

**TEAM SHAN MANITOBA & SASKATCHEWAN (Year Two)
BREAST CANCER AWARENESS FOR YOUNG WOMEN
PROJECT**

Evaluation of Awareness Campaigns Targeting Young Women

April 2014



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



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

Evaluation of Awareness Campaigns Targeting Young Women April 2014

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

Team Shan Breast Cancer Awareness for Young Women Project



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Team Shan Manitoba & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Project

Acknowledgements

The success of the *Team Shan Manitoba & Saskatchewan (Year Two) Project* relied on the commitment of the *Team Shan Breast Cancer Awareness for Young Women* (Team Shan) board of directors, advisory group and project professionals. Project partners at the University of Manitoba (U of M), University of Winnipeg (U of W) and Red River College 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 Winnipeg, MB.

Community project grant funding received from the Canadian Breast Cancer Foundation (CBCF)-Prairies & NWT was greatly appreciated. The grant supported the design, implementation and evaluation of the project in Winnipeg.

Previous and new campus partners provided the opportunity to facilitate awareness activities on the designated campuses. Our thanks to student health services, student associations, Women's Resource Centres, bookstores, libraries and media staff and campus faculty who helped enhance the awareness efforts on all three project sites. During the campaign, Team Shan also had the opportunity to share project resources at both St. Boniface University and the Canadian Mennonite University in Winnipeg and with other campuses across the prairies.

Team Shan would like to acknowledge Guy Lussier, Advertising Director, Red River College Students' Association for his heart warming support for Team Shan and our efforts on both the Notre Dame and Exchange District campuses of Red River College. Team Shan activities at Red River College have been extended into 2014 in his memory.

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

Deep appreciation goes to the broader Team Shan network. In Shan's memory they have supported the project in Winnipeg and ongoing messaging across Canada for young women, a population at risk of breast.

The impact of the *Team Shan Manitoba & Saskatchewan (Year Two) Project* highlights the effective public awareness campaign model developed by Team Shan and our efforts to make a difference for young women following in Shan's footsteps.

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



Team Shan Manitoba & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Project

Evaluation of Awareness Campaign Targeting Young Women Executive Summary

Team Shan

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

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

Team Shan Breast Cancer Awareness for Young Women Project

The 2013/14 *Team Shan Manitoba & Saskatchewan (Year Two) Project* built on the success of previous *Team Shan* public awareness campaigns particularly projects facilitated on post secondary school campuses across the prairies from 2010 to 2013.

The aim of the projects was to raise breast cancer awareness with young women on designated post secondary school sites in Winnipeg, Manitoba.

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

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

The long term goals of the projects are to:

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

Public Awareness Campaign

The *Team Shan Manitoba & Saskatchewan (Year Two) Project* was implemented on and around the University of Manitoba (U of M), University of Winnipeg (U of W) and Red River College (RRC) campuses in the fall of 2013. Campaign activities were facilitated on both U of M Fort Garry and Bannatyne campuses and Red River College Notre Dame and Exchange District campuses in Winnipeg.



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

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

Campaign Reach

The direct campaign reach at targeted project sites was 9,575 young women. There was also the potential to reach the maximum listening and readership audience from the variety of media and marketing strategies used in the campaign. Further reach will continue into 2014 through ongoing resource distribution by campus partners, requests and project sharing opportunities.

Evaluation Strategy

The Winnipeg campaign was formally evaluated by young women on two post secondary school campaign sites (University of Manitoba and the University of Winnipeg). Young women aged 17-29 years participated in the evaluation activities. The respondents were a random selection of young women on campuses who volunteered to complete a pre or post campaign questionnaire. Participants were on campus during the implementation of the Team Shan campaign in the fall of 2013 and represented a cross section of the target population.

One hundred and eighty three (183) young women participated in completing questionnaires prior to the campaign. One hundred and sixty (160) young women participated in completing questionnaires after the campaign.

