

**TEAM SHAN COMMUNITY PROJECT  
(breast cancer awareness for young women)**

**Evaluation of Awareness Campaign Targeting Young Women**

**May 2008**



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



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The Team Shan Community 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 created from Shan's original art work.

*Team Shan Community Project*



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## **Team Shan Community Project**

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The participation of young adults on the committee provided a valuable asset for many of the campaign activities and ultimate success of the project in reaching their peers. Their involvement included critical input in the development of awareness materials, focus testing of draft resources, facilitating evaluation sites and working with the media. Support from other health, education, research and media professionals, translators, public health colleagues, community partners and volunteers assisted the committee to attain their goal.

The host organization, Oxford District Women’s Institute, provided vital in kind support for the project and the Canadian Breast Cancer Foundation-Ontario Chapter the necessary funding to design, implement and evaluate the breast cancer awareness campaign for young women.

Formal support for the project was received from Oxford County Public Health and Emergency Services, Oxford County Cancer Services and the Canadian Cancer Society (Oxford County Unit).

Our thanks to the thousands of young women who were open to the campaign messaging, responded to focus testing of awareness materials and social marketing strategies, participated in the project evaluation activities and provided feedback on the campaign. Their own awareness and knowledge level of breast cancer has increased, but their impact for other young women and overall evaluation of the project is truly remarkable.

Deep appreciation goes to Team Shan, the broader network of Shan’s friends, family, friends and colleagues who responded to a need, a gap in breast cancer awareness for young women. In Shan’s memory they have supported the project and ongoing messaging for this population at risk. The Team Shan Community Project and its members have planted the seeds to be nourished beyond southwestern Ontario.

Lorna Larsen  
Project Lead

*Team Shan Community Project*



# **Team Shan Community Project**

## **Evaluation of Awareness Campaign Targeting Young Women**

### **Executive Summary**

#### **Team Shan**

The short term objectives of the *Team Shan Community Project* included activities to:

- implement a regional breast cancer awareness campaign for young women
- evaluate the effectiveness of the campaign awareness materials/strategies with young women
- increase the awareness/knowledge level of breast cancer in young women, and
- increase awareness of breast cancer in young women with health care providers

The long term goals of the project are to:

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

Members of the project committee have had personal experience with both the journey and the loss of young adults through cancer. The *Team Shan Community Project* was dedicated to the memory of Shanna (Shan) Larsen who was only 24 when she lost her life to breast cancer. Early detection did not occur with Shan's illness. Early diagnosis provides the opportunity for earlier treatment and improved outcomes for young women.

As part of the planning and assessment phase of the project, committee members commissioned a literature review on breast cancer and young women in 2006. An updated review was completed in 2007. Based on the report recommendations, draft awareness materials were developed and focus tested with young women in the Oxford County and city of London area of southwestern Ontario. Findings and recommendations from the reports and a further review by physicians and researchers in the field provided the basis for messaging and campaign resource development.

#### **Public Awareness Campaign**

The Team Shan breast cancer awareness project targeted young women (15-29 years of age) living, attending school, working in the region or coming home for the holidays. Campaign strategies also targeted families, the general public, family physicians and other health care providers.

Campaign media activities included television, radio, print and interactive media i.e. website and Facebook group. Further marketing strategies included billboards, bus ads and bus shelter ads. Printed brochures, posters and bookmarks were distributed throughout the campaign area and during community events. An information package, mailed out to family physicians, was included in the Team Shan project activities. The project theme was *breast cancer...not just a disease of older women*.



## **Campaign Reach**

There were 22,100 young women and 450 health care professionals directly reached in the campaign target area. Requests outside of the target area provided the opportunity to reach a further 9,500 young women and 375 professionals during the campaign. Further reach will continue into 2008 through requests and project sharing opportunities.

## **Evaluation Strategy**

The campaign was formally evaluated by young women in six locations in the target area: three high school and two post secondary school sites and one community site. Three hundred and one (301) young women participated in completing questionnaires. The questionnaire contained several close ended questions and some open ended questions to obtain participant impressions of the campaign awareness materials and ads. Responses were compared to the 2006 pilot questionnaire results where possible.

## **Results**

- only 3.8% of the 2008 respondents felt they had no breast cancer knowledge compared to 10.2% in 2006
- self reporting of some breast cancer knowledge increased by 7.7% from 2006 to 2008. In 2008, participants most often saw themselves as having “some knowledge” of breast cancer in young women. Few (14.6%) saw themselves as “well informed.” This would support the need for further educational activities and opportunities on this important topic
- significant increases in both breast cancer facts (28%) and risk factors (31.7%) were reported by the 2008 target population sample
- the vast majority of respondents had noticed the Team Shan media campaign. This includes 86.8% of the high school students, 82.1% of the post secondary students and 90.9% of the community site respondents. This demonstrates the campaign was effective in reaching its target audience
- of the media campaign, billboards were ranked highly across all groups, and that bus ads were also consistently ranked high. In contrast the local magazines were consistently ranked low across all groups and radio was in the bottom half ranking for all groups. Other media had a more mixed response
- of the print materials, the pamphlet was most commonly seen, followed closely by the poster. The bookmark and display were ranked lower, but still seen by over a quarter of the total sample
- the most common take home message from both media and print materials was related to the understanding that breast cancer can happen at any age. This message was a major one the team hoped to communicate
- school was the most common place for the participants to note the print materials. Almost one quarter (23%) of the respondents saw the materials at a doctor’s office during the three month campaign
- Facebook was the interactive medium most likely accessed across all three sites (high schools, post secondary and community)
- across all groups the media advertisements were most favoured, followed by print materials and then interactive media



- the vast majority of comments on the questionnaires were extremely positive and generally thanked or praised the team for their work, and suggested more awareness should continue to be done
- the positive comments also reflected on personal meanings for many of the students. For example, high school comments included: *“I had no idea it could happen to girls as young as us – awareness is key to a healthy life”* and a post secondary student said: *“I found bus ads within the buses and on shelters were effective in gaining my attention and causing me to ask more questions about the issue”*
- during the development phase of the project young women were asked to comment on the draft awareness materials. The use of a specific person (Shanna) in the materials appealed to the young women. This was emphasized further in the broader feedback from the campaign. For example, young women commented: *“One of the billboards with your message and Shan’s face went up in my neighbourhood...I feel it’s a really important message.”* and *“I was on the bus today and I saw Shan’s face. Good way to spread awareness.”* Shan’s face and story were important in reaching the target group
- positive feedback from the physicians and health care providers assisted in addressing the project objective to increase professional awareness that “breast cancer is not just a disease of older women”
- young women and their families also responded favourably to the campaign through verbal feedback at community events, email messages and Facebook postings

### **Recommendations**

Results support the need for continued education and public awareness on the issue of breast cancer across the age trajectory. Team Shan may want to explore how to broaden the geographic reach of the project. Advertisements and media are a key strategy to help increase awareness for young women and this should be continued. However, young women also need the more detailed information that is provided by other awareness materials such as the brochures.

### **Conclusion**

Overall the Team Shan project was successful in developing a variety of strategies to inform young women about the risk of breast cancer. The vast majority of all young women surveyed, across all sites, reported having seen the strategies and reported positively on their reaction to the information. The use of a specific person (Shanna) and her story appealed to the target group and made a difference in communicating the message to young women.

Young women need information and awareness about their risk of breast cancer. Knowledge of symptoms and self help strategies provide young women with the opportunity for self detection and earlier medical diagnosis. The multi-faceted approach undertaken by Team Shan addresses these needs. It is hoped that the success of this project will continue to grow and expand.



# **Team Shan Community Project**

## **(breast cancer awareness for young women)**

### **Evaluation of Awareness Campaign Targeting Young Women**

#### **Team Shan**

The members of the *Team Shan Project Committee* are committed volunteers from the Oxford County and city of London area of southwestern Ontario who responded to an identified gap in awareness and knowledge of breast cancer in young women. (1) (2)

The short term objectives of the *Team Shan Community Project* included activities to:

- implement a regional breast cancer awareness campaign for young women
- evaluate the effectiveness of the campaign awareness materials/strategies with young women
- increase the awareness/knowledge level of breast cancer in young women, and
- increase awareness of breast cancer in young women with health care providers

The long term goals of the project are to:

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

Members of the project committee have had personal experience with both the journey and the loss of young adults through cancer. The *Team Shan Community Project* was dedicated to the memory of Shanna (Shan) Larsen who was only 24 when she lost her life to breast cancer. Early detection did not occur with Shan's illness. Early diagnosis provides the opportunity for earlier treatment and improved outcomes for young women.

*Team Shan* was initiated by four of Shanna's friends in order to raise awareness about breast cancer in young women through participation in annual fundraising events. Together with community partners, members of the *Team Shan Project Committee* continue to effectively raise awareness that *breast cancer is not just a disease of older women* and make a positive difference for young women who might develop the disease in the future.

