questionnaire. Participants were on campus during the fall implementation of the Team Shan campaign and represented a cross section of the target population.

The target number of participants for the project evaluation activities was two hundred (200). Unfortunately, Team Shan was advised just prior to the campus visit that the confirmed UBC Student Union Building display table bookings were no longer available. Alternate display sites were utilized on campus, but they were not as busy as the Student Union Building location. Total participation from designated campus evaluation sites was 82 students.

Young women on campus were receptive to the evaluation activities and appreciated Team Shan facilitating the breast cancer awareness campaign at UBC Vancouver. The majority of participants commented on seeing the bus advertisements and posters in residence e.g., "I saw them on the buses" and "The poster was everywhere." Participants also hoped the awareness activities would continue e.g., "The bus ad was very effective-maybe more posters on those who suffer from it."

Participants were asked to complete a questionnaire by a *Team Shan* member. The questionnaires were developed by *Team Shan* in consultation with a research consultant. (Appendix G)

Student demographics were collected during campaign evaluation activities and reported in Appendix H. The majority (82.9%) of respondents were first year students.



The post-campaign questionnaire contained both close ended and open ended questions to evaluate the project campaign activities, key take home message, action taken or to be taken, campaign information sharing and project feedback.

Content analysis of evaluation tool responses was conducted to develop categories of responses. These categories were then used to code the questionnaire responses. Responses were compared to previous Team Shan awareness projects facilitated on campuses in Winnipeg in the fall of 2013 where ever possible.

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

- facilitate a comprehensive breast cancer awareness campaign targeting young women attending UBC Vancouver;
- increase the level of breast cancer awareness with young women on campus at UBC Vancouver;
- evaluate the effectiveness of the campaign breast cancer awareness activities with young women attending UBC Vancouver; and
- assess the impact of knowledge transfer on young women on campus at UBC Vancouver.

Measurable outcome indicators for the project were:

- campaign media and marketing activity indicators;
- campaign print material distribution indicators;
- reported target audience campaign advertisement indicators;
- reported target audience project key take home message indicator;
- reported target audience project action taken indicator;
- reported target audience project sharing indicator;
- reported target audience project comments indicator.

Results

Results from the evaluation of the 2015 UBC Vancouver awareness campaign strategies are provided below.

Media and Marketing Advertising

Table 1 summarizes the types and number of campaign media and marketing advertisements.



Team Shan Breast Cancer Awareness for Young Women Project



Table 1. Campaign Media/Marketing Advertisements

Advertising	Type	Number
Marketing	billboardsbus shelters	3x6wk 13 (8x6wk, 5x4wk)
	exterior bus adsinterior bus ads	10x12wk (6wk inkind) 150x12wk (inkind)
Media	 CiTR 101.9FM radio spots Discorder magazine ad Ubyssey campus newspaper ads Ubyssey website impressions 	5x1wk radio messaging spots 1x4wk poster ad 2x1wk poster ads 4x1wk messaging ads 1x1wk poster ad (inkind) 6,000 impressions
TOTAL	8 (4 marketing displays 4 media ads)	190 (176 marketing displays 14 media ads) 6,000 website impressions

Print Material Distribution

Table 2 summarizes the distribution of campaign print materials.

Table 2. Campaign Print Material Distribution

Activity	Brochures	Shower	Posters	Bookmarks
		Cards		
UBC Vancouver				
 Wellness Centre 	200	200	5	100
 Student Residences 	0	0	352	0
 Campus Libraries 	0	0	0	1,200
Campus Bookstore	0	0	0	125
 School of Nursing 	200	100	1	100
Midwifery Program	25	25	0	25
Occupational Therapy	200	200	2	0
Womyns Resource Centre	50	50	1	50
Student Union	0	0	5	0
Team Shan Displays	200	200	4	200
UBCO				
• Library	0	0	2	200
Nursing School	25	25	0	25
UVic				
Student Union	0	0	25	0
 Bookstore 	0	0	0	100
BCIT				
 School of Nursing 	100	100	5	100
Capillano U				
Bookstore	0	0	0	125
CBCF				
• Run for the Cure	200	100	3	0
TOTAL	1,200	1,000	405	2,350

^{*}Team Shan project buttons and pens were also distributed at the campus Team Shan displays and Vancouver Run for the Cure event



Internet and Social Media

The UBC Vancouver campaign and other Team Shan activities for Breast Cancer Action Month in the fall of 2015 generated Facebook, Twitter and Team Shan website engagement. Team Shan UBC campaign print materials, marketing and media advertisements included links to all three internet sites.

New likes, numerous comments and extended reach were reported for the Team Shan Facebook (FB) page. There were 157 new likes and close to 100,000 reaches over the six week UBC Vancouver campaign. The three posts that generated the most engagement were the release and promotion of the Team Shan *Check Yourself Canada* video collaboration and the sharing of both Shan's Story and Amy's Story.

Pre campaign posts included pics from the CBCF-BC/Yukon Vancouver Run for the Cure event and link to the Team Shan CBCF-BC/Yukon *ON ALL FRONTS* blog post. (Appendix I)

Three (3) UBC campaign pics were used for the Team Shan FB cover pic. Twelve (12) UBC campaign posts with pics were posted during the campaign and pre and post campus site visits. The posts received a total of 62 likes. Campaign individual posts reached a minimum of 40 and maximum of 448 people. The post receiving the most likes (14) and maximum reach (448) included a pic of the Team Shan UBC campaign exterior bus advertisement.