Results

- the campaign was effective in increasing knowledge of breast cancer. Only 3.2% of respondents felt they had no breast cancer knowledge after the campaign compared to 10.9% who felt they had no knowledge prior to the campaign. These findings are an improvement from 2013 when 8.8% of respondents felt they had no breast cancer knowledge post-campaign;
- respondents who saw themselves as well informed about breast cancer rose from 10.9% pre-campaign to 15.2% post-campaign;
- the majority of respondents saw themselves as having “some knowledge” of breast cancer both pre and post-campaign (78.1% pre-campaign, 81.6% post-campaign);
- young women saw themselves as most informed about the risk factors (69.0%) and symptoms (60.1%) of breast cancer following the campaign. In contrast, young women saw themselves as least informed about self help activities (44.9%). Self help has consistently been reported lower than other information and indicates a need for expanded education on it;



- the majority of respondents noticed the Team Shan media/marketing campaign. This includes 91.9% of the post secondary school students surveyed. Most common take home message (63.6%) was related to understanding that breast cancer can happen at any age;
- of the campaign advertisements, marketing ads (e.g., bus ads) were the most commonly viewed (81.3%) by respondents, followed by print materials (e.g., brochures). Media ads (e.g., campus radio) and interactive/social media (e.g., Facebook) were viewed less frequently than the other methods of advertisement;
- despite continued efforts to utilize interactive/social media, 76.9% of young women did not view any interactive/social media advertisements. This is still an area where expansion is needed for greater campaign reach;
- respondents reported a number of actions they have taken or plan to take after viewing the campaign. The most common actions planned were personal (e.g., getting self checked) but a number of participants also described sharing information with others and becoming involved in the wider cause of raising money and support for breast cancer research;
- 50% of participants reported sharing information about the Team Shan campaign with at least one other person;
- the majority of comments were positive in regards to the campaign and thanked the team for their efforts in increasing awareness. A number of useful recommendations were also provided for expanding future campaigns.

Key Message Word Cloud from Team Shan Prairie Campaigns

Results support the need for continued education and public awareness on the issue of breast cancer across the age trajectory. Young women in the 2014 campaign provided useful suggestions for ways in which they would like to receive information for future campaigns. Team Shan may want to explore alternative methods including more public presentations to provide young women with the opportunity to hear more detailed information about the campaign, their risk for breast cancer, and how to become involved.

In addition, young women indicated wanting to receive more information on risk factors and prevention of breast cancer. Results also suggest the need for more self help information within the campaign. Team Shan is encouraged to continue their efforts in reaching young women through interactive/social media and other advertising methods, such as marketing and print materials, which have proven to be very beneficial.

Conclusions

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

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

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



Team Shan Breast Cancer Awareness for Young Women Project



Team Shan Manitoba & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Project

Evaluation of Awareness Campaign Targeting Young Women

Team Shan

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

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

Team Shan Breast Cancer Awareness for Young Women Project

The 2012/13 *Team Shan Manitoba & Saskatchewan (Year Two) Project* built on previous Team Shan public awareness campaigns particularly campaigns facilitated in the prairies from 2010 to 2013. Lessons learned and short-term outcomes from successful projects in the past have led to the development of an effective social marketing model designed to raise awareness with young women, a population at risk of breast cancer.

(1) (2) (3) (4) (5) (6) (7) (8)

The aim of the projects was to raise breast cancer awareness with young women on designated post secondary school sites in Winnipeg, MB.

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

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

The long term goals of the projects are to:

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

Public Awareness Campaign

To coincide with Breast Cancer Awareness Month, the *Team Shan Manitoba & Saskatchewan (Year Two) Project* was implemented in October 2013 and with bonus marketing support ran until December 2013. Project press release was distributed prior to the campaign launch. (Appendix A)

Project messaging was reviewed through literature reviews, reports and with experts in the field. The project theme was *breast cancer...not just a disease of older women*.

