

**TEAM SHAN BREAST CANCER AWARENESS AND  
EDUCATION PROJECT  
(Calgary)**

**Evaluation of Awareness Campaign Targeting Young Women**

**March 2011**



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



**Team Shan Breast Cancer Awareness & Education Project  
(Calgary)  
Evaluation of Awareness Campaign Targeting Young Women  
March 2011**

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



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(Calgary)  
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# **Team Shan Breast Cancer Awareness & Education Project (Calgary) Acknowledgements**

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

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

Deep appreciation goes to the broader Team Shan network of Shan's friends, family, friends and colleagues who have responded to a need, a gap in breast cancer awareness for young women and continue to make a difference. In Shan's memory they have supported this project and ongoing messaging for this population at risk.

The *Team Shan Breast Cancer Awareness and Education Project* in Calgary highlights the successful public awareness campaign model developed by Team Shan and our efforts to make a difference for young women following in Shan's footsteps.

Lorna Larsen  
Project Coordinator  
Team Shan President



# **Team Shan Breast Cancer Awareness & Education Project (Calgary)**

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

### **Team Shan**

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

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



### **Team Shan Breast Cancer Awareness & Education Project (Calgary)**

The 2010 *Team Shan Breast Cancer Awareness & Education Project (Calgary)* built on previous *Team Shan* public awareness campaigns held in southwestern and northeastern Ontario. 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.

The aim of the *Team Shan Breast Cancer Awareness & Education Project* was to raise breast cancer awareness with young women on designated post secondary school sites in Calgary, Alberta.

The short term objectives of the *Team Shan Breast Cancer Awareness & Education Project (Calgary)* included activities to:

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



The long term goals of the project were 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 Breast Cancer Awareness & Education Project* was implemented on and around the Southern Alberta Institute of Technology (SAIT) and University of Calgary (U of C). The opportunity to distribute print resources and provide transit marketing on Mount Royal University campus was added to the project activities. The campaign targeted young women (17-29 years of age) attending post secondary institutions, living in the area or coming home for the holidays. Due to the public nature of media/marketing advertisements, the campaign also targeted the general public.

Campaign media activities included closed circuit television, radio, print and interactive media, e.g., website and Facebook group. Further marketing strategies included light rail transit (LRT) displays, bus shelter ads and billboards. Printed brochures, posters and bookmarks were distributed throughout the project sites and during campus events. The project theme was *breast cancer...not just a disease of older women*.

### **Campaign Reach**

The direct campaign reach at targeted project sites was 5,205 young women. There was potential to reach the maximum listening and readership audience from the variety of media and marketing strategies used in the campaign. Requests outside of the target area also provided the opportunity to reach a further 2,910 young women during the campaign. Total direct reach in 2010 was 8,115 young women. Further reach will continue into 2011 through ongoing resource distribution by campus partners, requests and project sharing opportunities.

### **Evaluation Strategy**

The campaign was formally evaluated by young women in two post secondary school sites (U of C and SAIT) in the target area (Calgary). One hundred and ninety-nine (199) young women participated in completing questionnaires prior to the campaign. One hundred and sixty-seven (167) young women participated in completing questionnaires after the campaign. The questionnaires contained several close ended questions and some open ended questions to obtain participant impressions of the campaign awareness materials and ads. Responses were compared pre-campaign and post-campaign and to the 2008 project in London where possible.

### **Results**

- only 2.5% of Calgary respondents felt they had no breast cancer knowledge after the campaign compared to 13.6% who felt they had no knowledge prior to the campaign;
- respondents who saw themselves as being well informed increased from 10.6% pre-campaign to 20.1% post-campaign. This percentage was higher than the 13.8% of London respondents who saw themselves as well informed in 2008.



- While the percentage increased from pre to post-campaign, further educational activities and opportunities on the topic are still needed;
- young women see themselves as most informed about the risk factors of breast cancer (70.9%) and the symptoms of breast cancer (68.2%). Respondents indicated less knowledge of breast cancer facts (54.3%) and self-help (54.3%). These may be areas on which to focus future teaching;
  - respondents felt more informed of all breast cancer topics post-campaign than they did pre-campaign;
  - the vast majority of respondents had noticed the Team Shan awareness campaign. This includes 93.4% of all post secondary students surveyed;
  - of the media/marketing campaign, LRT displays were ranked as the most frequent medium viewed, followed by bus shelter ads and billboards. Newspaper, TV and radio were seen less frequently;
  - of the print materials, posters were the most frequently viewed. However, 37.1% of respondents reported seeing none of the print materials;
  - 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 Team Shan hoped to communicate;
  - Facebook was the interactive medium most likely accessed;
  - across both groups the media/marketing advertisements were most favoured, followed by interactive media and then print materials. This reflects a change from 2008 when print materials were preferred to interactive media;
  - the vast majority of comments on the questionnaires were positive and thanked or praised Team Shan for their work, and suggested more should continue to be done;
  - common suggestions for improvement indicated the need for more social media and Facebook advertisements.

### **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 interactive media component of the campaign as suggested by respondent comments. For example, Facebook ads could be more broadly utilized. Overall, marketing advertisements and media are key strategies to help increase awareness for young women and this should be continued.

### **Conclusion**

Young women need information about their risk of breast cancer. The Team Shan project used a multi-faceted approach that was successful in increasing awareness of this important information. The strategies effective in increasing awareness have changed slightly since the campaign began in 2006 and it is hoped the project will continue to grow and expand to include these recommended changes.

The recommendation from young women from the 2008 community project was the need for “more” awareness and education. Team Shan has responded to this request and it is hoped that awareness and knowledge of breast cancer will continue to increase in young women.





# **Team Shan Breast Cancer Awareness & Education Project (Calgary)**

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

### **Team Shan**

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

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

### **Team Shan Breast Cancer Awareness & Education Project (Calgary)**

The 2010 *Team Shan Breast Cancer Awareness & Education Project (Calgary)* built on previous *Team Shan* public awareness campaigns held in southwestern and northeastern Ontario. Lessons learned and short-term outcomes from successful projects in the past have led to the development of an effective social marketing model designed to raise awareness with young women, a population at risk of breast cancer. (1) (2) (3) (4)

The aim of the *Team Shan Breast Cancer Awareness & Education Project* was to raise breast cancer awareness with young women on designated post secondary school sites in Calgary, Alberta.