The Team Shan Twitter site was less engaging than FB. Ten (10) campaign tweets generated 12 likes and 3 retweets. Team Shan has consistently seen less interaction from young women on the Team Shan Twitter site compared to FB. The Twitter site was also very active with tweets linked to the *Check Yourself Canada* video launched half way through Breast Cancer Action Month. Twenty (20) new Team Shan Twitter site followers were obtained during October.

Google analytics reported 1,282 visits from 1,028 visitors (79% new visitors and 21% return visitors) to the Team Shan website during the 6 weeks of the UBC campaign. Visitors viewed 2,464 pages (averaging 2 pages per visit). Amy's Story (Team Shan guest blog post released in October 2015) was the most visited page, Shan's Story the second and the Team Shan Breast Aware (check 'em) the third. Self-care messaging was one of the targeted UBC campaign topic areas.

Vancouver was the residence for the fifth highest number of visitor locations and 70% were first time visitors. As of the end of January 2016, Vancouver remained the sixth highest Team Shan website visitor location.

Team Shan launched an Instagram account in January 2016 just prior to the project post campaign campus visit. The UBC Vancouver Instagram posts were the most liked posts in early 2016.



Campaign Advertisements

Assessment of the campaign advertisements was conducted through two questions:

- 1. Have you seen or heard any of the following Team Shan campaign advertisements on breast cancer in young women?
- 2. What was your take home message from the Team Shan campaign advertisements?

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 or heard any of the following Team Shan campaign

advertisements on breast cancer in young women?

advertisements on breast cancer in young women.			
Answer	Site 1	Site 2	Sites Total
	n=65	n=17	n=82
Marketing	47	14	61
_	72.3%	82.4%	74.4%
Media	7	0	7
	10.8%	0.0%	8.5%
Print Materials	48	7	55
	73.8%	41.2%	67.1%
Interactive/Social Media	16	1	17
•	24.6%	5.9%	20.7%
Other (Display)	3	0	3
	4.6%	0.0%	3.7%
None	3	2	5
	4.6%	11.8%	6.1%

^{*}Respondents were requested to check all that applied. All answers were included.

The majority of respondents noticed the Team Shan campaign advertisements (93.9% of all participants surveyed). This demonstrates that the campaign was effective in reaching its target audience.

The most common campaign advertisements viewed were those related to marketing, such as bus ads, bus shelter ads and billboards (74.4% of respondents viewed them), followed by print materials (67.1%), interactive/social media (20.7%) and other media such as campus radio and newspaper (8.5%). Three respondents indicated viewing other advertisements, including campus displays, representatives from the Team Shan campaign and via word of mouth. Overall, these results are promising and indicate that young women saw or heard a variety of Team Shan campaign advertisements.



Campaign Key Messages Table 4. What was your take home message from the Team Shan campaign advertisements?

auverusements.			
Answer	Site 1	Site 2	All Sites
	n=61	n=13	n=74
Breast cancer can happen at any	39	8	47
age/young & older women/anyone	63.9%	61.5%	63.5%
Self-care messages/get checked/early	10	6	16
detection	16.4%	46.2%	21.6%
Breast cancer awareness/serious disease	12	0	12
	19.7%	0.0%	16.2%
Positive/effective campaign/informative	1	0	1
	1.6%	0.0%	1.4%
Help/support/cure/donate	3	1	4
	4.9%	7.7%	5.4%
No answer	3	0	3
	4.9%	0.0%	4.1%

^{*}Some respondents reported more than one take home message. All answers were included.

From Table 4 it can be seen that the most common take home message from the campaign was related to understanding that breast cancer can happen at any age (63.5%). For example, "Breast cancer affects women of all ages," "Any female can be affected by breast cancer, not just older women," and "Young women should be aware of breast cancer too." Since 2008, this has been the most common response for post secondary participants, as well as a major message the team hoped to communicate.

The importance of self-care activities such as breast awareness was the second most common take home message (21.6%), followed by the importance of being aware of breast cancer and its seriousness (16.2%).

Action Taken

In order to understand how participants planned to use the information obtained through the Team Shan campaign advertisements, one question was asked:

1. What action will you take after seeing or hearing the Team Shan campaign advertisements?

Table 5 summarizes the results from this question.

Table 5. What action will you take after seeing or hearing the Team Shan campaign advertisements?

Answer	Site 1	Site 2	Sites Total
	n=60	n=13	n=73
Get checked (self-checks and doctor)	24	2	26
	40.0%	15.4%	35.6%
Spread the word about breast cancer and	12	6	18
the campaign	20.0%	46.2%	24.7%
Support the cause/donate/raise money	9	0	9
	15.0%	0.0%	12.3%
Be more personally aware of breast	12	4	16
cancer/health	20.0%	30.8%	21.9%
Learn more about the campaign/breast	7	2	9
cancer	11.7%	15.4%	12.3%
Encourage others to get checked	2	0	2
	3.3%	0.0%	2.7%
Take care of self/maintain a healthy	2	1	3
lifestyle/choices	3.3%	7.7%	4.1%
Not sure	3	2	5
	5%	15.4%	6.8%
Nothing	2	0	2
	3.3%	0.0%	2.7%

^{*}Some respondents reported more than one action. All answers were included.