Team Shan Breast Cancer Awareness for Young Women Project



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

The project was implemented on and around the University of Manitoba (U of M), University to Winnipeg (U of W) and Red River College (RRC) campuses. Campaign activities were facilitated on both U of M Fort Garry and Bannatyne campuses and Red River College Notre Dame and Exchange District campuses in Winnipeg.

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

Campaign media activities included campus radio, print and the use of social and interactive media. (Appendix B) Social media included campus and Team Shan websites, Facebook page and Twitter account. Young women from previous campaigns recommended more social media as an awareness tool. Facebook was identified in 2012 as the social media of choice. Team Shan utilized Facebook ads in the 2013 campaign marketing plan.

Further marketing strategies included billboard posters, bus shelter ads and exterior and interior bus displays on and around the designated project sites in Winnipeg. (Appendix C)

U of M radio UMFM 101.5 FM facilitated a radio interview to support the campaign messaging in October. All campus media provided excellent campaign coverage and inkind support for the projects. No radio opportunity was available at Red River College, but extra distribution of the project brochure was facilitated through the campus newspaper, The Projector and RRC Bookstore display.

Printed brochures, posters and bookmarks were distributed on all post designated secondary school sites including both the Fort Garry and Bannatyne campuses of the University of Manitoba and the Notre Dame and Exchange District campuses of Red River College. (Appendix D) Team Shan also had the opportunity to share project resources with St. Boniface University and the Canadian Mennonite University campuses in Winnipeg in September and at the 2013 Winnipeg Run for the Cure event on October 6, 2013.

Tremendous support was received for the distribution of campaign print materials at all seven post secondary school sites. Brochures, bookmarks and posters were disseminated through campus student health services, student associations, campus libraries, bookstores, Women's Resource Centres and faculty.



Further print materials e.g., shower cards were distributed through Team Shan information booths and a campaign bookstore display at Red River college, Notre Dame campus. Buttons, pens and wristbands were also distributed during on site campaign evaluation activities and Team Shan information booths.

Project print materials were also shared upon request. Requests were received from another five college and university campuses in Alberta and Saskatchewan. Campaign resources were distributed on a total of thirteen college and university campuses across the prairies.

The use of a specific person (Shanna) and Shan's story resonated with young women on campus e.g., *"I liked that they made it a young women. It showed that it (breast cancer) does occur in younger women;" "I am very sorry for the loss of a beautiful young women (Shan). I will try to spread awareness;" "I think it is an effective image (Shan);" "It hit close to home with her (Shan) being so young;" "Beautiful life of a young women taken too soon;" "Breast cancer can strike at a younger age. Shanna was only 24, so young."*

Young women also responded favourably to the campaign through written and verbal feedback on campus and email messages e.g., *"It's a great campaign that has the ability to help many young women in the future;" "It is a great campaign to get (all young women) more aware;" "Very well done and well seen;" "Amazing-keep awareness high;" "I think it's (campaign) a good effort and it's highly educative, which will go a long way to create awareness of breast cancer;" "Very powerful!" "Your work can save lives congrats!"* (Appendix E)

Campaign Reach

Due to the public nature of the awareness media and marketing strategies and campus partnership activities, the overall direct reach for the project targeted population could not be calculated. Potential total reach for the project was 34,300 young women.

Close to 600 female students were directly reached through Team Shan evaluation activities and campus displays. Further campaign reach was obtained through student sharing of campaign learnings, the distribution of resource materials on campus and through project partnership activities. Total estimated direct campaign reach at targeted project sites was 9,575. (Appendix F)

There was the potential to reach the maximum listening and readership audience from the variety of media and marketing strategies used in the campaign as well. Requests from outside the target area also provided the opportunity to reach a further 5,975 young woman in the prairies in the fall of 2013.

Further reach will continue into 2014 through ongoing resource distribution by campus partners, requests and project sharing opportunities. Team Shan and the Red River College Bookstore will be facilitating information booths on two college campuses in April 2014.