The short term objectives of the *Team Shan Breast Cancer Awareness & Education Project (Calgary)* included activities to:

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

The long term goals of the project were 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 Breast Cancer Awareness & Education Project* was implemented in the city of Calgary on October 1, 2010. The awareness campaign was implemented in and around the Southern Alberta Institute of Technology (SAIT) and University of Calgary (U of C) campuses and ran until December 31, 2010. The opportunity to distribute print resources and provide transit marketing at the Mount Royal University campus was added to the project activities.





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

A project press release was distributed prior to the campaign launch. (Appendix A) Campaign media activities included closed circuit television, radio, print and interactive media. (Appendix B) Closed circuit television was a new media outlet and was provided at both the SAIT and U of C campuses. Interactive media included both the Team Shan website and facebook group *Breast Cancer...not just a disease of older women*.

Further marketing strategies included light rail transit (LRT) train and station displays, billboards and bus shelter ads. (Appendix C) Printed brochures, posters and bookmarks were distributed throughout the three post secondary school sites, during project evaluation and partnership activities. (Appendix D) The project theme was *breast cancer...not just a disease of older women*.

A Team Shan article was featured in the October issue of Homemakers Magazine at the beginning of the campaign and the project also highlighted in the Canadian Breast Cancer Foundation-Prairies & NWT December 2010 e-Newsletter. (Appendix E)

Tremendous support was received for the distribution of awareness print materials at all three post secondary school sites. Brochures, bookmarks and posters were disseminated through student health services, campus libraries, bookstores and student services, e.g., U of C Women's Resource Centre and programs, e.g., U of C School of Nursing and SAIT School of Information and Communications Technologies. Print materials were also shared for conferences, e.g., the Body, Mind & Spirit Young Women Living with Breast Cancer (Toronto, October 2010), LIFESTRONG Young Adult Alliance (Austin, November 2010) and 6<sup>th</sup> World Conference on Breast Cancer (Hamilton, June 2011).

The use of a specific person (Shanna) and Shan's story resonated with project partners, e.g., *"When we speak it can often come off as preaching, but Shan is real, she was their age. It is a tragedy to lose someone so young and I feel for your entire family but Shan's story sparks that sense of reality into those that once had doubt and gets them thinking about the necessity to take control of their own breast health,"* family members e.g., *"My nephew's wife Facebooked me to say that she saw Shan on the C-train. She has messaged her friends to take notice. Shanna keeps spreading the messages"* and the general public, e.g., *"How tragic...good for you for making a difference."* (Appendix F)

Requests were received for media interviews and community presentations. The campus media responded with excellent coverage during the campaign. Media and marketing partners provided positive feedback to the campaign, e.g., *"I saw a picture of you and an article about Team Shan in Homemakers magazine over the weekend. I am glad CJSW was chosen to help share your daughter's story and get the word out."* (Appendix F)



Young women responded favourably to the campaign through verbal feedback on campus, email messages and Facebook postings, e.g., *“I wanted to send you a quick message to let you know how much I appreciate the work that you and Team Shan are doing...I then began noticing billboards and posters in bus stops around Calgary. I think you have a very important message and am very happy there is an organization and people out there who are spreading the word that this can affect young women as well. Keep up the good work!”* (Appendix F)

### **Campaign Reach**

Due to the public nature of the awareness strategies, the overall reach for the project targeted population was difficult to calculate. Five hundred and fifty (550) female students were directly reached through evaluation activities and campus displays. Further campaign reach was obtained through the distribution of resource materials on campus and through project partner activities. Total direct 2010 campaign reach at targeted project sites was 5,205. (Appendix G)

There was potential to reach the maximum listening and readership audience from the variety of media and marketing strategies used in the campaign. Requests outside of the target area also provided the opportunity to reach a further 2,910 young women during the campaign. Total direct project reach was 8,115 female students. Further reach will continue into 2011 through ongoing resource distribution by campus partners, requests and project sharing opportunities. (Appendix G)

### **Evaluation Strategy**

The campaign was formally evaluated by young women at two secondary school sites in Calgary: SAIT and U of C. The volunteer participants were female students on campus aged 17-29 years of age. The target number of participants was 200 for both the pre and post-campaign evaluation activities. One hundred and ninety-nine (199) young women participated in the pre-campaign activity and one hundred and sixty seven (167) in the post-campaign evaluation activity. The evaluation facilitator reported that the young women were pleased to participate and appreciated the breast cancer awareness for young women on and around campus.

Participants were asked to complete a questionnaire by a *Team Shan* member. The questionnaires (Appendix H) were developed by *Team Shan* in consultation with a research consultant. The pre-campaign questionnaire contained three close ended questions to evaluate breast cancer awareness/knowledge levels and lifestyle risk factor information. Sample target population reporting of information on breast cancer lifestyle risk factors was added to the questionnaire prior to the pre-campaign evaluation activity.

The pre-campaign evaluation activity was facilitated in September 2010 and provided the sample target population baseline for comparison with the target sample following the campaign.



The post-campaign questionnaire contained both close ended and open ended questions to evaluate the media/marketing advertisements, project print resources, key take home messages and project feedback. The tool also included the identical three questions used in the pre-campaign evaluation activity to self report post-campaign breast cancer awareness/knowledge levels and lifestyle risk factor information. The post-campaign evaluation activity was facilitated in January 2011.

Content analysis of evaluation tool responses was conducted to develop categories of responses. These categories were then used to code the questionnaire responses. Evaluation tool responses were compared pre-campaign and post-campaign and to the 2008 project in London where possible.

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

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

Measurable outcomes for the project were:

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

## **Results**

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

The majority of respondents (61.6%) reported that “media/marketing advertisements” were the most effective awareness strategies to reach young women. Thirty-four point six (34.6%) reported “interactive/social media.” The social media result represented a 21.3% increase in 2011 to the same question posed with a 2008 sample of the target population (13.3%).