The vast majority (93.2%) of participants indicated that they had begun to take action or planned to take action based on the information they received from the Team Shan campaign. The most common response was that participants planned to get personally checked for breast cancer after seeing the campaign (35.6%) e.g., "Be conscious about my health and getting tested if I am worried," "More self exams-actually do them" and Getting checked regularly." This was also the most common action in 2014 (44.4%). Other personal actions respondents planned to take included being more aware of breast cancer and the risk factors and symptoms associated with it (21.9%), learning more about breast cancer and the Team Shan campaign (12.3%) and maintaining a healthy lifestyle including exercise (4.1%), which were also similar to the record of responses seen in the previous campaign.

Young women also discussed plans to spread awareness about what they learned from the Team Shan campaign to friends and family, including general awareness of the disease (24.7%) and specific recommendations for others to get checked (2.7%). Some comments reflecting this plan include: "I think this is a very important campaign and I will be sure to spread the word ©" "I will tell more!" and "Glad there is people out there like you. Sharing right now with my room mates."



Finally, 21.9% of young women indicated a desire to help the healthcare system by making donations to cancer research, participating in fundraising events such as walks and runs to end breast cancer, and volunteering to help others with breast cancer. These results indicate that young women planned to take action against breast cancer after seeing or hearing advertisements from the Team Shan campaign.

The actions planned varied from person to person but the variety of responses demonstrated action on personal, interpersonal and societal levels.

Campaign Information Shared

To assess the frequency with which participants told others about the Team Shan campaign, one question was asked:

1. With how many people have you shared the information you saw or heard from the Team Shan campaign?

Table 6 summarizes the results from this question.

Table 6. With how many people have you shared the information you saw or heard from the Team Shan campaign?

Answer	Site 1	Site 2	Sites Total
	n=58	n=15	n=73
0 people	36	11	47
	62.1%	73.3%	64.4%
1-2 people	17	3	20
	29.3%	20%	27.4%
3-5 people	3	1	4
	5.2%	6.6%	5.5%
6-10 people	1	0	1
	1.7%	0.0%	1.4%
Over 10 people	1	0	1
	1.7%	0.0%	1.4%

There were 47 (64.4%) individuals who reported they had not shared information from the campaign, while 26 (35.6%) reported sharing information with at least one other person. Of those who had shared campaign information, participants most commonly reported sharing with 1-2 people (27.4%), followed by 3-5 people (5.5%). Participants rarely reported sharing campaign information with more than 6 people.

While the results from this question indicate that a substantial portion of participants had not shared the campaign information with others, the results from Table 4 demonstrated that many participants intended to spread awareness and share information. These participants may not have yet had the opportunity to do so prior to the post-test evaluation, but shared their intention for the future. Some comments include: "Glad there is people out there like you. Sharing right now with my room mates" and "I think this is a very important campaign and I will be sure to spread the word ©". The results from both questions are encouraging as they show some participants began sharing information quickly while others planned actions to take in the future.

Campaign Comments

Campaign evaluation comments from female respondents at UBC Vancouver are provided in Appendix J.

In general, the comments were incredibly positive and acknowledged the importance of the campaign. Some examples include: "It's a great thing you are doing to bring awareness that Breast Cancer can affect women of all ages © Thank you for this important information, keep up the great work!" "I am not aware of any other non-governmental/not-for-profit organization in Canada doing this kind of work & Team's (Team Shan) efforts are commendable & admirable," "I like the message. I think it is a good approach & an important cause," and "Glad there is people out there like you. Sharing right now with my room mates". Participants responded well to the campaign in general and the use of Shan's story to bring awareness to young women.

Some participants provided specific feedback for campaign strategies that they would like to see in the future and where these may be effective. For example: "The bus ad was very effective-maybe more posters on those who suffer from it," "They were noticeable and hard to miss," "Advertise more in schools and universities," "School presentations," "More social media advertisements," "More advertisements," and "Should put more on the public (Internet/booklets)." One theme that was commonly addressed in the comments was the knowledge gained from the campaign. Some comments included: "Check your breast monthly," "Makes young girls like myself aware that we are at risk too!" "I find it nice that you are making young women aware of this," and "I will tell more!"

Some participants indicated the desire for targeted strategies to mitigate their risk. For example, "I'm not sure what I'm expected to do. I know it can affect adults who are younger but as a teenager I still feel like it doesn't apply to me" and "Perhaps include what I can do about it." Although Team Shan has been effective in reaching its target audience, these comments indicate that some young women are unaware of their breast cancer risk and are uncertain of actions to take. This feedback reinforces the importance of sharing Shan's story to contribute knowledge where gaps may exist.

Overall, the feedback from the 2015 Team Shan campaign was positive and demonstrated that participants valued the campaign and the information offered within it. The comments also provided the team with valuable suggestions of additional information that can be incorporated into future campaigns.

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 developing breast cancer. The majority (93.9%) of women sampled reported seeing the campaign and had positive reactions to it.



Consistent with previous campaigns, marketing ads (i.e., bus ads, shelter ads, billboards) continue to trend as the most commonly viewed advertisement in 2015 by 74.4% of participants. This response has decreased from previous campaigns, where 81.3% reported viewing marketing ads in 2014 and 92% in 2013. However, last minute changes to the location of evaluation activities saw fewer participants compared with previous years.