Team Shan will also be presenting on the prairie campaigns at the annual Canadian Association of Psychosocial Oncology (CAPO) conference in Winnipeg in April 2014.

Evaluation Strategy

The Winnipeg campaign was formally evaluated by young women on two campaign post secondary school sites (University of Manitoba and the University of Winnipeg). Young women aged 17-29 years participated in the evaluation activities. The respondents were a random selection of young women on campuses who volunteered to complete pre or post campaign questionnaires. Participants were on campus during the first semester implementation of the Team Shan campaign and represented a cross section of the target population.

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

The target number of participants was two hundred (200) for both the pre and post-campaign evaluation activities. Questionnaires were completed over one school day on each of the designated campuses. One hundred and eighty three (183) young women participated in completing questionnaires prior to the campaign. One hundred and sixty (160) young women participated in completing questionnaires after the campaign.

Student demographics were collected during both campaign evaluation activities and reported in Appendix H. A total of 127 first year students, 181 second to fourth year students, 12 graduate students and 23 non students from the two designated post secondary school sites participated in the project evaluation activities. Total participation from designated campuses was three hundred and forty three (343) young women.

The pre-campaign evaluation activity was facilitated in September 2013 and provided the sample target population breast cancer awareness/knowledge level baseline for comparison of post-campaign results.

The post-campaign questionnaire was facilitated in January 2014 and contained both close ended and open ended questions to evaluate the project campaign activities, key take home message, action taken or to be taken, campaign information sharing and project feedback. The tool also included the awareness/knowledge questions used in the pre-campaign evaluation activity to self report breast cancer awareness/knowledge levels.

Young women on campus were pleased to participate in the evaluation activities and appreciated the Team Shan breast cancer awareness campaign being facilitated on and around their campuses.



Content analysis of evaluation tool responses was conducted to develop categories of responses. These categories were then used to code the questionnaire responses. Responses to breast cancer awareness and knowledge levels were compared pre-campaign and post-campaign and to previous Team Shan awareness projects in the prairies 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 2013 awareness strategies and self reported breast cancer awareness questions from young women are summarized in Appendix I.

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

Campaign Advertisements

The campaign advertisements included marketing (i.e., bus ads, bus shelter ads, billboards), media (i.e., campus radio, newspaper), print materials (i.e., posters, brochures, bookmarks) and interactive/social media (i.e., website, Facebook, Twitter). Assessment of the campaign advertisements was conducted through two questions:

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

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



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

Answer	Site 1 n=84	Site 2 n=76	Sites Total n=160
Marketing	70 83.3%	60 81.1%	130 81.3%
Media	19 22.6%	15 19.7%	34 21.3%
Print Materials	43 51.2%	27 35.5%	70 43.8%
Interactive/Social Media	24 28.6%	13 17.1%	37 23.1%
Other	1 1.2%	8 10.5%	9 5.6%
None	7 8.3%	6 7.9%	13 8.1%

*Some respondents reported seeing/hearing more than one type of campaign advertisement. All answers were included.

The majority of respondents noticed the Team Shan campaign advertisements (91.9% of all post-secondary students surveyed). This demonstrates that the campaign was effective in reaching its target audience.

The most common campaign advertisements viewed were those related to marketing, such as bus ads, bus shelter ads and billboards (81.3% of respondents viewed them), followed by print materials (43.8%), interactive/social media (23.1%) and other media such as campus radio and newspaper (21.3%). Nine respondents indicated viewing other advertisements, including campus displays, representatives from the Team Shan campaign and via word of mouth. Overall, these results are promising and indicate that young women saw or heard a variety of Team Shan campaign advertisements.

Interactive/Social Media

Young women from the 2010 Calgary campaign recommended more social media as an awareness tool. Team Shan went back to young women in the fall of 2011 to request further details on the types of social media they would like to see implemented. Facebook was the social media of choice and a Facebook ad was used in the 2012-2013 project marketing. Facebook analytics provided some details on campaign Facebook ad reach to young women across Manitoba.