The *Team Shan Project Committee* consists of public health and education professionals and young adults. Members of the steering committee have highly relevant professional and community experience that enabled them to meet the community project objectives including skills in the areas of health promotion, community development, focus testing, social marketing, campaign planning, implementation and evaluation. Participation from the target population was invaluable to the awareness project success.





Further professional support from a public health epidemiologist, research assistant, program evaluator, media specialist, family physician, graphic artist and translator added to the project committee human resources. Team Shan also received both formal and informal support for the project from public health agencies, school boards, school administration, students, health care providers, researchers, regional cancer partners, media and community members wanting to help make a difference.

As part of the planning and assessment phase of the project, committee members commissioned a literature review on breast cancer and young women in 2006. (3) An updated review was completed in 2007. (4) Based on the report recommendations, draft awareness materials were developed and focus tested with young women in the Oxford County and city of London area. Findings and recommendations from the reports and a further review by physicians and researchers in the field provided the basis for messaging and campaign resource development. The resources were also translated into French.

### **Public Awareness Campaign**

To coincide with Breast Cancer Awareness Month, the *Team Shan* breast cancer in young women awareness campaign was implemented in Oxford County and the city of London area of southwestern Ontario on October 1, 2007. The campaign ran until December 31, 2007. The marketing targeted young women (15-29 years of age) living, attending school, working in the region or coming home for the holidays. Campaign strategies also targeted families, the general public, family physicians and other health care providers.

Campaign media activities included television, radio, print and interactive media i.e. website and Facebook group (see Appendix B). Further marketing strategies included billboards, bus ads and bus shelter ads (see Appendix B). Printed brochures, posters and bookmarks were distributed throughout the campaign area and during community events (see Appendix C). The project theme was *breast cancer...not just a disease of older women*. Tremendous support was received for the distribution of awareness materials in health, education and community sites. Requests were received for media interviews and community presentations and events. The media responded with exceptional coverage of the campaign. Media and marketing partners provided positive feedback to the campaign. For example: “*I’m so glad we were able to be a part of this campaign. Attached is a photo...they look so good and I see them all the time*” and “*I’ve just seen the poster. It’s beautiful...you are doing an amazing thing. I am truly honoured to have had a small part in it*” (see Appendix D).

Adolescents and young adults are at risk of being misdiagnosed by physicians leading to delays in cancer diagnosis and treatment. (2) (5) An information package, mailed out to family physicians, was included in the Team Shan project activities. Project sharing occurred with researchers and other health care providers including public health/community nurses and cancer care partners.



Positive feedback from the physicians and health care providers assisted in addressing the project objective to increase professional awareness that “breast cancer is not just a disease of older women.” For example: *“congratulations on the quality of the awareness materials. A tribute to Shanna and an important message for young women”* and *“this is important for young women. A positive step to make a difference. Thank you. I will use it in my practice”* (see Appendix D).

Young women and their families also responded favourably to the campaign through verbal feedback at community events, email messages and Facebook postings. For example from young women: *“I was also on the bus today and saw Shan’s face. Good way to spread awareness. Way to go Team Shan”* and *“...I love what you are doing, giving younger women the knowledge about how you can get breast cancer while you are young. I always assumed it was a disease of older women until I read your pamphlet and saw your website. Shanna seemed like a wonderful person and she is beautiful! Her face, along with the cause, really catches our attention...”* Mothers also responded. For example: *“I have seen the billboards and read the (newspaper) article...thank you for taking up such a wonderful battle to save the young women in our lives...”* and *“I’m sure this must be exhausting for you, but please keep finding the strength...for girls like mine”* (see Appendix D).

### **Campaign Reach**

The reach for the targeted population is described in Appendix F. Twenty-two thousand, one hundred (22,100) young women and 450 health care professionals were directly reached in the campaign target area. The full reach could not be calculated, but there was potential for the maximum listening and readership audience from the variety of media strategies used in the campaign. Requests and opportunities outside of the target area provided the opportunity to reach a further 9,500 young women and 375 health care professionals during the campaign. Further reach will continue into 2008 through requests and project sharing opportunities.

### **Evaluation Strategy**

The campaign was formally evaluated by young women in six locations in the target area: three high school and two post secondary school sites and one community site. The three high school sites chosen were not involved in the 2006 focus testing evaluation activity and a new community site was used. The volunteer participants were young women (15-29 years of age). The target number of participants was 250. Three hundred and one (301) young women participated. Total numbers and numbers from all six sites were consistent with 2006 evaluation participants. Evaluation facilitators reported that the young women were pleased to participate and appreciated that young women had not been forgotten in breast cancer messaging.

Participants were asked to complete a questionnaire by a *Team Shan* member or high school Public Health Nurse assisting with the project. The questionnaire (see Appendix G) was developed by *Team Shan* in consultation with a research consultant. The questionnaire contained several close ended questions and some open ended questions regarding their impressions of the campaign awareness materials and ads.



Content analysis of responses was conducted to develop categories of responses. These categories were then used to code the questionnaire responses.

Two identical self reported awareness/knowledge level questions were included from the 2006 evaluation and completed by the sample target population. The 2006 results provided a baseline for comparison with the target sample following the campaign.

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

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

### **Results**

The full results of the awareness strategies and self reported breast cancer awareness questions from young women are summarized in Appendix H. Notably, only 3.8% of the 2008 respondents felt they had “no breast cancer knowledge” compared to 10.2% in 2006. Self reporting of “some breast cancer knowledge” increased by 7.7% from 2006 to 2008. Significant increases in both breast cancer “facts” (28%) and “risk factors” (31.7%) were reported by the 2008 target population sample.

### **Media/Advertisements**

The media/advertisements included TV, radio, newspaper, local magazines, bus ads, bus shelter ads, and billboards. Assessment of the media/advertisements was conducted through the analysis of two questions from the questionnaire:

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

Table One summarizes the results across all sites to the first question, and Table Two compares the ranking of different mediums. Table Three summarizes the results for the second question.



**Table One: Have you seen or heard any of the following Team Shan media/advertisements on breast cancer in young women?**

<b>Answer</b>	High school 1	High school 2	High school 3	<b>High school totals</b>	Post secondary 1	Post secondary 2	<b>Post secondary totals</b>	<b>Community site totals</b>	<b>All sites totals</b>
TV	33	19	11	<b>63</b>	7	10	<b>17</b>	<b>5</b>	<b>85</b>
Radio	20	13	8	<b>41</b>	11	6	<b>17</b>	<b>4</b>	<b>62</b>
Newspaper	15	7	3	<b>25</b>	16	6	<b>22</b>	<b>6</b>	<b>53</b>
Magazine	15	10	2	<b>27</b>	4	6	<b>10</b>	<b>0</b>	<b>37</b>
Bus ads	31	22	2	<b>55</b>	44	28	<b>72</b>	<b>8</b>	<b>135</b>
Bus shelter ad	18	16	4	<b>38</b>	31	12	<b>43</b>	<b>3</b>	<b>84</b>
Billboards	31	26	21	<b>78</b>	31	17	<b>48</b>	<b>13</b>	<b>139</b>
Other	0	1	8	<b>9</b>	4	0	<b>4</b>	<b>0</b>	<b>13</b>
None of the above	3	13	5	<b>21</b>	7	12	<b>19</b>	<b>2</b>	<b>42</b>

The vast majority of respondents had noticed the Team Shan media campaign. This includes 86.8% of the high school students, 82.1% of the post secondary students and 90.9% of the community site respondents. This demonstrates the campaign was effective in reaching its target audience.

Of the 167 high school students, the most frequent medium for noting the Team Shan material was billboards (78) followed by TV (63), bus ads (55), radio (41) and bus shelter ads (38). This group was less likely to use the print media with magazine (27) and newspaper (25) having less frequent responses.



Of the 112 post secondary students the most frequent medium for noting the Team Shan materials was bus ads (72) followed by billboards (48) and bus shelter ads (43). The less frequent responses were newspaper (22), TV (17), radio (17) and local magazine (10).

Of the 22 community respondents, billboards were most often noted (13), followed by bus ads (8), newspaper (6), TV (5), radio (4) and bus shelter ads (3).

Table Two compares the ranking across the 3 groups.

**Table Two: Comparison of Different Medium Rankings by Each Site**

Medium	High school	Post secondary	Community
TV	2	5	4
Radio	4	5	5
Newspaper	7	4	3
Local magazine	6	7	7
Bus ads	3	1	2
Bus shelter ads	5	3	6
Billboards	1	2	1

(1= highest rank, 7 = lowest rank)

From this table it can be seen that billboards were ranked highly across all groups, and that bus ads were also consistently ranked high. In contrast the local magazines were consistently ranked low across all groups and radio was in the bottom half ranking for all groups. Other media had a more mixed response.