Print materials (i.e., posters, brochures, bookmarks) were another effective strategy. The number of participants viewing print materials in 2015 (67.1%) increased from 2014 (43.8%), and is similar to responses seen in previous campaigns (62.9% saw print materials in 2011, 65.6% in 2012, and 79.2% in 2013).

Despite recommendations from previous Team Shan campaigns to have an active social media presence, particularly on Facebook, the number of participants viewing interactive/social media continues to be low. This campaign had fewer people viewing interactive/social media than in previous years (20.7% viewed interactive/social media in 2015, compared with 21.3% in 2014 and 28.3% in 2013). These low numbers may have to do with the fact that viewing interactive/social media is an intentional decision (e.g., a young woman must choose to go to her computer and find the Team Shan website, Facebook page, or click on the Facebook ad) while other advertisements such as bus ads and print materials are commonly seen in passing on university campuses or within campaign cities.

Team Shan has been working diligently to increase the reach of interactive/social media and can continue to pursue these goals as they are a crucial means of sharing information in society today and have not yet garnered the popularity of other campaign advertisement methods.

Recommendations

Young women in the 2015 campaign provided a number of useful suggestions for receiving information in future campaigns. Similar to the 2014 campaign, suggestions were made to use more public presentations to share information about breast cancer and the campaign itself. These recommendations suggest that women want more opportunities to hear about the campaign and speak to people about it.

Some comments included requests for strategies detailing how young women can prevent breast cancer. There is an interest among young women to learn these skills, yet there may be misperceptions among some groups regarding their level of risk and particular self-care activities. Including these steps in advertisements and directing young women to review Team Shan resources that address self-care and prevention strategies can promote a greater sense of empowerment and direction.

To meet the desire for further information and greater interaction on social media, it is recommended that campaign advertisements and campus presentations continue directing young women to Team Shan's online presence for further information and opportunities for participation in broader public discussion.

Conclusions

Young women need information about breast cancer and their susceptibility to this 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.

Team Shan has responded to the request for interactive/social media presence through expansion within Facebook, Twitter, and YouTube. Personal accounts, such as the story of Amy Semple, who was inspired by Shan's experience, highlight positive outcomes of self-care strategies among young women. It is important for Team Shan to continue reaching out through public campaigns to promote breast cancer awareness among this age group.

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

The use of Shanna 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 campaign will continue to grow and expand among campuses across British Columbia.



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
- 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
- 7. Team Shan Alberta and Saskatchewan Breast Cancer Awareness for Young Women Project (Year One) (2012). Unpublished. www.teamshan.ca
- 8. Team Shan Manitoba and Saskatchewan (Year One) and Alberta and Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Projects (2013). Unpublished. www.teamshan.ca
- 9. Team Shan Manitoba and Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Project (2014). Unpublished. www.teamshan.ca
- 10. Symonds, Kodei, Tiseo, Laura and Coleman, Brenda, Review of the Literature on Risk Factors for Breast Cancer in Adolescent and Young Women (15-39 years of age) (2015). Unpublished. www.teamshan.ca

Tables

- 1. Campaign Marketing/Media Advertisements
- 2. Campaign Print Material Distribution
- 3. Have you seen or heard any of the following Team Shan campaign advertisements on breast cancer in young women?
- 4. What was your take home message from the Team Shan campaign advertisements?
- 5. What action will you take after seeing or hearing the Team Shan campaign advertisements?
- 6. With how many people have you shared the information you saw or heard from the Team Shan campaign?

Appendices

- A. Project Press Release
 - i. Vancouver
- B. Project Literature Review
- C. Media Advertisements
 - i. sample radio ads
 - ii. sample print media ads
- D. Marketing Displays
 - i. billboard
 - ii. bus shelter
 - iii. bus displays
- E. Print Materials
 - i. poster
 - ii. brochure
 - iii. shower card
 - iv. bookmark
- F. Campaign Feedback
- G. Evaluation Questionnaire
- H. Student Demographics
- I. CBCF-BC/Yukon ON ALL FRONTS Blog Post
- J. Comments from Young Women

Team Shan University of British Columbia (UBC Vancouver) Breast Cancer Awareness Project Fall 2015 Press Release

Team Shan Breast Cancer Awareness for Young Women (Team Shan) will host a multi-faceted breast cancer awareness campaign in Vancouver this fall. The Team Shan University of British Columbia (UBC Vancouver) Breast Cancer Awareness Project has been made possible through a grant from the Canadian Breast Cancer Foundation-BC/Yukon Region.

Team Shan, a national charity, is dedicated to raising awareness that breast cancer is not just a disease of older women. Over 1,100 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 each 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 UBC Vancouver project are to increase early detection of breast cancer in young women and help improve outcomes for young women diagnosed with the disease.

The UBC Vancouver project will coincide with Breast Cancer Awareness Month and launch the first week in October 2015. The project will run for 6 weeks. Awareness marketing activities will include community billboards, public bus displays, bus shelter ads and distribution of awareness print materials on campus. Campus radio and print media ads will also be used to target young women attending UBC Vancouver. 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 care (breast aware) 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 Western University. The Team Shan logo and sunflower graphics used in the campaign strategies 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 about their breast cancer risk.