During the 2013 campaign Facebook posts generated ‘likes,’ comments and visits to the Team Shan website. Eighteen new fans liked the Team Shan page and 15 new followers connected to the Team Shan Twitter account. Three posts generated the most significant interaction: Team Shan video collaboration with UBC “*Young Women Get Breast Cancer Too*” received 719 views, 86 likes and 48 shares during October; Huffington Post article on Team Shan “*Reaching One Young Women at a Time*” received 111 likes, 32 shares and 32 retweets during October; and a posting of the website link to Shan’s Story in early November generated 15 shares and 349 hits on the Team Shan website.



The 2013 campaign Facebook ad ran for a month of the campaign. The ad targeted female post secondary school students in Winnipeg and across the prairies between the ages of 17-29 and in the category of mobile users (26,000). The ad reached 6,572 targeted young women, generated 25 page photo views and a further 17 new 'likes' to the Team Shan Facebook page.

Google analytics reported 788 visits from 693 visitors (86% new visitors and 14% return visitors) to the Team Shan website during the initial 6 weeks of the campaign. Visitors viewed 2,016 pages (averaging 3 pages per visit). Shan's Story was the most visited page (418).

Winnipeg was the residence for the second highest number of visitor locations representing 11% of the visitors (85). At the end of March 2014, a further 66 visitors from Winnipeg have visited the website and the city still remains the second highest visitor location.

When asked what types of campaign advertisements participants had viewed, 21.3% of respondents indicated that they viewed interactive/social media in 2014. The percentage of respondents who viewed interactive/social media has been inconsistent over time. Fewer participants saw the interactive/social media in the current campaign than in the 2013 campaign (28.3%) but more than the 2012 campaign (16.6%).

Despite the increased efforts to include interactive/social media it has not gained sizeable popularity as a campaign advertisement to date. However, participants indicated the need for and importance of interactive/social media, making it an important advertisement tool. Efforts to expand social media reach can continue in future campaigns.

Campaign Key Messages

Table 2. What was your take home message from the Team Shan campaign advertisements?

Answer	Site 1 n=71	Site 2 n=69	All Sites n=140
Breast cancer can happen at any age/young & older women/anyone	37 52.1%	52 75.4%	89 63.6%
Self help messages/get checked/early detection	12 16.9%	20 29.0%	32 22.9%
Breast cancer awareness/serious disease	15 21.1%	3 4.3%	18 12.9%
Shan/story/tragic	7 9.9%	2 2.9%	9 6.4%
Positive/effective campaign/informative	3 4.2%	4 4.3%	7 5.0%
Help/support/cure/donate	4 5.6%	2 2.9%	6 4.3%
No answer	2 2.8%	0 0.0%	2 1.3%
Blank	13 18.3%	7 10.1%	20 14.3%

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



From Table 2 it can be seen that the most common take home message (63.6%) from the campaign was related to understanding that breast cancer can happen at any age. This was also the most common response for post secondary participants in 2011, 2012 and 2013 as well as a major message the team hoped to communicate.

The importance of self help activities such as breast awareness was the second most common take home message (22.9%), followed by the importance of being aware of breast cancer and its seriousness (12.9%).

Action Taken

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

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

Table 3 summarizes the results from this question.

Table 3. What action will you take after seeing or hearing the Team Shan campaign advertisements?