Two point five percent (2.5%) of the 2011 respondents reported they had “no breast cancer knowledge” compared to 13.6% in 2010. Self reporting of “some breast cancer knowledge” remained consistent at 75.9% in 2010 and 77.4% in 2011, but respondents reporting “well informed” increased by 9.5%, nearly doubling from 2010 (10.6%) to 2011 (20.1%).

The percentage of reported breast cancer topic area information increased in all four topic areas with a 21.7% increase reported in “self help” strategies, 12.2% increase reported in “risk factors,” 8.4% increase reported in “symptoms” and 3.8% increase reported in facts.



Self reporting of “lifestyle risk factors” for breast cancer also increased across all five “life style risk factors” in the pre and post awareness campaign results. Increases ranged from 5.0% for “alcohol misuse” to 11.8% for “unhealthy weight.”

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

### **Media/Marketing Advertisements**

The media/marketing advertisements included closed circuit TV, radio, newspaper, light rail transit (LRT) 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/marketing advertisements on breast cancer in young women?
2. If yes, what was your take home message from the media/marketing advertisements?

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

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

<b>Answer</b>	<b>Post Secondary Site 1 (n=55)</b>	<b>Post Secondary Site 2 (n=112)</b>	<b>Post Secondary Sites Total (n=167)</b>
<b>TV</b>	13	27	40 (24.0%)
<b>Radio</b>	13	21	33 (19.8%)
<b>Newspaper</b>	20	24	44 (26.3%)
<b>LRT ads</b>	35	85	120 (71.9%)
<b>Bus shelter ads</b>	19	63	82 (49.1%)
<b>Billboards</b>	25	22	47 (28.1%)
<b>Other</b>	3	3	6 (3.6%)
<b>None of the above</b>	2	9	11 (6.6%)

The vast majority of respondents had noticed the Team Shan media campaign (93.4% of all post secondary students surveyed). This demonstrates the campaign was effective in reaching its target audience.

Of the 167 post secondary students the most frequent medium for noting the Team Shan materials was LRT ads (120) followed by bus shelter ads (82) and billboards (47). The less frequent responses were newspaper (44), TV (40) and radio (33). These results are very similar to the Team Shan 2008 evaluation which showed transit (bus) ads, billboards and bus shelter ads as the most frequent medium reported.



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

<b>Answer</b>	<b>Post Secondary Site 1 (n=34)</b>	<b>Post Secondary Site 2 (n=90)</b>	<b>Post Secondary Sites Total (n=124)</b>
<b>Breast cancer can happen at any age/young and older women</b>	18	62	80 (64.5%)
<b>Breast cancer awareness/serious disease</b>	6	15	21 (16.9%)
<b>Self help messages/get checked</b>	6	10	16 (12.9%)
<b>Positive/effective campaign/informative</b>	2	7	9 (7.3%)
<b>Help/support research/cure/donate</b>	4	4	8 (6.5%)
<b>Shan was so young/tragic/sad</b>	2	1	3 (2.4%)
<b>Team Shan contact information</b>	1	2	3 (2.4%)
<b>Blanks</b>	21	22	43

\* Some respondents reported more than one take-home message. All responses were included.

From Table 2 it can be seen that the most common take-home message was related to the understanding that breast cancer can happen at any age. This was also the most common response for post secondary participants in 2008. This message was a major one Team Shan hoped to communicate.

The importance of being aware of breast cancer and its seriousness was ranked second, followed by the importance of self-help activities such as breast awareness. Fewer participants in 2011 than 2008 believed the take home message involved the personal tragedy related to Shan, but Shan's story was still reported by participants.

### **Print Materials**

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

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



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

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

Answer	Post Secondary Site 1 (n=55)	Post Secondary Site 2 (n=112)	Post Secondary Sites Total (n=167)
<b>Pamphlet</b>	16	34	50 (29.9%)
<b>Poster</b>	34	47	81 (48.5%)
<b>Bookmark</b>	6	9	15 (9.0%)
<b>Other</b>	2	0	2 (1.2%)
<b>None of the above</b>	12	50	62 (37.1%)

From Table 3 it can be seen that the poster (81) was the most commonly seen, followed by the pamphlet (50). The bookmark (15) was seen a great deal less than the other two print materials. Sixty-two (37.1%) of participants did not see any print materials for the Team Shan campaign.

**Table 4: What was your key take-home message from the awareness print materials?**

Answer	Post Secondary Site 1 (n=19)	Post Secondary Site 2 (n=45)	Post Secondary Sites Total (n=64)
<b>Breast cancer can happen at any age/young and older women</b>	8	25	33 (51.6%)
<b>Self help messages/get checked</b>	5	11	16 (25%)
<b>Breast cancer awareness/serious disease</b>	6	6	12 (18.8%)
<b>Help/support research/cure/donate</b>	4	3	7 (10.9%)
<b>Positive/effective campaign/informative</b>	0	5	5 (7.8%)
<b>Shan was so young/tragic/sad</b>	0	2	2 (3.1%)
<b>Breast cancer risk factors</b>	1	0	1 (1.6%)
<b>Breast cancer signs &amp; symptoms</b>	0	1	1 (1.6%)
<b>Blanks</b>	36	67	103

\* Some respondents reported more than one take home message. All responses were included.



Similar to the results from media/marketing advertisements, the most common take-home message for print materials was related to the understanding that breast cancer can happen at any age. This was also the most common response for post secondary participants in 2008.

The importance of self help activities such as breast awareness was ranked second, followed by the importance of being aware of breast cancer and its seriousness. These three take-home messages were viewed as key for both media and print materials.

### **Interactive/Social 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/social media?

The responses to this item are reported in Table 5.

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

<b>Answer</b>	<b>Post Secondary Site 1 (n=50)</b>	<b>Post Secondary Site 2 (n=108)</b>	<b>Post Secondary Sites Total (n=158)</b>
<b>Team Shan website</b>	5	0	5 (3.0%)
<b>Facebook group</b>	12	13	25 (15.8%)
<b>Other internet sites</b>	4	3	7 (4.4%)
<b>None of the above</b>	30	93	123 (73.7%)

From Table 5 it can be seen that the responses are lower than those of the other educational approaches, but that Facebook was the interactive medium most likely accessed by both post secondary sites.