Young women diagnosed with breast cancer have also responded e.g., "In Shan's memory, I would perform self-exams on a fairly regular basis. The only reason I did these exams was because I would remember Shan, and the billboards and your messages on FB from the group. The happy news is, because I did regular exams, I found it very early. Thank you for running programs in Shan's memory. Thank you for reminding me that it is not just a disease of older women. Thank you! Thank you! Thank you!"

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

Lorna Larsen Team Shan President teamshan@gmail.com teamshan.ca





Appendix B

Team Shan UBC Vancouver

Breast Cancer Awareness Project

Review of the Literature of Risk Factors for Breast Cancer in Adolescent and Young Adult Women (15-39 years of age) & Health Promotion Campaigns

Recommendations

- 1. Inform the public about the potential risk to young women.
 - a. Although breast cancer is uncommon in women younger than 40 years of age, they, their parents, and medical practitioners need to know that cancer, including breast cancer, is *not* a disease limited to older adults.
- 2. Educate the public about the risk factors for breast cancer in young women.
 - a. Although many young women develop breast cancer without having any known risk factors, those with known risk factors (such as a family history) need to understand their increased risk and communicate them to their healthcare providers.
 - b. Many risk factors for young women cannot be changed or are not easily modifiable making it difficult to avoid exposure. However, women at higher risk of breast cancer should consider the benefits and harms of exposure to known risk factors.
 - c. Some risk factors (such as family history) are not within an individual's control. However, maintaining a healthy lifestyle by following Canada's Food Guide, maintaining a body mass index in the normal range (18.5-24.9), being physically active, smoke-free, and alcohol-free may reduce the risk of breast cancer in the long term.
- 3. Educate healthcare providers about the potential risk of, and risk factors for, breast cancer in young women
 - a. Healthcare providers must understand the incidence of breast cancer and the risk factors for breast cancer so women of all ages, including young women, can be appropriately and adequately screened and tested.
- 4. Promote breast awareness AND early communication of changes to healthcare providers.
 - Knowing what is normal for each individual can lead to early recognition of potential health problems if the information is then communicated to healthcare providers.
 - b. Promoting breast awareness, including breast self-checks is important for young women, most of whom should not receive screening mammograms.



- 5. Health promotion campaigns should:
 - a. Provide basic, accurate, credible health information.
 - b. Encourage appraisal of reliability of information and accurate perceptions of personal risk.
 - c. Build competence in essential skills such as knowing your body or body self-awareness.
 - d. Encourage communication of changes or concerns with parents and healthcare providers.
 - e. Use strategies designed to personalize information, maintain interest, and motivate behaviour.
 - f. Include input and feedback from the target audience (adolescents and young adults).
 - g. Include parents of adolescents and young adults and healthcare providers as secondary target groups.

See Reference 10



FEMALE READ

When Shanna Larsen was a little girl, she <u>already</u> had artistic talent...and it was <u>clear</u> that she would be <u>quite</u> an athlete. But, Shan <u>always</u> knew what she wanted to do with her life...she wanted to <u>teach</u>. Shan was only <u>24</u> years old when she lost her life to breast cancer. And now...it's her <u>spirit</u> that will teach us. Teach us to <u>know</u> the facts...

For more information visit teamshan.ca



FEMALE READ

When Shanna Larsen was a little girl, she <u>already</u> had artistic talent...and it was <u>clear</u> that she would be <u>quite</u> an athlete. But, Shan <u>always</u> knew what she wanted to do with her life...she wanted to <u>teach</u>. Shan was only <u>24</u> years old when she lost her life to breast cancer. And now...it's her <u>spirit</u> that will teach us. Teach us to <u>know</u> our risk...

For more information visit teamshan.ca



FEMALE READ

When Shanna Larsen was a little girl, she <u>already</u> had artistic talent...and it was <u>clear</u> that she would be <u>quite</u> an athlete. But, Shan <u>always</u> knew what she wanted to do with her life...she wanted to <u>teach</u>. Shan was only <u>24</u> years old when she lost her life to breast cancer. And now...it's her <u>spirit</u> that will teach us. Teach us to <u>know</u> the symptoms...

For more information visit teamshan.ca



FEMALE READ

When Shanna Larsen was a little girl, she <u>already</u> had artistic talent...and it was <u>clear</u> that she would be <u>quite</u> an athlete. But, Shan <u>always</u> knew what she wanted to do with her life...she wanted to <u>teach</u>. Shan was only <u>24</u> years old when she lost her life to breast cancer. And now...it's her <u>spirit</u> that will teach us. Teach us to <u>take</u> care of our self...

For more information visit teamshan.ca



FEMALE READ

When Shanna Larsen was a little girl, she <u>already</u> had artistic talent...and it was <u>clear</u> that she would be <u>quite</u> an athlete. But, Shan <u>always</u> knew what she wanted to do with her life...she wanted to <u>teach</u>. Shan was only <u>24</u> years old when she lost her life to breast cancer. And now...it's her <u>spirit</u> that will teach us. Teach us to <u>know</u> our body...