**Table Three: If yes, what was your take home message from the media/advertisements?**

<b>Answer</b>	High school 1	High school 2	High school 3	<b>High school totals</b>	Post secondary 1	Post secondary 2	<b>Post secondary totals</b>	<b>Community site</b>	<b>All sites totals</b>
Breast cancer can happen at any age/young and older women	29	15	18	<b>62</b>	41	22	<b>63</b>	<b>6</b>	<b>131</b>
Be aware of breast cancer/serious disease/common	7	11	7	<b>25</b>	0	0	<b>0</b>	<b>4</b>	<b>29</b>
Self help messages/BSE/get checked/take care of your body	3	3	10	<b>16</b>	17	5	<b>24</b>	<b>3</b>	<b>43</b>
Signs/symptoms of breast cancer	0	3	3	<b>6</b>	0	0	<b>0</b>	<b>0</b>	<b>6</b>
Shan was so young/tragic/sad	5	5	0	<b>10</b>	7	5	<b>12</b>	<b>4</b>	<b>26</b>
Support/donate to breast cancer awareness	2	0	2	<b>4</b>	1	0	<b>1</b>	<b>0</b>	<b>5</b>
Breast Cancer risks	2	0	0	<b>2</b>	2	1	<b>3</b>	<b>1</b>	<b>6</b>
Blank	6	21	15	<b>42</b>	9	14	<b>23</b>	<b>6</b>	<b>71</b>

From Table Three it can be seen that the most common take home message was related to the understanding that breast cancer can happen at any age. All three groups (high school, post secondary, community site) ranked this message as the key take home message. This message was a major one the team hoped to communicate.

The importance of being aware of breast cancer and its seriousness was ranked second by high school students, followed by the importance of self-help activities such as breast self examination.



The post secondary students ranked the second most important take home message as the importance of self-help, followed by awareness of the personal tragedy related to Shan.

The community location had the personal tragedy message ranked as the second most common take home message. This was tied with awareness of breast cancer and its seriousness. The importance of self help activities was also ranked highly.

### Print Materials

The print materials included a pamphlet, poster, bookmark, and a display. The assessment of the print materials was determined through the response to 3 questions on the questionnaires:

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

**Table Four: Have you seen any of the following the Team Shan breast cancer awareness print materials?**

Answer	High school 1	High school 2	High school 3	High school totals	Post secondary 1	Post secondary 2	Post secondary totals	Community site totals	All sites totals
Pamphlet	47	50	50	<b>147</b>	31	13	<b>44</b>	<b>9</b>	<b>200</b>
Poster	33	36	37	<b>106</b>	33	18	<b>51</b>	<b>8</b>	<b>165</b>
Bookmark	27	15	25	<b>67</b>	10	1	<b>11</b>	<b>2</b>	<b>80</b>
Display	17	8	18	<b>43</b>	24	9	<b>33</b>	<b>4</b>	<b>80</b>
None of the above	3	4	1	<b>8</b>	13	19	<b>32</b>	<b>7</b>	<b>47</b>

From Table Four it can be seen that the pamphlet was most commonly seen, followed closely by the poster. The bookmark and display were ranked lower, but still seen by over a quarter of the total sample. In looking at this question by each site (high school, post secondary, community) there is little variation except that with the post secondary group, the poster was seen slightly more than the pamphlet.



**Table Five: If yes, where did you see the awareness print materials?**

<b>Answer</b>	High school 1	High school 2	High school 3	<b>High school totals</b>	Post secondary 1	Post secondary 2	<b>Post secondary totals</b>	<b>Community site totals</b>	<b>All sites totals</b>
School Site	36	43	50	<b>129</b>	35	17	<b>52</b>	<b>9</b>	<b>190</b>
Community Site	20	23	13	<b>56</b>	14	7	<b>21</b>	<b>4</b>	<b>81</b>
Doctor's Office	25	15	14	<b>54</b>	11	11	<b>22</b>	<b>6</b>	<b>82</b>

From Table Five it can be seen that school was the most common place for the participants to note the print materials. This was even true across all groups including the participants recruited through the community location. Just prior to initiating the awareness campaign family physicians in the target area were sent Team Shan resources. Almost one quarter (82 or 23%) of the respondents saw the materials at a doctor's office during the three month campaign.

Table Six lists the take home messages obtained from the print media. The results were quite similar to the take home messages from the media/advertisements. The most common take home message, across all three sites was that breast cancer could occur to women at any age.

For the high school students the age related message was followed by understanding the seriousness of breast cancer, and the importance of self help measures, exactly the same as the ranking of media/advertisements. However, the next message of learning specific symptoms was not a message that was conveyed to this group by the media/advertisements. This probably reflects that more information can be conveyed in a brochure or other print media.

The post secondary students had the same second take home message (importance of self help) as they did with the media/advertisements. The other responses tended to occur infrequently (less than 5 times).

There was little response to this question from those recruited at a community location. However, the seriousness of the illness was ranked second. This differs from the media/advertisements where this group ranked the tragedy of Shan as the second take home message.





**Table Six: If yes, what was your key take home message from the awareness print materials?**

<b>Answer</b>	High school 1	High school 2	High school 3	<b>High school totals</b>	Post secondary 1	Post secondary 2	<b>Post secondary totals</b>	<b>Community site totals</b>	<b>All sites totals</b>
Breast cancer can happen at any age/young and older women	22	13	16	<b>51</b>	31	8	<b>39</b>	<b>4</b>	<b>94</b>
Self help messages/get checked/take care of body	5	0	15	<b>20</b>	14	6	<b>20</b>	<b>1</b>	<b>41</b>
Breast Cancer Risks	3	1	0	<b>4</b>	0	2	<b>2</b>	<b>0</b>	<b>6</b>
Breast cancer signs/symptoms messages	3	2	10	<b>15</b>	1	1	<b>2</b>	<b>1</b>	<b>18</b>
Breast cancer facts/early detection	5	1	0	<b>6</b>	0	0	<b>0</b>	<b>0</b>	<b>6</b>
Be aware of breast cancer/serious disease/common	0	14	14	<b>28</b>	0	3	<b>3</b>	<b>3</b>	<b>34</b>
Shan was so young/tragic/sad	0	5	0	<b>5</b>	3	1	<b>4</b>	<b>1</b>	<b>10</b>
Support/donate to breast cancer awareness	0	3	0	<b>3</b>	2	0	<b>2</b>	<b>1</b>	<b>6</b>
Blank	16	19	14	<b>49</b>	20	24	<b>44</b>	<b>14</b>	<b>107</b>



### **Interactive Media**

The interactive media consisted of having a Team Shan website, a Facebook group as well as other exposure on the internet. This approach was evaluated with the following question:

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

The responses to this item are reported in Table Seven. From Table Seven it can be seen that the responses are lower than those to the other educational approaches, but that Facebook was the interactive medium most likely accessed across all three sites (high schools, post secondary and community).

**Table Seven: Have you seen any of the following Team Shan interactive media?**

<b>Answer</b>	<b>High school 1</b>	<b>High school 2</b>	<b>High school 3</b>	<b>High school totals</b>	<b>Post secondary 1</b>	<b>Post secondary 2</b>	<b>Post secondary totals</b>	<b>Community Site totals</b>	<b>All Sites Totals</b>
Team Shan website	5	1	0	<b>6</b>	6	1	<b>7</b>	<b>1</b>	<b>14</b>
Facebook group	12	6	8	<b>26</b>	12	9	<b>21</b>	<b>6</b>	<b>53</b>
Other internet	6	3	2	<b>11</b>	3	1	<b>4</b>	<b>1</b>	<b>16</b>
None of the above	38	45	45	<b>128</b>	39	35	<b>74</b>	<b>14</b>	<b>216</b>
Blank	0	3	1	<b>4</b>	7	2	<b>9</b>	<b>2</b>	<b>15</b>



### Overall Observations

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

**Table Eight: What awareness strategy was the most effective for you?**

<b>Answer</b>	High school 1	High school 2	High school 3	<b>High school totals</b>	Post secondary 1	Post secondary 2	<b>Post secondary totals</b>	<b>Community Site totals</b>	<b>All Sites Totals</b>
Media/ Advertisements	24	9	11	<b>44</b>	39	34	<b>73</b>	<b>12</b>	<b>129</b>
Awareness Print materials	14	13	15	<b>42</b>	21	7	<b>28</b>	<b>8</b>	<b>78</b>
Interactive Media	2	4	2	<b>8</b>	6	7	<b>13</b>	<b>0</b>	<b>21</b>
Blank	25	31	29	<b>85</b>	9	5	<b>14</b>	<b>4</b>	<b>103</b>

From Table Eight it can be seen that across all groups the media advertisements were most favoured, followed by print materials and then interactive media. The large emphasis on media/advertisements was most notable with the post-secondary group. The other groups, although the rank order was the same, had closer preferences with media awareness and print materials.

Table Nine summarizes the frequency of other comments across the various sites. There were many comments from high school and post secondary students but only 2 from the community site.