### **Overall Observations**

To compare the three approaches (media/marketing 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 6. In addition, participants were asked to provide any other comments.

**Table 6: What awareness strategy was the most effective for you?**

<b>Answer</b>	<b>Post Secondary Site 1 (n=51)</b>	<b>Post Secondary Site 2 (n=108)</b>	<b>Post Secondary Sites Total (n=159)</b>
<b>Media/Marketing advertisements</b>	36	62	98 (61.6%)
<b>Print Materials</b>	12	27	37 (23.3%)
<b>Interactive Media</b>	11	44	55 (34.6%)

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





From Table 6 it can be seen that across both post secondary groups the media/marketing advertisements were most favoured, followed by interactive media and then print materials. In the 2008 analysis media/marketing advertisements were most preferred; however, print materials were preferred more than interactive media at that time. The Team Shan interactive media has increased in effectiveness.

The full list of comments appears in Appendix J. It can be seen that the majority of comments are positive and acknowledge the importance of the campaign. For example, some participants said: *“It is a great way to keep people informed about a serious illness,”* *“Lots of information available”* and *“I think it is a very powerful campaign and does a great job of raising awareness in young woman.”*

One theme that was commonly addressed in the comments was that the campaign raised awareness of young women being susceptible to breast cancer. Comments included: *“It’s interesting to know that breast cancer is not age specific. I’d always seen it as not applicable to me until I grew older”* and *“This is a great way to show that breast cancer can affect the young population.”* Participants reflected on this issue many times in their comments.

A few of the comments included feedback and suggestions about the campaign promotion. A lot of the feedback was positive. For example, *“Saw it on the train and billboard. It was a great use of travel time reading advertisements and billboard messages”* and *“Great to see them [marketing/print/resources] at the schools.”*

Some participants felt other methods of promotion were necessary. Some suggestions included: *“I think the social media would have been effective, but I did not see any of the threads. I probably would have clicked the link if I’d seen the facebook ad,”* *“I think the more time spent on moving towards social media, the more people will become involved and interested”* and *“Try through doctor’s offices, facebook ads.”* It appears that, while the campaign did include a Facebook group, participants believed Facebook ads would be seen more easily and attract more attention.

### **Breast Cancer Awareness/Knowledge Level**

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

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

The results are summarized in Table 7 and Table 8.



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

Answer	Post Secondary Site 1		Post Secondary Site 2		Post Secondary Sites Total	
	Pre (n=121)	Post (n=51)	Pre (n=78)	Post (n=108)	Pre (n=199)	Post (n=159)
<b>No knowledge</b>	20 (16.5%)	1 (2.0%)	7 (9.0%)	3 (2.7%)	27 (13.6%)	4 (2.5%)
<b>Some knowledge</b>	87 (71.9%)	41 (80.3%)	64 (82.1%)	82 (75.9%)	151 (75.9%)	123 (77.4%)
<b>Well informed</b>	14 (11.6%)	9 (17.6%)	7 (9.0%)	23 (21.3%)	21 (10.6%)	32 (20.1%)

From Table 7 it can be seen that knowledge increased across all sites after the campaign. Prior to the campaign, 13.6% of participants indicated they had “no knowledge” of breast cancer. This percentage dropped 11.1% with only 2.5% of participants indicating they had “no knowledge” after the campaign took place. Post secondary students who saw themselves as “well informed” increased from 10.6% to 20.1% by the end of the campaign. Overall, the majority of participants saw themselves as having “some knowledge” of breast cancer in young women.

**Table 8: What specific breast cancer information are you aware of today? (participants could select all that applied). Comparison of Pre and Post Campaign results.**

Answer	Post Secondary Site 1		Post Secondary Site 2		Post Secondary Sites Total	
	Pre (n=112)	Post (n=46)	Pre (n=72)	Post (n=105)	Pre (n=184)	Post (n=151)
<b>Facts</b>	54 (48.2%)	25 (54.3%)	39 (54.2%)	57 (54.3%)	93 (50.5%)	82 (54.3%)
<b>Symptoms</b>	72 (64.3%)	23 (50.0%)	38 (52.8%)	80 (76.2%)	110 (59.8%)	103 (68.2%)
<b>Self Help</b>	32 (28.6%)	13 (28.3%)	28 (38.9%)	69 (65.7%)	60 (32.6%)	82 (54.3%)
<b>Risk Factors</b>	69 (61.6%)	29 (63.0%)	39 (54.2%)	78 (74.3%)	108 (58.7%)	107 (70.9%)

Table 8 illustrates what specific information the participants perceived themselves to be aware of. The post-campaign responses indicate that the groups see themselves as most aware of the “risk factors” and “symptoms” of breast cancer; of the total 151 respondents, 70.9% indicated they were aware of the “risk factors” and 68.2% indicated they were aware of “symptoms.” Knowledge of “facts” and “self help” received the same scores to each other and were identified by 54.3% of respondents.



When comparing the pre-campaign and post-campaign results, respondents felt they were better informed of all breast cancer information after the campaign. Information on “self-help” increased the most after the campaign (21.7% increase), followed by “risk factors” (12.2% increase). Responses indicate that the campaign was effective in increasing awareness of these important breast cancer topics.

Results from the 2008 and 2011 awareness campaigns are summarized in Table 9.

**Table 9. Post Secondary Students Self-Identified Levels of Knowledge/Awareness. Comparison of 2008 and 2011 post-campaign results.**

Question	Options	2008 (n=109)	2011 (n=159)	Combined (n=268)
How would you describe your knowledge of breast cancer in young women today?	a. no knowledge	6 (5.5%)	4 (2.5%)	10 (3.7%)
	b. some knowledge	88 (80.7%)	123 (77.4%)	211 (78.7%)
	c. well informed	15 (13.8%)	32 (20.1%)	47 (17.5%)
		<b>n=103</b>	<b>n=151</b>	<b>n=254</b>
What specific breast cancer information are you aware of today?	a. facts	64 (62.1%)	82 (54.3%)	146 (57.5%)
	b. symptoms	64 (62.1%)	103 (68.2%)	167 (65.7%)
	c. self help	46 (44.7%)	82 (54.3%)	128 (50.4%)
	d. risk factors	79 (76.7%)	107 (70.9%)	186 (73.2%)

When examining results from the 2008 campaign, there is an increase in those who saw themselves as “well informed.” In 2008 only 13.8% participants saw themselves as “well informed.” While there was a 6.3% increase between 2008 and 2011, both percentages are still low and support the need for further educational activities and opportunities on this important topic.