For more information visit teamshan.ca

Interior Bus Ad



Exterior Bus Ad



Vertical Poster



Breast Cancer...

not just a disease of older women

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

visit or contact us at



teamshan.ca facebook.com/team.shan.ca @TeamShan



Bookmark



Shanna (Shan) Larsen was only 24 when she lost her life to breast cancer facebook.com/team.shan.ca visit or contact us at teamshan.ca Canadian Breast Cancer Foundation BC • YUKON

@TeamShan



National Brochure





Shanna (Shan) was a beloved daughter, sister and friend.

She was an aspiring teacher, talented artist and skilled athlete.

The sunflower was her favourite flower and represented Shan's outlook on life.

Now it symbolizes her memory and hope.



"this is an excellent way to inform young women on the risks of breast cancer and help them to be able to check for symptoms before it is too late."

High School Student

"Shan had planned to go on to teacher's college and spend much of her time with children. Although she is not here today, her life still continues to impact young girls. Thank you."

High School Student

"Shan was so beautiful...she could be my best friend...she could be me. What you are doing is amazing. Thank you."

Post Secondary School Student

"Shan's story continues to inspire, touch and motivate me to make a difference."

Post Secondary School Student

"one of the billboards with your message and Shan's face went up in my neighbourhood. It really struck a cord with me...I feel it is a really important message."

Post Secondary School Student

"the website is awesome...crisp, easy to navigate, informative. I love the sunflowers...Thank you for this important work."

Young Professional



for further information or to request print materials, please contact



breast cancer awareness for young women

teamshan@gmail.com teamshan.ca





Team Shan (breast cancer awareness for young women) is in memory of Shanna (Shan) Larsen who was only 24 when she lost her life to breast cancer. Our logo and sunflower graphics were inspired by Shan's original artwork.

incorporated 2009



not just a disease of older women

Shanna Larsen 1981-2005

breast cancer awareness for young women (15-39 years of age)

facts

• over 1,100 young women (15-39 years of age)

are diagnosed with breast cancer every year

over 100 young women with breast cancer

breast cancer does not always start with a

breast cancer can spread, primarily to the

breast cancer in young women is often very

cancer in young adults is often random

will die every vear in Canada

most breast lumps are not cancer

bones, liver, lungs and brain

early detection saves lives

symptoms

- breast lumps (most common)
 breast thickening
- dimpling/puckering of the breast
- breast changes (e.g., size, shape, skin)
- breast swelling, redness, warmth or pain
- nipple changes (e.g., nipple inverts)
- nipple discharge/leaking
- symptoms that may appear from the spread of breast cancer (e.g., bone pain, neurological symptoms)





self care

- choose a healthy lifestyle (teamshan.ca/breast-aware/healthy-lifestyle)
- know your body and watch for changes
 be breast aware, there is no one way to check 'em, know your breasts and check 'em
- often (teamshan.ca/breast-aware/check-em)
 discuss your breast health with your health care provider
- discuss known breast cancer risk factors with your health care provider
- seek medical attention for any breast cancer symptom or unusual breast changes
- seek medical attention for any persistent change in your body
- ask the doctor "Could this be cancer?"

uncontrollable

being female

breast lump

- increased age
- born in North America or Northern Europe
- strong family history of breast cancer or ovarian cancer

risk factors

- controllable

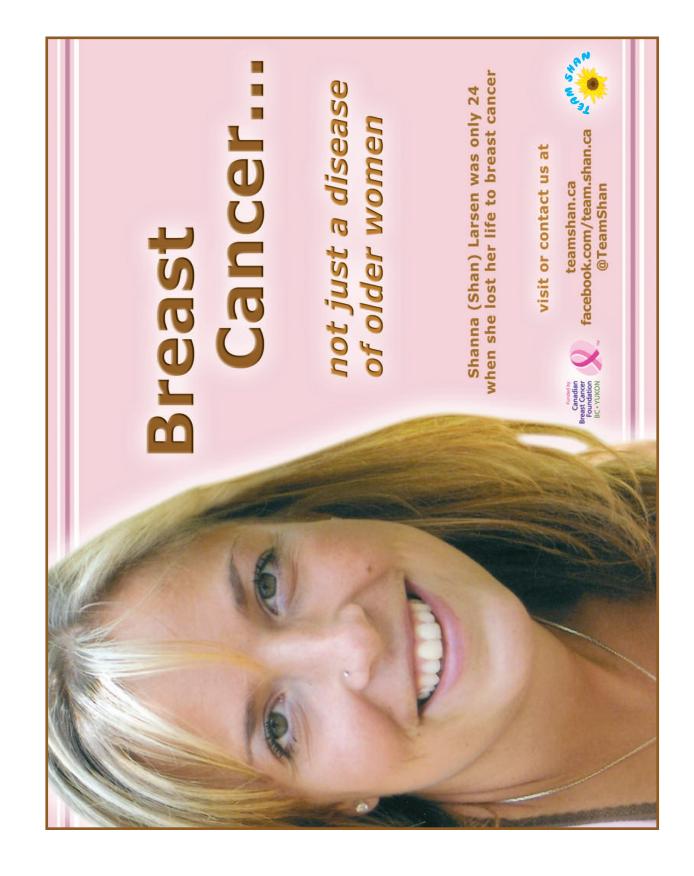
 poor diet/unhealthy weight
- physical inactivity
- tobacco use/exposure to second hand smoke
- alcohol misuse
- use of birth control pills
- never breastfeeding your baby

uncontrollable

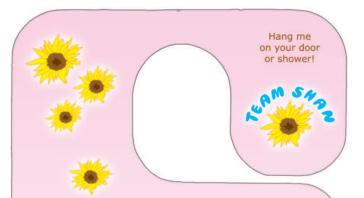
- early menstruation (under 12 yrs of age)
- genetic mutations (e.g., BRCA1, BRCA2)
- previous biopsy showing pre-cancerous breast changes
- previous high levels of radiation exposure to the chest



Horizontal Poster



Shower Card



Breast Cancer...