**Table Nine: Please provide any other comments on the Team Shan breast cancer awareness campaign.**

<b>Answer</b>	High school 1	High school 2	High school 3	<b>High school totals</b>	Post secondary 1	Post secondary 2	<b>Post secondary totals</b>	<b>Community site totals</b>	<b>All sites totals</b>
Total comments	19	20	23	<b>62</b>	31	20	<b>51</b>	<b>2</b>	<b>115</b>
Blank	36	37	32	<b>105</b>	34	26	<b>61</b>	<b>20</b>	<b>186</b>

The full list of the comments appears in Appendix J. It can be seen that the vast majority of comments are extremely positive and generally thank or praise the team for their work, and suggest more should continue to be done. For example, some high school participants said: *“It is a great campaign that people are actually aware of. Great job!”* and *“You go girls!”* Similarly, the post secondary students comments included: *“I think awareness like this should continue... your team is doing a wonderful thing... keep up the great work”* and *“I think this is a very necessary, very well done campaign that really touches the audiences it is intended for.”*

The positive comments also reflected on personal meanings for many of the students. For example, high school comments included: *“I had no idea it could happen to girls as young as us – awareness is key to a healthy life”* and a post secondary student said: *“I found bus ads within the buses and on shelters were effective in gaining my attention and causing me to ask more questions about the issue.”*

A few of the comments included specific suggestions for the future. For example, from the high school group there were only 6 people who made suggestions. Three of these were to work to be better known or increase visual awareness. The other suggestions were to be more creative in awareness commercials, reduce reliance on print since it can be discarded, and to go to classes to present material. The few suggestions from the post secondary group were essentially for *“more.”* They suggested more on the internet, expanding the team to more members, putting up information in more places, and getting out more facts.

During the development phase of the campaign young women were asked to comment on the draft awareness materials. (1) The use of a specific person (Shanna) in the materials appealed to the young women. This was emphasized further in the broader feedback from the campaign. For example, young women commented: *“One of the billboards with your message and Shan’s face went up in my neighbourhood...I feel it’s a really important message.”* and *“I was on the bus today and I saw Shan’s face. Good way to spread awareness.”* Shan’s face and story were important in reaching the target group (see Appendix D).

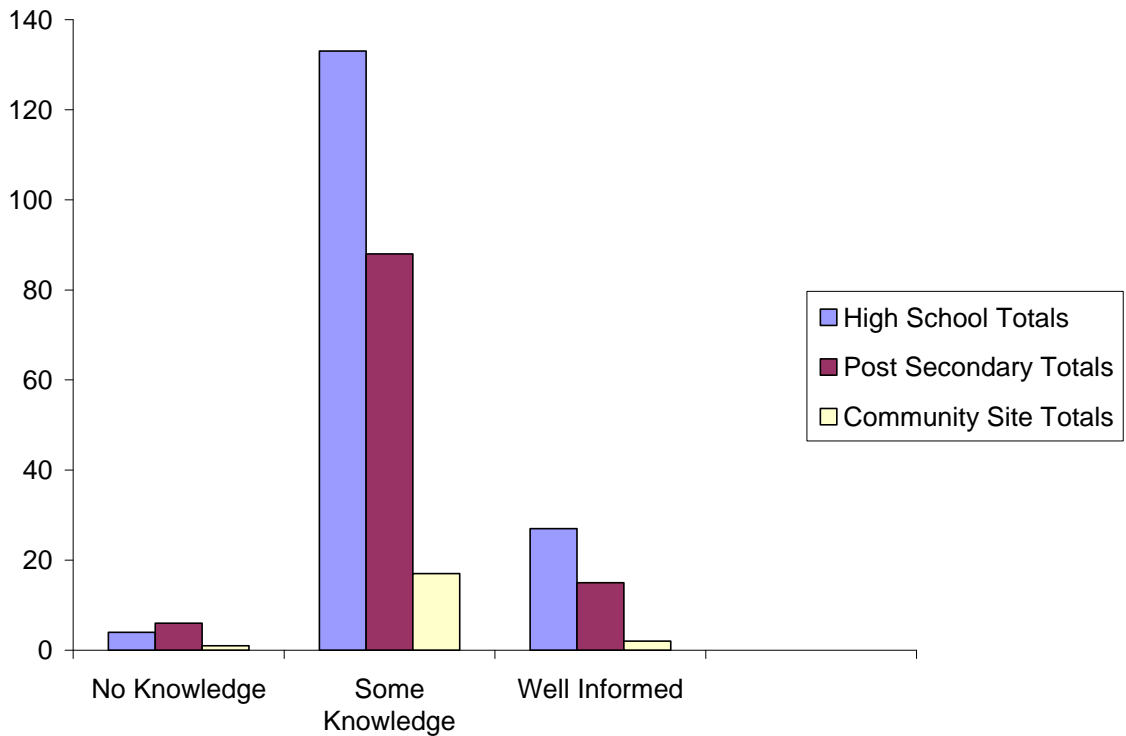


## Breast Cancer Awareness/Knowledge Level

To assess awareness and knowledge two questions were asked:

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?

**Table Ten: How would you describe your knowledge of breast cancer in young women today?**



From Table Ten it can be seen that across all groups, participants saw themselves as having “some knowledge” of breast cancer in young women. Few (44 total or 14.6%) saw themselves as “well informed.” This would support the need for further educational activities and opportunities on this important topic.

Table Eleven illustrates what specific information the participants perceived themselves to be aware of. The responses indicate that the groups see themselves as most aware of risk factors. Of the total 301 respondents 67% indicated they knew this information. Knowledge of “facts” and “symptoms” received similar scores to each other and were identified by just over 60%, while “self help” strategies received the lowest response chosen by 41%.



**Table Eleven: What specific breast cancer information are you aware of today?**

<b>Answer</b>	High school 1	High school 2	High school 3	<b>High school totals</b>	Post secondary 1	Post secondary 2	<b>Post secondary totals</b>	<b>Community site totals</b>	<b>All sites totals</b>
Facts	35	35	36	<b>106</b>	38	26	<b>64</b>	<b>11</b>	<b>181</b>
Symptoms	31	36	42	<b>109</b>	36	28	<b>64</b>	<b>10</b>	<b>183</b>
Self help	21	18	32	<b>71</b>	34	12	<b>46</b>	<b>5</b>	<b>122</b>
Risk Factors	38	35	39	<b>112</b>	45	34	<b>79</b>	<b>10</b>	<b>201</b>

### **Discussion**

Overall the Team Shan project was successful in developing a variety of strategies to inform young women about the risk of breast cancer. The vast majority of all young women surveyed, across all sites, reported having seen the strategies, and reported positively on their reaction to the information. As summarized by one of the evaluation facilitators: *“I would like to emphasize, from what I heard and observed from young women during my experience at the evaluation sites, that the messaging has affected them, many have been deeply touched and the message has made them aware of something they hadn’t considered to be an issue for them as young women.”* The use of a specific person (Shanna) and her story appealed to the target group and made a difference in communicating the message to young women. Shanna put a face to the disease, the statistics.

Although all approaches received positive feedback, the media/advertisements were most frequently noticed by young women particularly the billboards and bus ads. The print materials, such as brochures were also valued and assisted teaching more specific information. This was especially evident in the high school responses. The key take home message for all the young women was the fact that breast cancer is not just a disease of older women. The high school respondents also indicated the seriousness of the disease as an important message and the post secondary respondents the self help information.

Some traditional print media, such as newspapers and local magazines, were less noticed by this target group. It may be that this is not the material that this group tends to read. The interactive approaches on the internet seemed to be used less frequently. Of these, the Facebook group was most favoured. It may be that young women have to access internet information. If they do not realize that breast cancer is an issue for them, they will not look for the information. The other strategies involve more outreach rather than requiring the individual to have to first identify the need for information.



They may also have felt informed through other awareness strategies, such as the brochure and did not feel the need for further internet searches.

The participants identified that they had some knowledge on breast cancer, but few (14.6%) identified that they felt well informed. This reinforces the need for continued awareness campaigns and the sharing of specific information.

### **Recommendations**

A common recommendation of the young women was the need for “more” and the results support the need for continued education and public awareness on the issue of breast cancer across the age trajectory. Since this has been a more local project Team Shan may want to explore how to broaden the geographic reach of the project.

Advertisements and media are a key strategy to help increase awareness for young women and this should be continued. However, young women also need the more detailed information that is provided by other awareness materials such as the brochures.

### **Conclusion**

Young women need information and awareness about their risk of breast cancer. Knowledge of symptoms and self help strategies provide young women with the opportunity for self detection and earlier medical diagnosis. The multi-faceted approach undertaken by Team Shan addresses these needs. It is hoped that the success of this project will continue to grow and expand.



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6. Cancer Care Ontario: *Cancer in Young Adults in Canada* (2006). <http://cancercare.on.ca> or <http://www.cancer.ca>
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## **Team Shan Community Project Tables**

1. Have you seen or heard any of the following Team Shan media/advertisements on breast cancer in young women?
2. Comparison of Different Medium Rankings by Each Site
3. If yes, what was your take home message from the media/advertisements?
4. Have you seen any of the following Team Shan breast cancer awareness print materials?
5. If yes, where did you see the awareness print materials?
6. If yes, what was your take home message from the awareness print materials?
7. Have you seen any of the Team Shan interactive media?
8. What awareness strategy was most effective for you?
9. Please provide any other comments on the Team Shan breast cancer awareness campaign.
10. How would you describe your knowledge of breast cancer in young women today?
11. What specific breast cancer information are you aware of today?