### **Lifestyle Risk Factors**

To assess awareness of specific risk factors of breast cancer young women are aware of, one question was asked before and after the campaign.

1. If you checked risk factors for the previous question (concerning specific information you are aware of today), please indicate the breast cancer lifestyle risk factors you are aware of today.

The results are summarized in Table 10.



**Table 10. Please indicate the breast cancer lifestyle risk factors you are aware of today. Comparison of Pre and Post Campaign Results.**

Answer	Post Secondary Site 1		Post Secondary Site 2		Post Secondary Sites Total	
	Pre (n=69)	Post (n=29)	Pre (n=39)	Post (n=78)	Pre (n=108)	Post (n=107)
<b>Alcohol Misuse</b>	24 (34.8%)	10 (34.5%)	13 (33.3%)	32 (41.0%)	37 (34.3%)	42 (39.3%)
<b>Physical Inactivity</b>	40 (58.0%)	17 (58.6%)	18 (46.2%)	47 (60.3%)	58 (53.7%)	64 (59.8%)
<b>Tobacco Use</b>	43 (62.3%)	15 (51.7%)	19 (48.7%)	52 (66.6%)	62 (57.4%)	67 (62.6%)
<b>Unhealthy Weight</b>	44 (63.8%)	21 (72.4%)	22 (56.4%)	57 (73.1%)	66 (61.1%)	78 (72.9%)
<b>Poor Diet</b>	47 (68.1%)	19 (65.5%)	24 (61.5%)	58 (74.4%)	71 (65.7%)	77 (72.0%)

From Table 10 it can be seen that, across both sites, young women are most likely to be aware that unhealthy weight and poor diet are risk factors for breast cancer (72.9% and 72.0% were aware of this respectively). Approximately 60% of participants were also aware that physical inactivity and tobacco use are risk factors. Young women were least likely to be aware that alcohol misuse is a risk factor of breast cancer. This would be an important topic to emphasize in future campaigns. Awareness in all areas increased from pre to post-campaign.

Sub-analyses were also performed to examine the specific responses of the individuals who believed they were “well informed” and those who believed they had “some knowledge” after the campaign. Eleven point two percent (11.2%) of “some knowledge” respondents reported that they were aware of all four specific breast cancer topics while 53.1% of “well informed” respondents indicated that they were aware of all four specific breast cancer topics. Similarly, 18.2% of “some information” respondents reported they were aware of all five lifestyle risks for breast cancer while 44.8% of “well informed” respondents indicated that they were aware of this. It appears that those who believe they are “well informed” have a more broad knowledge of different aspects of breast cancer information and risk factors. However, even for “well informed” respondents, approximately 50% were still not aware of all information and risk factors.

### **Discussion**

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



Similar to the previous Team Shan project, the media/marketing advertisements were the most frequently noticed by young women. Interactive media was reported as being more effective in 2011 than it was in 2008 (approximately 20% more young women reported interactive media as the most effective in 2011 than 2008). However, a number of comments from respondents noted the need for more noticeable Facebook advertisements. While interactive media appeared to be more effective than print materials in this campaign, there were still recommendations on how to improve this method. Print materials were less effective in 2011; this may reflect society's trend towards electronic information instead of traditional print materials.

Since the campaigns began in 2006, the majority of respondents believed they had "some knowledge" of breast cancer; this was true for 2006 results in London, 2008 results in London, 2010 pre-campaign in Calgary and 2011 post-campaign in Calgary. The percentage of respondents who reported "no knowledge" of breast cancer was lower in 2011 than any other testing period and the number who reported "well informed" slightly increased from 2006 to 2011. Even in 2011 only 20.1% of respondents believed themselves to be "well informed;" this reinforces the need for continued awareness campaigns and the sharing of specific breast cancer information.

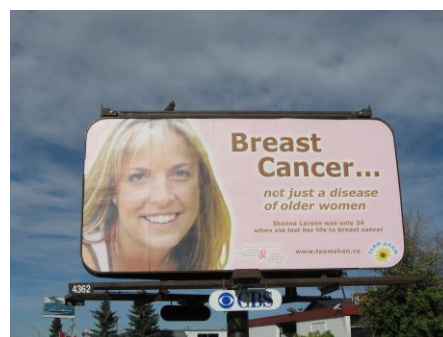
### **Recommendations**

A common recommendation from respondents was the need for more social media as an awareness tool for the campaign. Team Shan may want to explore the possibility of advertising the campaign through Facebook ads or university websites instead of focusing on Facebook groups that are not as easily noticed by all young women.

### **Conclusions**

Young women need information about their risk of breast cancer. The Team Shan project used a multi-faceted campaign approach that was successful in increasing awareness of this important information. The strategies effective in increasing awareness have changed slightly since the campaign began in 2006 and it is hoped the project will continue to grow and expand to include these recommended changes.

The recommendation from young women from the 2008 community project was the need for "more" awareness and education. Team Shan has responded to this request and it is hoped that awareness and knowledge of breast cancer will continue to increase in young women.