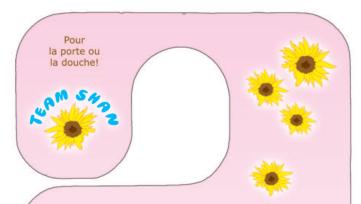
not just a disease of older women

Be breast aware, know your breasts and check 'em often!!

- there is no one way to check 'em, discover what works for you and check 'em
- look in the mirror to help you know your breasts
- feel your breasts to discover what is normal for you
- use gentle to firm pressure with the pads of your fingers to feel all your breast tissue
- remember breast tissue extends up to the collar bone and under your armpits
- know your normal and check 'em often
- watch for unusual breast or nipple changes (e.g., size, shape, texture, lumps, discharge, pain)
- seek medical attention for any breast cancer symptom or unusual breast changes

Take care of yourself!
teamshan.ca
teamshan@gmail.com





Le cancer du sein... une maladie qui n'a pas d'âge

Mieux connaître ses seins, apprendre à les examiner et le faire souvent!!

- connaissez vos seins par leur aspect et au toucher
- connaître ses seins, les examiner et le faire souvent
- faites-le devant un miroir pour vous aider à être attentif aux changements
- palpez vos seins, pour apprendre ce qui est votre norme
- utilisez la pulpe de vos doigts, doucement, mais fermement, pour palper tout le tissu du sein
- n'oubliez pas que le tissu du sein s'étend jusqu'à la clavicule et aux aisselles
- surveillez pour des changements anormaux au sein et au mamelon (grosseur, forme, peau, bosses, écoulement, douleur)
- consultez un médecin pour tout symptôme persistant ou changement inhabituel pouvant indiquer la présence d'un cancer du sein

Prends soin de toi! teamshan.ca teamshan@gmail.com



Bus Shelter (Outfront)



Breast Cancer...

not just a disease of older women

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



teamshan.ca



Bus Shelter (Pattison)



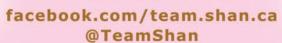
Breast Cancer...

not just a disease of older women

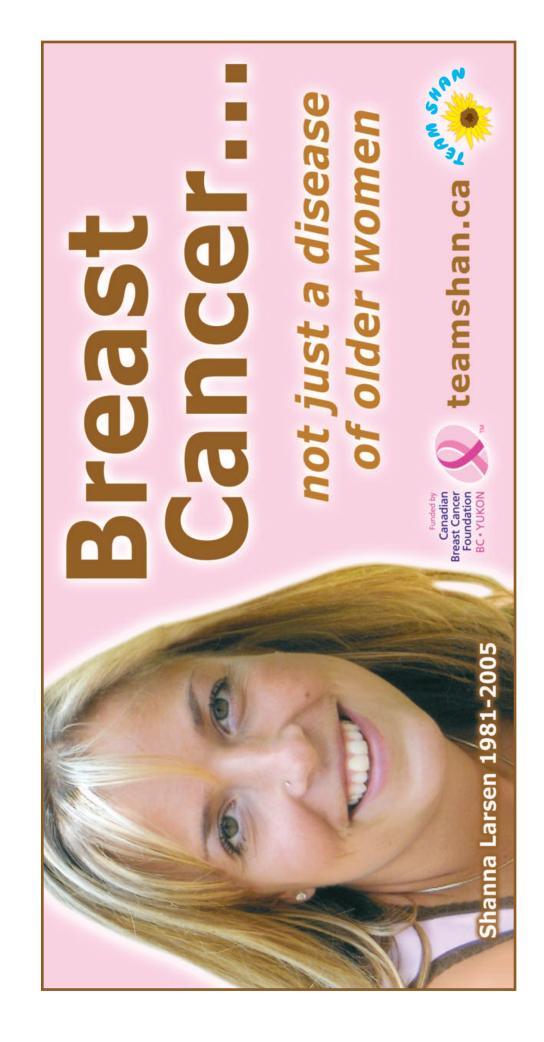
Shanna Larsen was only 24 when she lost her life to breast cancer



teamshan.ca







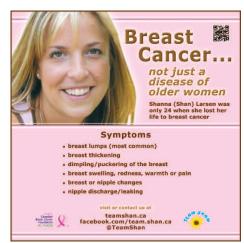
Discorder Ad

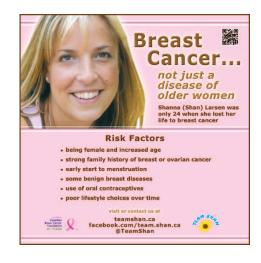


Ubyssey Ads











Appendix F Team Shan UBC Vancouver Breast Cancer Awareness for Young Women Project

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 project. Below are some of the comments received during the campaign:

- This is a message that needs to get out there. For our daughters, granddaughters and nieces and all their friends. Thanks to Lorna, Team Shan and CBCF for all you do day in and day out;
- I saw Shan's beautiful face on the side of a bus driving to work today. She's everywhere this month on campus and off, and it still take my breath away to see her smile;
- I just wanted you to know that I was driving beside a Vancouver city bus the other day and noticed a huge bus advertisement about the Team Shan campaign, and I wanted to tell you: Way to go! It's amazing how big your campaign has grown over the past 10 years. I'm really in awe of the good and important work you do ②All the best to you and your team!
- We would love to support and promote Team Shan;
- I am so happy to have been a part of a campaign delivering such an important message;
- Thanks for the press release document. I have read through it and it's great to hear the motivation behind your campaign come through...I sympathize deeply with your cause. You're doing good in the world;
- Soooo happy and proud of Lorna Larsen whose worked so hard to champion breast cancer awareness for young women in memory of her daughter Shan. Saw this billboard on a Vancouver bus last week as we prepare for Team Shan's arrival at UBC later this week and next!
- It's been wonderful to see this campaign take on a life of it's own;
- Many of you have shared that you have seen the Team Shan marketing around town and would like to learn more about this program;
- Here are some photos of your ads! They look really great ∅
- A colleague saw one of the transit ads and was quite impressed;
- I was riding my bike today behind the Team Shan poster on a bus out to the University of BC. Very effective!



Young Women

Young women from UBC Vancouver participated in the formal 2015 campaign evaluation activities on campus. (Appendix J) They also responded informally through campaign activities on campus and social media activities. The feedback was positive, young women shared their stories and appreciated Team Shan efforts on and around campus. Below are some of the comments received:

- I've seen your ads on the buses, saw one this morning;
- I've seen her (Shan's) beautiful face on the Sky Train;
- So sorry for your loss. Thank you for making a difference for us (young women);
- Thank you-it's important the work that you do;
- I know Team Shan-thank you!
- Keep up the good work;
- Saw the posters;
- It (poster) was everywhere;
- Saw it (poster) everywhere;
- Saw it on the bus shelters;
- This is an important message. Thank you;
- Saw Shan's large poster at UBC the other day.



Appendix G Team Shan UBC Vancouver Breast Cancer Awareness Project

Evaluation Questionnaire

We are requesting your help in evaluating the Team Shan Breast Cancer Awareness for Young Women (Team Shan) campaign implemented on and around campus from October to November 2015. 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 yearc. graduate student		
	d. non student		
2.	Have you seen or heard any of the following Team Shan campaign advertisements on breast cancer in young women? Please check <u>all</u> that apply.		
	a. marketing (bus ads, bus shelters, billboards)		
	b. media (campus radio CiTR 101.9FM, Ubyssey newspaper)		
	c. print materials (posters, brochures, bookmarks)		
	e. interactive/social media (website, facebook, twitter)		
	d. other \square Please specify:		
	e. none of the above \square (please go to question 6)		
3. What was your <u>take home message</u> from the Team Shan campaign advertisements?			
1	What action will you take after seeing or heaving the Teem Chan compaign		
4.	What <u>action</u> will you take after seeing or hearing the Team Shan campaign advertisements?		

5.	With how many people have you shared the information you saw or heard
	from the Team Shan campaign?
	a. 0 🗖

a. 0 **b**. 1-2 **b**.

c. 3-5 🗖

d. 6-10 \square

e. over 10

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

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 UBC Vancouver Breast Cancer Awareness Project

Student Demographics

Student	Site #1	Site#2	All Sites
Status	N=65	N=17	N=82
First Year	55	13	68
			(82.9%)
2-4 Year	7	2	9
			(11.0%)
Grad Student	1	0	1
			(1.2%)
Non Student	2	2	4
			(4.9%)
TOTAL	65	17	82
			(100%)



Appendix J Team Shan UBC Vancouver Breast Cancer Awareness Project

Campaign Comments from Young Women

Total: 30

- I think it is a great campaign. Well done!
- I think this is a very important campaign and I will be sure to spread the word Θ
- I'm not sure what I'm expected to do. I know it can affect adults who are younger but as a teenager I still feel like it doesn't apply to me;
- It's really new. I've never seen ad like this back in Korea;
- I am not aware of any other non-governmental/not-for-profit organization in Canada doing this kind of work & Team's (Team Shan) efforts are commendable & admirable;
- Advertise more in schools and universities;
- Thanks for doing this campaign;
- I find it nice that you are making young women aware of this;
- *School presentations*;
- Keep it up!
- The bus ad was very effective-maybe more posters on those who suffer from it;
- Great
- They were noticeable and hard to miss;
- I will tell more!
- I like the message. I think it is a good approach & an important cause;
- Support it!
- *Perhaps include what I can do about it;*
- Will like to see more:
- Good job!
- *Keep up the good work;*
- Go Team Shan!
- More social media advertisements;
- *More advertisements*:
- Thank you for your work!
- It's a great Thing you are doing to bring awareness that Breast Cancer can affect women of all ages © Thank you for This important information, keep up The great work!
- *I think it's great & very important;*
- Check your breast monthly;
- Glad there is people out there like you. Sharing right now with my room mates;
- Makes young girls like myself aware that we are at risk too!
- *Should put more on the public (Internet/booklets).*