## **Team Shan Community Project Appendices**

- A. Team Shan Poster and Brochure (Graphics)
- B. Evaluation by the Numbers (Media/Advertisements)
- C. Evaluation by the Numbers (Print Materials)
- D. Campaign Feedback
- E. Family Physician Letter (pdf)
- F. Campaign Reach
- G. Evaluation Questionnaire
- H. Questionnaire Summary (Awareness Strategies/Breast Cancer Awareness)
- I. Billboard and Bus Ads (Graphics)
- J. Comments from Young Women
- K. Family Physician Survey
- L. Media Acknowledgements (pdf)



## Appendix B

### Team Shan Community Project Evaluation by the Numbers Media/Advertisements

#### Television

- **television interviews (4)**
  - regional television (3)
  - university (Western) television (1)

#### Radio

- **radio interviews (3)**
  - regional radio stations (2)
  - college (Fanshawe) radio station (1)
- **30 and 60 second paid radio ads (136)**
- **30 and 60 second in kind radio spots (142 plus)**

#### Print Media

- **newspaper interviews (5)**
  - national newspaper (1)  
    *“Sugar-coated Disease”* (National Post)
  - local newspapers (4)  
    *“Not Just a Disease of Older Women”* (Sentinel Review)  
    *“Breast Cancer Campaign Spreads”* (London Free Press)  
    *“Team Shan Steps Up Breast Cancer Awareness Efforts”* (Tillsonburg News)  
    *“Breast Cancer...not just a disease of older women”* (The Reporter-Western)
- **guest editorial (1)**
  - “Think Pink”* (Sentinel Review)
- **paid newspaper ads (33)**
  - provincial newspaper (5)
  - local newspapers (12)
  - university (Western Gazette) newspaper (16)
  - in kind ads (Ontario) (3)
- **paid magazine ads (3)**
  - local magazines (2)
  - national magazine (1)
  - in kind ad (Ontario) (1)

#### Interactive Media

The opportunity to provide interactive media was a recommendation from the updated Team Shan literature review. (4) A Team Shan website ([www.teamshan.ca](http://www.teamshan.ca)) was created for the campaign and as an awareness sustainability piece beyond the project.



An email address for Team Shan ([teamshan@gmail.com](mailto:teamshan@gmail.com)) was established during the Planning and Assessment phase of the project. Young members of the Team Shan Project Committee set up and maintained a Facebook group (*Breast Cancer...not just a disease of older women*) during the campaign. All have provided an opportunity for communication with young women, mothers, other breast cancer support/awareness groups and broader community networking. The following provides the numbers and a sampling of the types of communication received.

- **Facebook group members (1,116)**
  - feedback on campaign
  - requests for campaign resources
  - tributes to Shan
  - information on breast cancer fundraising
- **gmail account (47)**
  - feedback on campaign
  - requests for campaign resources
  - requests for community events
  - volunteer support for campaign
  - tributes to Shan
  - information on breast cancer fundraising
  - information on breast cancer
  - personal requests
- **media website links (4)**
- **website links (5)**

#### **Billboards (18)**

- **site specific billboards (6) rotating monthly for 3 months (18 sites)**

#### **Bus Ads (174)**

- **back of bus ads for 3 months (14)**
- **inside of bus ads for 3 months (160)**

#### **Bus Shelters (7)**

- **site specific ads for 3 months (6)**
- **site specific ad for 1 month (1)**

#### **Community Presentations (13)**

- **Community Events (3)**
- **Health Fairs (4)**
- **High Schools (3)**
- **Universities (2)**
- **Community Partners (1)**

#### **Conferences (2007)**

- **National Young Women Living with Breast Cancer Conference (November)**
- **Ontario Public Health Association (November)**

#### **Conferences (2008)**

- **Canadian Psychosocial Oncology Partners Workshop (May)**
- **World Conference on Breast Cancer (June)**

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**Appendix C**  
**Team Shan Community Project**  
**Evaluation by the Numbers**  
**Print Materials**

**Brochures (English)**

**First Printing (30,900) 2007**

- press and family physician packages (500)
- high school, college and university sites (23,900)
- public health, health services and cancer partner sites (3,500)
- family and children's, social and police services (500)
- sporting events, recreation and community sites (2,000)
- project partners, conferences (300)
- other requests (200)

**Second Printing (20,400) 2008**

- project evaluation (300)
- project sharing (200)
- regional school board (4,000) 2008
- high school, college and university sites (1,600)
- public health and cancer partner sites (2,500)
- family and children's services (200)
- sporting events and community sites (300)
- project partners, conferences, workshops (500)
- other requests (10,800)

**Brochures (French)**

**First Printing (2,100) 2007**

- high school and college sites (800)
- public health and health services sites (500)
- community sites (500)
- national conference (100)
- other requests (200)

**Second Printing (2,100) 2008**

- high school and college sites (700)
- international conference (500)
- other requests (900)



## **Posters (English)**

### **First Printing (2007)**

- **81/2x11 (500)**
  - press and family physician packages (500)
- **11x17 (landscape) (500)**
  - high school, college and university sites (300)
  - public health and health services sites (100)
  - community sites (100)
- **11x17 (portrait) (200)**
  - high school and college sites (100)
  - community sites (100)

### **Second Printing (2008)**

- **81/2x11 (100)**
  - project sharing (100)
- **11x17 landscape (100)**
  - regional school board (40)
  - community requests (60)
- **11x17 portrait (100)**
  - public health (30)
  - community requests (70)

## **Posters (French)**

### **First Printing (2007)**

- **81/2x11 (50)**
  - family physician's packages
- **11x17 landscape (100)**
  - high school and college sites (75)
  - community sites (20)
  - other requests (05)

### **Second Printing (2008)**

- **81/2x11 (50)**
  - project sharing (25)
  - international conference (25)
- **11x17 landscape (25)**
  - other requests (25)
- **11x17 portrait (25)**
  - other requests (25)



**Bookmarks (English)****First Printing (10,000) 2007**

- high school, college and university sites (6,500)
- public libraries (2000)
- bookstore (500)
- project partners and conferences (500)
- other requests (500)

**Second Printing (3,000) 2008**

- project sharing (100)
- school board and colleges (500)
- sporting events (200)
- conferences (600)
- other requests (1,600)

**Bookmarks (French)****First Printing (1,000) 2007**

- high school and college sites (300)
- project partners and national conference (200)
- project sharing (100)
- other requests (400)

**Second Printing (1,000) (2008)**

- high school and college sites (500)
- international conference (200)
- other requests (300)

**Buttons (3,000) 2008**

- evaluation sites (200)
- high school, college and university sites (700)
- international conference (100)
- project partners (100)
- other requests (1,900)

**Thank You Cards (200)**

- campaign thank you (60)
- project sharing (100)
- other (40)

**Family Physician Packages (430)****Press Packages (25)****Information Packages (30)****Evaluation Reports (200)**

## **Appendix D**

### **Team Shan Community Project Campaign Feedback**

#### **Researchers**

Researchers from across Canada responded to requests to review the Team Shan resource materials. Positive feedback was received to the resources and messaging. No negative comments were received.

- *“this (breast cancer awareness for young women) is a message that has to get out there.”*
- *“I very much like the brochure. I think it will be an important piece of information for young women to realize that breast cancer is not an older women’s disease and that they should be vigilante.”*
- *“I think the brochure is excellent. It has much more useful and focused information, presented in a straightforward manner, than what we’re used to seeing. Thank you and your team for your work!”*
- *“the brochure is great.”*
- *“the website is remarkable in coverage and presentation. A positive tone and clear on messaging...honest.”*

#### **Family Physicians**

Family physician packages including a letter, resources and research information were mailed out to 352 family physicians in the Oxford County (59) and city of London (293) area. A further 88 packages were sent out upon request. Thirty (30) packages were returned by the postal service. These were used for further requests. A total of 430 packages were distributed.

Family physicians did not take the opportunity to formally respond to the resource package online survey, but verbal, informal responses were received from 20 Oxford County physicians (33.9%) through direct contact with Team Shan or through a monthly medical staff meeting. Their responses indicated receptivity to both the physician’s packages and awareness materials for young women. Comments reflected the need to raise awareness and increase early detection of breast cancer in young women. Positive feedback and support from physicians outside of the targeted area was also received. Five (5) physicians formally supported the community project.

The following is a sampling of the comments from family physicians. No negative comments were received.