## **Team Shan Breast Cancer Awareness & Education Project References**

1. Suffel, Stacey and Coleman, Brenda. Literature Review: Breast Cancer in Young Women (2006). Unpublished. [www.teamshan.ca](http://www.teamshan.ca).
2. Evaluation of Public Health Awareness Materials and Breast Cancer Awareness Knowledge Level (2006). Unpublished. [www.teamshan.ca](http://www.teamshan.ca)
3. Suffel, Stacey and Coleman, Brenda, Literature Review: Updated Breast Cancer in Young Women (2007). Unpublished. [www.teamshan.ca](http://www.teamshan.ca).
4. Team Shan Community Project Evaluation of Awareness Campaign Targeting Young Women (2008). Unpublished. [www.teamshan.ca](http://www.teamshan.ca)



## **Team Shan Breast Cancer Awareness & Education Project Tables**

1. Have you seen or heard any of the following Team Shan media/marketing advertisements on breast cancer in young women?
2. What was your take home message from the media/marketing advertisements?
3. Have you seen any of the following the Team Shan breast cancer awareness print materials?
4. What was your key take-home message from the awareness print materials?
5. Have you seen any of the following Team Shan interactive media?
6. What awareness strategy was the most effective for you?
7. How would you describe your knowledge of breast cancer in young women today? Comparison of Pre and Post Campaign results.
8. What specific breast cancer information are you aware of today? Comparison of Pre and Post Campaign results.
9. Post Secondary Students Self-Identified Levels of Knowledge/Awareness.
10. Please indicate the breast cancer lifestyle risk factors you are aware of today. Comparison of Pre and Post Campaign Results.





# **Team Shan Breast Cancer Awareness & Education Project Appendices**

- A. Project Press Release
- B. Media Advertisements
  - i. closed circuit television
  - ii. radio
  - iii. print media
- C. Marketing Displays
  - i. billboards
  - ii. bus shelters
  - iii. LRT displays
- D. Print Materials
  - i. poster
  - ii. brochure
  - iii. bookmark
- E. CBCF e-Newsletter Article
- F. Campaign Feedback
- G. Campaign Reach
- H. Evaluation Questionnaire
- I. Evaluation Table
- J. Comments from Young Women
- K. Report from Evaluation Activity Facilitator



# Appendix A

## Team Shan Breast Cancer Awareness & Education Project

### Press Release

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

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

The Calgary project will coincide with Breast Cancer Awareness Month and launch the first week in October. The project will run for 6 weeks. Activities include community billboards, LRT train displays, station and bus shelter ads and the distribution of awareness resource materials. Campus radio and print media ads will also be used to target young women on post secondary school campuses, particularly the University of Calgary, Southern Alberta Institute of Technology and Mount Royal University. The campaign theme is *breast cancer...not just a disease of older women*. Messages will focus on breast cancer facts, risk factors, symptoms and self help strategies.

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

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

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

Team Shan  
teamshan@gmail.com  
www.teamshan.ca



*Team Shan Breast Cancer Awareness & Education Project*



## **Appendix F**

### **Team Shan Breast Cancer Awareness & Education Project Campaign Feedback**

#### **Project Partners**

Community and project partners both on and off campus responded positively to the campaign and Shan's story. Media and marketing professionals went out of their way to provide the best coverage and in kind support for the campaign. They also took the time to provide feedback to a message that resounded with them. No negative comments were received.

- *“There are remarkably few breast cancer awareness campaigns that directly communicate with young women...The project you have proposed has the potential to provide valuable information about how to message young women about breast cancer”.*
- *“When we speak it can often come off as preaching, but Shan is real, she was their age. It is a tragedy to lose someone so young and I feel for your entire family but Shan's story sparks that sense of reality into those that once had doubt and gets them thinking about the necessity to take control of their own breast health.”*
- *“We have recently started a student group at the U of A campus... I am going to be giving them your materials as I feel that they are 100% relevant for their age group and Shan truly represents why we are promoting early detection and breast health awareness.*
- *“One of my first print jobs was to print off some of your Team Shan files this morning...all I can say is WOW-all of your collateral material looks absolutely beautiful, and such a lovely tribute to Shanna.”*
- *“Team Shan's material was prominently featured in the resource area. You should take pride in knowing that your mission to raise awareness about young women with breast cancer is making a difference”*
- *“We recognize the importance of Team Shan's publicity campaigns and the impact they are making in raising the awareness of breast cancer for young women.”*
- *“I saw a picture of you and an article about Team Shan in Homemakers magazine over the weekend. I am glad CJSW was chosen to help share your daughter's story and get the word out.”*
- *“Join me tonight on Let's Talk About It Radio Show live at 6:30 p.m. Mountain Time. My guest is Lorna Larsen, President of Team Shan. An organization dedicated to bringing awareness to breast cancer in young adult ladies. Will be a fantastic show!”*
- *“You need to hit the students with messaging again and again!”*
- *“We have put the posters up and hand out the pamphlets at the clinic.”*

#### **Young Women**

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

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

*Team Shan Breast Cancer Awareness & Education Project*



- *“I just wanted to send you a quick message to let you know how much I appreciate the work that you and Team Shan are doing... I began noticing billboards and posters in bus stops around Calgary. I think you have a very important message and am very happy there is an organization and people out there who are spreading the word that this can affect young women as well...Keep up the good work!”*
- *“Saw the buttons with Team Shan and the sunflower.”*
- *“I could possibly book a lunch and learn for you to present at. I’m sure our students would really love and appreciate your presentation.”*
- *“The wording on the posters really hit home because I’m only 20 and the girl (Shanna) was 24 and died due to breast cancer. It really made you stop and think.”*

### **Family Members**

Feedback on the campaign was received from family members and other members of the public who appreciated the project and messaging for their daughters and other young women in their lives.

- *“Will look forward to hearing the results of the Calgary campaign...she (my daughter) said she saw Shanna on the side of the LRT train recently.*
- *“My nephew’s wife Facebooked me to say that she saw Shan on the C-train. She has messaged her friends to take notice. Shanna keeps spreading the messages.”*
- *“I saw that girl (Shanna) everywhere!”*
- *“Powerful imaging, not the face of breast cancer you expect.”*
- *“How tragic...good for you for making a difference.”*
- *“Amazing...wonderful. Thank you.”*
- *“A young life taken too soon”.*
- *“I saw all of the awareness stuff you had on the train and at U of C. It definitely seemed like a real success.”*



*Team Shan Breast Cancer Awareness & Education Project*



## Appendix G

### Team Shan Breast Cancer Awareness & Education Project Campaign Reach

The Team Shan Breast Cancer Awareness and Education Project targeted young women aged 17-29 years of age attending post secondary schools in Calgary from October through December 2010. Targeted sites included the University of Calgary (U of C) and Southern Alberta Institute of Technology (SAIT). An opportunity to reach students at Mount Royal University was also facilitated.

The total project population estimate for females 17-29 years of age at the targeted sites was 32,000 students plus the enhanced female population living and working in and around the designated campuses. Table 1 outlines the direct project reach activities for young women.

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

Activity	Target Sites	External Requests
<b>Print Materials</b>		
• posters	140	50
• brochures	1,850	750
• bookmarks	2,350	600
• buttons	300	600
<b>Interactive/Social Media</b>		
• email messages	15	N/A
<b>Evaluation Activities</b>		
• questionnaires	370	N/A
• displays	180	N/A
<b>Conferences</b>		
• print materials	N/A	910
<b>TOTAL</b>	<b>5,205</b>	<b>2,910</b>

Hundreds of young women were reached by the broader media and marketing activities from the campaign including closed circuit television, radio, print and interactive media, billboards, bus shelter ads and LRT train and station displays. An unknown number of young women visited the website and the Team Shan Facebook group *Breast cancer...not just a disease of older women*. Some direct feedback was provided to Team Shan through postings and email messages. The U of C *Gauntlet* and SAIT *Weal* provided newspaper coverage during the campaign. U of C CJSW 90.9FM and SAIT School of Information and Communications Technologies provided radio advertisements. Print materials were disseminated throughout campus and through community requests providing further reach to young women on and off campus in Calgary.

Pre and post campaign evaluation activities were completed with young women at U of C and SAIT campuses. Campus displays at both sites also assisted further direct reach with female students.



## Appendix H

### Team Shan Breast Cancer Awareness and Education Project Evaluation Questionnaire

*We are requesting your help in evaluating the Team Shan Breast Cancer Awareness for Young Women (Team Shan) campaign implemented in Calgary from October to December 2010. The campaign activities took place on and around campus. Your participation is voluntary. The questionnaire is confidential and will only take a few minutes of your time. Your assistance is greatly appreciated.*

1. **Have you seen or heard any of the following Team Shan media/marketing advertisements on breast cancer in young women? Please check all that apply.**
  - a. closed circuit TV
  - b. radio
  - c. newspaper
  - d. LRT transit ads
  - e. bus shelter ads
  - f. billboards
  - g. other  Please specify:
  - h. none of the above  (please go to question 3)
  
2. **If yes, what was your take home message from the media/marketing advertisements?**
  
3. **Have you seen any of the following Team Shan breast cancer awareness print materials? Please check all that apply.**
  - a. pamphlet
  - b. poster
  - c. bookmark
  - d. other  Please specify:
  - e. none of the above  (please go to question 5)
  
4. **If yes, what was your key take home message from the awareness print material(s)?**
  
5. **Have you seen any of the following Team Shan interactive/social media? Please check all that apply.**
  - a. Team Shan website
  - b. Team Shan *Breast Cancer...not just a Disease of Older Women* Facebook group
  - c. other internet sites
  - d. none of the above



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

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

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

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

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

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

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

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

10. If you checked risk factors in question 9, please indicate the breast cancer lifestyle risk factors you are aware of today. Please check all that apply.

- a. alcohol misuse
- b. physical inactivity
- c. tobacco use
- d. unhealthy weight
- e. poor diet

*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.*



*Team Shan Breast Cancer Awareness & Education Project*





**Appendix I**  
**Team Shan Breast Cancer Awareness & Education Project**  
**2008 & 2011 Evaluation Summaries**

	<b>Options</b>	<b>London 2006 Total= 125</b>	<b>London 2008 Total = 112</b>	<b>Percentage Difference</b>	<b>Calgary 2010 Total =199</b>	<b>Calgary 2011 Total = 167</b>	<b>Percentage Difference</b>
			<b>N = 98 (87.5%)</b>			<b>N=159 (95.2%)</b>	
<b>What awareness strategy was the most effective for you?</b>	a) media/marketing advertisements	<b>NA</b>	<b>73 (74.5%)</b>	<b>NA</b>	<b>NA</b>	<b>98 (61.6%)</b>	<b>-12.9%</b>
	b) awareness print materials	<b>NA</b>	<b>28 (28.6%)</b>	<b>NA</b>	<b>NA</b>	<b>37 (23.3%)</b>	<b>-5.3%</b>
	c) interactive media	<b>NA</b>	<b>13 (13.3%)</b>	<b>NA</b>	<b>NA</b>	<b>55 (34.6%)</b>	<b>+21.3%</b>
		<b>N=102 (81.6%)</b>	<b>N = 109 (97.3%)</b>		<b>N=199 (100%)</b>	<b>N=159 (95.2%)</b>	
<b>How would you describe your knowledge of breast cancer in young women today?</b>	a) no knowledge	<b>14 (13.7%)</b>	<b>6 (5.5%)</b>	<b>-8.2%</b>	<b>27 (13.6%)</b>	<b>4 (2.5%)</b>	<b>-11.1%</b>
	b) some knowledge	<b>68 (66.6%)</b>	<b>88 (80.7%)</b>	<b>+24.1%</b>	<b>151 (75.9%)</b>	<b>123 (77.4%)</b>	<b>+1.5 %</b>
	c) well informed	<b>20 (19.6%)</b>	<b>15 (13.8%)</b>	<b>-5.8%</b>	<b>21 (10.6%)</b>	<b>32 (20.1%)</b>	<b>+9.5%</b>
		<b>N=98 (96.1%)</b>	<b>N=103 (92.0%)</b>		<b>N=184 (92.5%)</b>	<b>N=151 (90.4%)</b>	
<b>What specific breast cancer information are you aware of today?</b>	a. facts	<b>44 (44.9%)</b>	<b>64 (62.1%)</b>	<b>+17.2%</b>	<b>93 (50.5%)</b>	<b>82 (54.3%)</b>	<b>+3.8%</b>
	b. symptoms	<b>69 (70.4%)</b>	<b>64 (62.1%)</b>	<b>-8.3%</b>	<b>110 (59.8%)</b>	<b>103 (68.2%)</b>	<b>+8.4%</b>
	c. self help	<b>51 (52.0%)</b>	<b>46 (44.7%)</b>	<b>-7.3%</b>	<b>60 (32.6%)</b>	<b>82 (54.3%)</b>	<b>+21.7%</b>
	d. risk factors	<b>47 (48.0%)</b>	<b>79 (76.7%)</b>	<b>+28.7%</b>	<b>108 (58.7%)</b>	<b>107 (70.9%)</b>	<b>+12.2%</b>