- *“we as a society have to overcome the mentality that breast cancer is a disease of older women. All women need to take an active role in their physical health and ensure that they are being adequately screened...her (Shanna’s) illness will be a great influence on how I practice medicine in the future.”*
- *“what makes this disease so scary is that its victims are otherwise healthy young adults in whom we least expect to find anything seriously wrong.”*
- *“great resource...the material will support our efforts to get young women to examine their breasts.”*
- *“congratulations on the quality of the awareness materials. A tribute to Shanna and an important message for young women.”*
- *“this is important for young women. A positive step to make a difference. Thank you. I will use it in my practice.”*





- *“early detection messaging is crucial.”*
- *“excellent work. I am sorry for your loss. Public health can be doing more.”*
- *“I’ll take more resources for some of my colleagues.”*
- *“Thank you. I am more than a cancer survivor, and you are more than a grieving mother.”*

Eighty-two (82) of the 207 young women who responded to the formal campaign evaluation question on print resources reported having seen the awareness materials in their family physician’s office over the course of the three month campaign. This represented 39.6% percent of the respondents. Team Shan also received informal feedback from community residents regarding the Team Shan posters in their doctor’s offices.

### **Public Health/Community Nurses**

Public health nurses and managers responded through email messages and verbal comments to the Team Shan awareness materials and campaign. They also provided feedback following the Team Shan presentation at the Ontario Public Health Association annual conference held in Toronto in November 2007.

During the campaign a point of discussion was raised over the mixed “breast self examination” (BSE) messaging following renewed media in September 2007. The media interviews left women and health care professionals unclear of the current recommendation and as a result nurses felt that “young women’s lives may be at risk.” Confusion around researched BSE technique for older women and the ongoing need for women to check/examine their breasts regularly has lead to unilateral wording decisions and messaging throughout the breast cancer landscape. Team Shan honoured their literature reviews for young women during the campaign and continue to present the “menu” of resource options available to young women in order for them to make an informed choice for examining their breasts.

Response from nurses to the campaign was extremely positive. Requests were received from public health agencies, community health services and cancer care throughout Ontario. No negative comments on the campaign were received.

- *“a few of us in the main health unit office reviewed the materials and felt it was fabulous and very worthwhile sharing. It would be of great benefit to young women everywhere. This remains such a huge gap in service across Ontario and such projects are desperately needed...I am very impressed with how you have used your public health nursing skills to produce a polished, well thought out program.”*
- *“Shan’s story touches and motivates me to make a difference. As well, your courage to pursue this worthy cause is an inspiration to me.”*
- *“this is wonderful. I feel that the Team Shan project has spoken for so many women...I have received nothing but positive feedback from the schools and the students I have talked to about Team Shan.”*
- *“...not surprising and I think this is what Shanna’s photo does...brings home that she is a real person who had a real life. Personalizes in a big way.”*
- *“you have done an amazing job with this campaign. The posters and pamphlets are wonderful.”*
- *“I’m pleased we could support you in your important work.”*

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- *“I just wanted you to know the affect of the Team Shan campaign that I’ve witnessed first hand...It seemed that each time I came across Shan’s poster I would be taken aback to such a degree. I would open a magazine directly onto her photo or would be driving along and see her. Each time it seems to have the same extraordinary affect...I’m often driving a car filled with young, female teens and I’m hearing the same thing when we come across one of her ads. It’s working. You are reaching these girls.”*
- *“I see your beautiful daughter on billboards and brochures. I’m so proud of the work you have done to warn other young women.”*
- *“I am so impressed with what you and Team Shan have achieved in such a short time.”*
- *“I wanted to call and let you know that the campaign is working...it’s making a difference.”*
- *“wonderful campaign featuring Shan. Fabulous job.”*
- *“what a wonderful site! I would love to give the girls at our high school some info...Thanks.”*
- *“I saw the project materials regularly throughout the campaign. Terrific.”*
- *“I would be delighted to use the materials you have created. The material would certainly fill a gap as the currently available resources are largely directed towards older women...I am touched by Team Shan... Thank you.”*
- *“we had posters and plus plus information from your website on display in the hope that all our female employees are now better educated. Best of luck in your campaign and we know that what you are doing will save lives.”*

Activities targeted to family physicians, public health and community nurses helped to address the project objective “to increase health professional awareness of breast cancer in young women” and project evaluation objective “to increase health professional awareness that breast cancer is not just a disease of older women.”

### **Community/Project Partners**

Community partners also responded to the campaign...educators, family and children’s service providers, cancer services and others. High schools distributed the brochures through home rooms, phys ed classes, displays, school nurses and Student Council activities. Community volunteers and students helped to disseminate the message. Sports and recreation centres supported the campaign. Team Shan responded to requests beyond the targeted area of southwestern Ontario. No negative comments were received.

- *“excellent campaign and resources. One of our teachers took it on as a personal project and did an amazing job in the school. Thank you.”*
- *“we’d like a CD for school announcements and more brochures. We want the boys to take them home as well.”*
- *“I take the pamphlets with me wherever I go...meetings, other sites. I want to help reach as many young women as possible.”*
- *“your passion is very palpable...congrats on your campaign too. I’m very impressed.”*
- *Team Shan has accomplished an outstanding amount of work in a very short time.”*
- *“you are doing so much good...you are touching us all incredibly. I relate especially to the stories about Shan’s impact through her story, her picture and through your role.”*
- *“It is sure to inspire many young women to pay attention to their breast health and take care of themselves in general...I know that Shan’s story will resonate with all readers.”*
- *“I thought about all the students in my long career and I felt that (Shan) could help now to save other women.”*

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- *“I just wanted to say, after looking through your website, what an amazing thing you are doing with your campaign...thank you again for trying to bring awareness to how much cancer affects young people.”*

### **Media/Marketing Partners**

All the media and marketing professionals we worked with for the project went out of their way to provide the best coverage and packages for the campaign. They also took the time to respond back with their own feedback to a message that resounded with them. Exceptional in kind support was received and no negative comments.

- *“I loved reading the responses to all of the media that’s circulating right now. It’s wonderful to hear that it’s touching others in a surprising way. It’s really a testament to the way that Shan lived her life. Always looking out for someone else and teaching as best she could...amazing.”*
- *“that’s amazing news about the response that this project has been getting. It looks good on you; you are definitely making a difference!”*
- *“I’ve just seen the poster. It’s beautiful...you are doing such an amazing thing. I am truly honoured to have had a small part in it.”*
- *“I just wanted you to know how much I respect the work that you’re doing on Shanna’s behalf...I hope the campaign went well with the ads...and continues to go well with your other media.”*
- *“I’m so glad we were able to be a part of this campaign. Attached is a photo...they look so good and I see them all the time.”*
- *“I just wanted to say it was a real pleasure to meet and speak with you and your son last week. Keep us posted on how things progress for you and the campaign.”*
- *“I did a story with a mother who lost her daughter to breast cancer at the age of 24. She is now working on a public awareness program...I encourage you to contact her if you would like a compelling interview for your program.”*
- *“I have been fortunate to find myself involved with a wonderful project known as Team Shan. Launched by the friends and family of Shan Larsen, Team Shan is committed to spread the word that “breast cancer is not just a disease of older women.” They have found a gaping hole in the breast cancer awareness programs and are working hard to make younger women aware of their bodies. ..I couldn’t have imagined missing out on this experience.”*
- *“here are a few photos of the Team Shan posters. It’s a great design and I’m sure the campaign is having tremendous impact.”*
- *“the work you are doing is remarkable and you are so courageous.”*

### **Young Women**

“Cancer is the main cause of early death among young adult women (in Canada). Almost two thirds of young adult cancers occur in young women. Of these, breast cancer is the most common.” (6) The long term goals of the Team Shan Community Project are to increase early detection for young women with breast cancer providing an opportunity for earlier treatment and improved outcomes for young women diagnosed with breast cancer.

Dr. Sheela Basrur (former Chief Medical Officer of Health for Ontario) voiced the need to “empower women with valuable health information in order to make wise choices.” The Team Shan Community Project provided young women with breast health information that will last them their lifetime.

***Team Shan Community Project***



Young women participated in the formal Team Shan Community Project evaluation. They also responded informally through interactive media and face to face community events. The feedback on the campaign was extremely positive and the young women appreciated not being left out of breast cancer messaging. The following is a sampling of the responses to the campaign provided by young women who met Shan through a mutual friend, never knew her, have connected through Facebook or are young adult cancer survivors. No negative comments were received.