## **Appendix J**

### **Team Shan Breast Cancer Awareness & Education Project**

#### **Comments from Young Women**

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

- Lots of information available
- Having her [Shan's] face and name is a very effective tool
- Getting people involved and interacting with them tends to expand knowledge more
- Great to see them [marketing/media/print resources] at the schools
- I think it is important to be educated in breast cancer but, feel women are scared to learn more
- A very important campaign. Not enough awareness
- People talking to women face to face seems to stick in my mind better
- Prevention and screening information
- Saw it on the train and billboard. It was great use of the travel time reading advertisements and billboard messages
- Facebook
- Should have more activities to raise the fund
- It's great. Keep em coming
- It was a great way to keep people informed about a serious illness
- Helps women live!
- What are the treatments, how to prevent it, how to realize it at the beginning steps
- I think it is a very powerful campaign and does a great job of raising awareness in young women
- I do "see" the ads they focus on someone my age and put a face to breast cancer in youth
- Love it!
- Usually survivors are shown during campaigns, not people who passed away from cancer
- It's interesting to know that breast cancer is not age specific. I'd always seen it as not applicable to me until I grew older
- This is a great way to show that breast cancer can affect the young population
- Putting a face to the issue of breast cancer really helped me feel connected to the issue
- I did not see any social media. Maybe use facebook more? U of C website?
- Those [marketing/media] are the ones we see on a daily basis so they are most effective, grabs attention. Was not aware of the social media
- Very important to do this! Great work
- It is good to spread awareness because this can affect anyone, and sometimes it is caught too late
- So far, I feel the job has been done well as young women at the university aren't often exposed to all the information, so doing this helps

*Team Shan Breast Cancer Awareness & Education Project*



- Haven't seen much, but facebook (vs Shaw cable) would be more effective
- It's a well promoted campaign
- I think that it is very important that they [young women] understand breast cancer isn't [just] for "older people"
- More awareness by opening to young student volunteers
- It's great
- It was interesting to hear that not only older women can get breast cancer. I didn't know young women can
- Much needed to raise awareness
- Good job!
- I think this campaign is great for it shows that breast cancer in young women should not be hidden [covered up] and there is help out there
- It is good to reach out to the younger or academic groups as this illness has become so widespread
- I think the more time spent on moving towards social media, the more people will become involved and interested
- Story that hits home for a lot of younger women-ensuring that young women at yearly physicals are aware and informed about breast cancer HELPS
- The pink works really well to catch attention
- Try through doctor's offices. Facebook ads
- Radio the most [best]
- I'd have to say media/marketing, an interactive/social media depends on WHERE it is advertised-will it be seen? Will people come to it in Canada? Will it be consistent enough on the web?
- I think the social media would have been effective, but I did not see any of the threads. I probably would have clicked the link if I'd seen the facebook ad
- There needs to be more or different materials. I missed these ones
- It's great help to get the message out to women who may have not been affected by cancer
- It was a powerful advertisement

Total (47)



***Team Shan Breast Cancer Awareness & Education Project***



## **Appendix K**

### **Team Shan Breast Cancer Awareness & Education Project Evaluation Facilitator Report**

On campus project evaluation venues at SAIT and U of C worked out very well with displays set up in campus student union buildings where hundreds of students visit everyday. Both sites were located close to campus food outlets. Students were on their way to and from classes or en route for refreshments or meals. Campus contacts assisted in the facilitation of the evaluation activities on site. The activities provided the opportunity for further resource distribution and breast cancer awareness and education with the young women on campus.

One observation that stood out from previous displays on post secondary school campuses was the increased number of students plugged into electronic devices, e.g., I pods, cell phones.

#### **Pre-Campaign**

The SAIT pre-campaign evaluation activity coincided with their annual Student Expo. This was a great venue with hundreds of students leisurely taking their time to enjoy the various displays including Team Shan. Female students were eager to participate in the evaluation activity and complete the questionnaire. Students were pleased to receive the print resources and buttons. The students provided verbal support for the upcoming campaign. A communication student interview was also facilitated at the site and print resources distributed on campus. A total of 122 questionnaires were completed with 1 eliminated due to age of the participant being outside of the project target population.

U of C site was not as active and unfortunately construction created a distraction for both students and display facilitator. Print resources were distributed throughout the campus. A further 78 questionnaires were completed. In total, 199 evaluation tools were completed at the two pre-campaign sites.

#### **Post-Campaign**

The SAIT post-campaign evaluation activity coincided with an annual Health Fair posing some time restraints and a different mix of participants including college staff, numerous male and fewer female students. A total of 55 questionnaires were completed.

The U of C post-campaign evaluation activity went very well. Female students were interested in completing the evaluation questionnaire and engaged in conversation regarding the campaign. A total of 115 questionnaires were completed, but 3 eliminated due to respondents that were new to the campus or were off campus during the fall awareness campaign. In total, 167 post-campaign evaluation tools were completed from the two post secondary school sites.



## Comments

Both campuses responded positively to the campaign activities they had seen or heard, particularly the LRT displays. The participants from both campus sites came from a variety of ethnic and multi-cultural backgrounds. The issue of breast cancer in young women was relevant to all of them. Participants shared their own experiences with breast cancer in their families or countries of origin. Participants were also struck by Shan's story and the reality that young women can get breast cancer. Many commented on the need to know their risk and appreciated the materials and marketing facilitated by Team Shan. Some had also participated in the pre-campaign evaluation activity and recognized Team Shan on campus.

Lorna Larsen  
Project Coordinator



*Team Shan Breast Cancer Awareness & Education Project*





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