- *“she had just stopped at a red light and looked over and saw a huge, pink billboard with the face of a beautiful blonde with her nose pierced. It was Shan. She instantly got goose bumps and began to cry...I did the same, not only because I miss Shan but because I'm so proud of all the hard work that's going into this project, all the awareness Shan's face will be bringing...”*
- *“and on my way to the course tonight, I was taken by surprise...at a bus stop, there is a huge beautiful picture of Shan. I am sure you already knew this....but I was stopped at the light, and I looked over, and I couldn't believe my eyes. It made me sad, but also happy...and the pic of Shan is so beautiful.”*
- *“Shan was a wonderful person. Her family has done so much for all of this to happen...congratulations Team Shan for a job well done.”*
- *“I work at the Y and we've got flyers out about Team Shan. Love how the awareness is spreading!”*
- *“I definitely saw the advertisement on the bus today and it made me remember Shanna and the first time I heard her parents speak about the issue. It's a really great thing, way to spread the word...”*
- *“I was also on the bus today and saw Shan's face. Good way to spread awareness. Way to go Team Shan!”*
- *“we got the flyers and posters at Curves. They're hung up and informing all our women that breast cancer is not just a disease of older women! Way to get the word out there Team Shan!!!!”*
- *“I was driving behind a bus today and I saw Shan's face and it made me light up! I was so excited that this got off the ground! Congratz Team Shan!!! U did it!”*
- *“I truly don't believe that the general public along with health care providers place enough emphasis on checking their breasts from an early age and most feel that you are not at risk until later in life. Thank you.”*
- *“I saw the ads on the back of the buses today. Definitely eye catching.”*
- *“I saw the ad in the bus stop, it's beautiful.”*
- *“hey, the billboard on highway 2 at airport road looks awesome!!! Really stands out.”*
- *“heard the radio ad for the first time and it sounded amazing. Well done.”*
- *“...I love what you are doing, giving younger women the knowledge about how you can get breast cancer while you are young. I always assumed it was a disease of older women until I read your pamphlet and saw your website. Shanna seemed like a wonderful person and she is beautiful! Her face, along with the cause, really catches our attention...”*
- *“I am very interested in Shanna's story...I personally feel and know other young adult survivors who do too, that we are not taken seriously when it comes to our medical concerns. Shanna's story is like many others...”*
- *“Shan's story continues to inspire, touch and motivate me to make a difference. You are truly inspirational for your work, your love and your dedication to a worthy cause. I'm so happy to hear the response you are getting from local media to support the dissemination of valuable information, Shan's story and what can be done!”*
- *“your article in the Network News was right on. Thank you for writing it.”*
- *“I read the article in the News to my boyfriend last night. I cried for you and Shan and for all of us.”*

**Team Shan Community Project**



- *“my daughter is five. She only knows her mom being sick. Thank you for what you are doing to raise awareness.”*
- *“young women sometimes call this the “yuppie disease.” They have no idea what we are going through. Thank you for trying to make a difference.”*
- *“my main mode of transportation is the LTC. I always see Shanna’s picture...I’ve seen the pictures and read the website and Shanna was a beautiful young woman.”*
- *“...one of the billboards with your message and Shanna’s face went up in my neighbourhood. It really struck a cord with me...I feel it’s a really important message.”*
- *“I see by teamshan.ca that you are working very hard at raising awareness, and I commend you...”*

### **Mothers**

The final campaign feedback is from mothers. They wrote or called concerned about the statistics, the risk for young women like Shan who have been diagnosed or lost their lives to breast cancer. They also commented on the awareness materials and were appreciative of the campaign. Here is a sampling of their responses. No negative comments were received.

- *“I saw the beautiful face of the young women (Shan) in the ad and read the rest of the information.”*
- *“I have seen the billboards and read the (newspaper) article. Please let me extend my heartfelt sympathies in the loss of Shan...Thank you...and thank you for taking up such a wonderful battle to save the young women in our lives...”*
- *“first I saw the bus ad, then the billboard and then Shan was everywhere...in the newspaper, in the community. A wonderful campaign.”*
- *“I read about your website in the (newspaper) today. I have sent the link to my two daughters. Thank you for addressing the needs of young women.”*
- *“I’m sure this must be exhausting for you, but keep finding the strength...for girls like mine.”*
- *“be proud of your successes on the project. It’s wonderful.”*



**Self Portrait**

***Team Shan Community Project***



## Appendix F

### Team Shan Community Project Campaign Reach

#### Young Women

The Team Shan Community Project targeted young women residing, working, attending school or coming home for the holidays in the Oxford County and city of London area of southwestern Ontario from October through December 2007.

Requests for campaign resource materials for young women were received from throughout southwestern Ontario, other regions of the province and the country. Requests for project resources and awareness activities have extended into 2008. The total resident population estimates for females 15-39 years of age in the targeted area was 56,679. (7) The female population for the targeted area is enhanced at the University of Western Ontario (Western) and Fanshawe College during the academic season. Table 1 outlines the direct campaign reach activities for young women.

Activity	Target Area	External Reach
<b>Print Materials</b>		
• high school sites	15,000 (2007) 4,300 (2008)	8,000 (2007) 600 (2008)
• post secondary sites	6,000 (2007) 1,200 (2008)	1,000 (2007) 2,000 (2008)
<b>Community Events</b>	1,100 (2007) 1,000 (2008)	200 (2007) 500 (2008)
<b>Conferences</b>	NA	300 (2007) 100 (2008)
<b>Campaign Evaluation</b>	300 (2008)	NA
<b>TOTAL</b>	22,100 (2007) 6,800 (2008)	9,500 (2007) 3,200 (2008)

**Table 1. Campaign Reach for Young Women by Activity**

Young women were also reached by the broader media and marketing activities from the campaign including television, radio, print and interactive media, billboards, bus ads and bus shelter ads. An unknown number of young women visited the website and were members of the Facebook group. Thirty (30) did provide direct feedback to Team Shan through postings and email messages. The Western Gazette newspaper circulation is 40,000. Western and Fanshawe College campus media targets their student population. Public radio stations used for the campaign target young adult listeners. The billboards, bus ads and bus shelter ads were site specific to target young adults, particularly in the city of London. Print materials were disseminated through a variety of community sites to reach young women and their families.

Evaluation of the direct reach of media/marketing advertisements and print materials was completed with a sample (301) of young women aged 15-29 years of age in the targeted area.



## Health Care Professionals

Family physicians, community and public health nurses were targeted in campaign activities particularly through a family physician's package mailout and presentation at the 2007 Ontario Public Health Association (OPHA) annual conference. A further presentation was accommodated at the first National Conference for Young Women Living with Cancer. Table 2 outlines the direct reach to health care professionals through the campaign activities.

Activity	Target Area Reach	External Reach
FP Packages	342	88
Community/Public Health Nurse Contacts	88	52
Community Events	5	130
Conferences/Workshops	5	50 (2007) NA (2008)*
Project Sharing	10	55
<b>TOTAL</b>	<b>450</b>	<b>375</b>

**Table 2. Campaign Reach for Health Care Professionals by Activity**

\*Further opportunities to reach health care professionals will occur at two planned project sharing conference presentations in 2008.

## General Public

Families of young women, health care professionals and the general public were also targeted through campaign marketing strategies. Print resources were distributed through high school, post secondary and community sites. Media and marketing advertisements reached the broader listening and readership audience both in and outside the targeted region of the campaign. Total reach could not be evaluated, but there was potential for the full range of media coverage and ad circulation activities used for the campaign.



*Team Shan Community Project*



**Appendix G**  
**Team Shan Community Project**  
**(breast cancer awareness for young women)**  
**Evaluation Questionnaire**

*We are requesting your help in evaluating the Team Shan breast cancer awareness campaign for young women (15-29 years of age) implemented in Oxford County and the City of London in the fall of 2007. Your participation is voluntary. The questionnaire is confidential and will only take a few minutes of your time. Your assistance is greatly appreciated.*

**1. Have you seen or heard any of the following Team Shan media/advertisements on breast cancer in young women? Please check all that apply.**

- a. TV
- b. radio
- c. newspaper
- d. magazine (*What's on Woodstock, Here In Ingersoll*)
- e. bus ads
- f. bus shelter ads
- g. billboards
- h. other  \_\_\_\_\_
- i. none of the above  (please go to question number 3)

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

**3. Have you seen any of the following the Team Shan breast cancer awareness print materials? Please check all that apply.**

- a. pamphlet
- b. poster
- c. bookmark
- d. display
- e. none of the above  (please go to question number 6)

**4. If yes, where did you see the awareness print material(s)? Please check all that apply.**

- a. school site
- b. community site (i.e. library, recreation, hospital etc.)
- c. doctor's office
- d. other  \_\_\_\_\_

**5. If yes, what was your key take home message from the awareness print materials?**

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6. Have you seen any of the following the Team Shan (Breast Cancer...not just a Disease of Older Women) interactive media? Please check all that apply.
- a. Team Shan website
  - b. Breast Cancer...not just a Disease of Older Women Facebook group
  - c. other internet
  - d. none of the above
7. What awareness strategy was the most effective for you? Please check only one.
- a. media/advertisements
  - b. awareness print materials
  - c. interactive media
8. Please provide any other 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?
- 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 mailing or email address to the School Nurse (high schools) or a Team Shan member (community booths) if you would like to receive a copy of the analysis of the completed questionnaires.*



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**Appendix H: Team Shan Community Project  
Questionnaire Summary – Awareness Strategies/Breast Cancer Awareness**

	Options	2008	2006	2008	2006	2008	2006	2008	2006
		Site 1 Community Total=22	Site 1 Community Total=20	All High Schools Total = 167	All High Schools Total = 148	All Post Secondary Total = 112	All Post Secondary Total= 125	All Sites Total = 301	All Sites Total = 293
		N=18 (81.8%)	NA	N = 82 (49.1%)	NA	N = 98 (87.5%)	NA	N = 198 (65.8%)	NA
What awareness strategy was the most effective for you?	a) media/advertisements	12 (66.7%)	NA	44 (53.7%)	NA		NA	129 (65.2%)	NA
	b) awareness print materials	8 (44.4%)	NA	42 (51.2%)	NA	28 (28.6%)	NA	78 (39.4%)	NA
	c) interactive media	0 (0.0%)	NA	8 (9.8%)	NA	13 (13.3%)	NA	21 (10.6%)	NA
		N = 20 (90.9%)	N=17 (85.0%)	N = 164 (98.2%)	N=145 (98.0%)	N = 109 (97.3%)	N=102 (81.6%)	N = 293 (97.3%)	N = 264 (90.1%)
How would you describe your knowledge of breast cancer in young women today?	a) no knowledge	1 (5.0%)	0	4 (2.4%)	13 (9.0%)	6 (5.5%)	14 (13.7%)	11 (3.8%)	27 (10.2%)
	b) some knowledge	17 (85%)	13	133 (81.1%)	114 (76.6%)	88 (80.7%)	68 (66.6%)	238 (81.2%)	194 (73.5%)
	c) well informed	2 (10%)	4	27 (16.4%)	18 (12.4%)	15 (13.4%)	20 (19.6%)	44 (15.0%)	42 (15.9%)
		N = 17 (77.3%)	N=16 (94.1%)	N = 106 (67.1%)	N=137 (94.5%)	N=103 (92.0%)	N=98 (96.1%)	N=278 (92.4%)	N = 251 (95.1%)
What specific breast cancer information are you aware of today?	a) facts	11 (64.7%)	1 (6.3%)	106 (67.1%)	48 (35.0%)	64 (62.1%)	44 (44.9%)	181 (65.1%)	93 (37.1%)
	b) symptoms	10 (58.8%)	11 (68.8%)	109 (69.0%)	90 (65.7%)	64 (62.1%)	69 (70.4%)	183 (65.8%)	170 (67.7%)
	c) self help	5 (29.4%)	7 (43.8%)	71 (44.9%)	60 (43.8%)	46 (44.7%)	51 (52.0%)	122 (43.9%)	118 (47.0%)
	d) risk factors	10 (58.8%)	3 (18.8%)	112 (70.9%)	52 (38.0%)	79 (76.7%)	47 (48.0%)	201 (72.3%)	102 (40.6%)



**Appendix J**  
**Team Shan Community Project**  
**(breast cancer awareness for young women)**  
**Comments from Young Women**

**High School Students (all sites)**

- I really respect and am grateful for what you are doing
- It is good to keep young women aware
- I am very grateful for what you are doing, it really hit home to me
- It is great to have young people aware and educated
- I think it is important to have campaigns to spread the awareness
- It is a great campaign that people are actually aware of. Great job!
- You go girls!
- I believe it is very effective
- Keep educating women on this subject
- Really well broadcast within the community
- I think it is a great idea
- I think the posters and pamphlets were the best - the bus ads too
- I think it is a good campaign to get women of all ages to have more knowledge about breast cancer
- Good job on letting people know, making them more aware
- Good idea to make people aware
- Media advertisements are easier to follow and people pay more attention to it
- I think it's a good idea to make them aware
- It's good that this program is out, to help women with breast cancer
- Very informative
- Good idea, educate young when it can be prevented
- Very powerful awareness campaign
- Very effective
- It is very effective
- I believe it is a great campaign
- It is a good idea to get people more aware, and glad to see that people are taking time to inform others
- It is a lot of people are trying to get involved, example, joining facebook groups
- I believe this is an excellent way to inform young women of the risks of breast cancer and to help them to be able to check for symptoms before it is too late
- It looks like a really good campaign and it probably raised awareness
- I feel they did an excellent job at distributing their message
- It was a good reality check, and helped me understand things better
- Keep up the good work
- our high school is trying to run a "pretty in pink" dance, where proceeds are going towards breast cancer and some towards our school
- Helpful to young women around the County

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- I think that the concern for breast cancer is great and keep it up
- I think its great to give awareness to all women
- Good use of understanding
- I think the Team Shan breast cancer awareness for young women campaign is a really good campaign
- I think it is important for young women to be aware of breast cancer and what may happen to them
- It was distributed well because I saw ads in many different areas
- It's a good thing
- Get checked
- Great that you are trying to raise awareness
- Glad they are here
- I had no idea it could happen to girls as young as us – awareness is key to a healthy life
- Get checked out
- I thought it was a good campaign and it taught me a lot
- It is effective in spreading awareness
- I think this campaign is very helpful – it provides more awareness for women of all ages
- Made me more aware that breast cancer can happen to people that are younger and that people such as myself should be aware
- Be aware and get checked out by your doctor
- Really made me think and be aware that this can happen to anyone
- It is a good cause to put out there for young women
- High school is a great place to get young women's attention on the subject
- Maybe make yourself more known to people
- Be more creative in awareness commercials
- Great that you're trying to raise awareness, but seeing as most of the print material can get thrown out maybe you could use less of them because it just seems like a waste
- More visual awareness stuff around school
- Go to classes and talk about it
- More prominent advertising and definitely make awareness more significant
- I think if it was advertised more than more people would know about it
- Make it more well known
- Hope

**Total (62)**



### **Post Secondary Students (all sites)**

- Thank you for expanding my mind on the issue
- I think it is effective
- Should be more known to society
- Thank you for the awareness towards the female in my family that follows the program and awareness
- Good luck
- It is nice to see other people who are interactive with the public and teaching them about breast cancer and who are interested in learning more about the subject
- I think it's awesome that there is so much advertising. It makes young and older women aware of what can happen to them
- It's a good idea
- I think it's really great because – I had no idea, honestly, that breast cancer affects girls this young
- I would like to hear more about it and am looking forward to learning more and seeing...
- Billboards were the most effective
- We need more!! More awareness for all young girls
- Good ad. I like it
- Awesome campaign
- The website was great, I liked the “stories” part
- I think it is something young women should be more aware of and are uninformed
- I think awareness like this should continue... your team is doing a wonderful thing... keep up the great work
- Good job. Hope to see more of it, not just seasonally but continually throughout the year
- It's upsetting, but needs to be addressed
- I think it was a great idea, I learned important things I didn't know before and I am well informed about self help etc.
- Great!! Targets younger women who may believe this does not affect them
- It is a great campaign for women to know the risks of breast cancer and what may cause it. More and more people are aware of it daily, and it would be awesome if we could develop a treatment for breast cancer
- I found bus ads within the buses and on shelters were effective in gaining my attention and causing me to ask more questions about the issue
- Keep it up
- Great campaign, very insightful. I think it creates a bit of “shock and awe” which tends to be effective
- It has been great at spreading a very important message
- It's important to raise awareness on the issue/provide information on it
- Great campaign with lots of awareness
- Excellent idea and really needed in today's society
- I hope these campaigns are also being done at high schools

*Team Shan Community Project*



- Continue!
- The billboards and bus ads are very visible and effective
- Very effective and well represented on and off campus
- Keep up the good work
- It is helpful for awareness – thanks
- It is effective in increasing awareness
- Good job – keep getting information out there
- I think this is a very necessary, very well done campaign that really touches the audiences it is intended for
- This really hits home for me since I know the Larsen’s and I’ve had family members pass away from breast cancer, so I feel that what you are doing is really great
- Good job
- Shanna looks like ...
- I was curious about the ad, did not have a chance to read it while driving so I checked it out in the newspaper
- Should be put up in more places
- Try and get more facts and information out there
- Have not heard any info about the campaign other than seeing the bus ads - would love to see more info at accessible public places
- Get more campaigns running within London community
- More visible “team members” i.e. expanding the promo team
- When advertising in media, there should be greater emphasis on the fact that age does not matter- it happens to women of all ages
- Maybe more information on posters/billboards (from pamphlet- one fact per poster)
- Maybe some more website links to support groups may be of interest
- Positive

**Total (51)**

### **Community Site**

- I hope to see more awareness in school
- Makes you stop and think because of her age

**Total (2)**

### **All Sites**

**Total 115 (38.2%)**



**Appendix K**  
**Team Shan Community Project**  
**(breast cancer awareness for young women)**  
**Family Physician Survey**

Please rate the Family Physician resource package with respect to the following statements.

	Excellent	Average	Poor
1. Resource package was relevant to practice.			
2. Resource package provided new knowledge to support my practice.			
3. Resources developed will help meet project objective to increase early detection of breast cancer in young women.			
4. Considering all aspects, how would you rate overall effectiveness of the resource package			

Comments: \_\_\_\_\_

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Website: [www.teamshan.ca](http://www.teamshan.ca)