Answer	Site 1 n=68	Site 2 n=67	Sites Total n=135
Get checked (self-checks and doctor)	27 39.7%	33 49.3%	60 44.4%
Spread the word about breast cancer and the campaign	11 16.2%	16 23.9%	27 20.0%
Support the cause/donate/raise money	16 23.5%	9 13.4%	25 18.5%
Be more personally aware of breast cancer	10 14.7%	8 11.9%	18 13.3%
Learn more about the campaign/breast cancer	6 8.8%	2 3.0%	8 5.9%
Encourage others to get checked	4 5.9%	3 4.5%	7 5.2%
Take care of self/maintain a healthy lifestyle	3 4.4%	3 4.5%	6 4.4%
Not sure	2 2.9%	1 1.5%	3 2.2%
Nothing	3 4.4%	1 1.5%	4 3.0%

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

The vast majority (94.8%) of participants indicated that they had begun to take action or planned to take action based on the information they received from the Team Shan campaign. The most common response was that participants planned to get personally checked for breast cancer after seeing the campaign (44.4%).



Some participants indicated that they had already gone to their doctor to get checked after seeing campaign advertisements (e.g., *“I personally went to doctor after looking at this advertisement. Thank you”*) and others stated that they planned to get more regular check-ups and conduct more regular self-checks. Other personal actions respondents planned to take included being more aware of breast cancer and the risk factors and symptoms associated with it (13.3%), learning more about breast cancer and the Team Shan campaign (5.9%) and maintaining a healthy lifestyle including exercise (4.4%).

Young women also discussed plans to spread awareness about what they learned from the Team Shan campaign to friends and family, including general awareness of the disease (20.0%) and specific recommendations for others to get checked (5.2%). Some examples of the ways in which participants planned to spread awareness include: *“Spreading the information and suggesting to people to get tested regularly for breast cancer;”* *“I would tell about Shan and breast cancer to my friends and make them aware”* and *“Care for myself and explain to others about breast cancer not being an old woman’s disease”*.

Finally, 25 (18.5%) young women indicated a desire to help the healthcare system by making donations to cancer research, participating in fundraising events such as walks and runs to end breast cancer, and volunteering to help others with breast cancer. These results indicate that young women planned to take action against breast cancer after seeing or hearing advertisements from the Team Shan campaign. The actions planned varied from person to person but the variety of responses demonstrated action on personal, interpersonal and societal levels.

Campaign Information Shared

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

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

Table 4 summarizes the results from this question.

Table 4. With how many people have you shared the information you saw or heard from the Team Shan campaign?

Answer	Site 1 n=75	Site 2 n=71	Sites Total n=146
0 people	34 45.3%	39 54.9%	73 50.0%
1-2 people	27 36.0%	21 29.6%	48 32.9%
3-5 people	11 14.7%	6 8.5%	17 11.6%
6-10 people	1 1.3%	0 0.0%	1 0.7%
Over 10 people	2 2.7%	5 7.0%	7 4.8%



The results to this question were split with 50.0% of participants not sharing the campaign information with others and 50.0% sharing information with one or more people. Of those who had shared campaign information, participants most commonly reported sharing with 1-2 people (32.9%), followed by 3-5 people (11.6%). Participants rarely reported sharing campaign information with more than 6 people.

While the results from this question indicate that a substantial portion of participants had not shared the campaign information with others, the results from Table 4 demonstrated that many participants intended to spread awareness and share information. These participants may not have yet had the opportunity to do so prior to the post-test evaluation. The results from both questions are encouraging as they show some participants began sharing information quickly while others planned actions to take in the future.

Campaign Comments

A full list of campaign comments can be found in Appendix J. In general, the comments were incredibly positive and acknowledged the importance of the campaign. Some examples include: *“It’s a great campaign that has the ability to help many young women in the future;”* *“Shan Breast Cancer is doing a wonderful job for women. Every woman should appreciate their efforts of making everyone aware of breast cancer among young women;”* *“Good job, please keep up the good work. You do a lot of good to women”* and *“I never knew this information before (the campaign)”*. Participants responded well to the campaign in general and the use of Shan’s story to bring awareness to young women.

Some participants provided specific feedback for the individuals who ran the campaign and campaign strategies that they saw and liked. For example: *“The people running the campaign seem to be knowledgeable as well as approachable”* and *“I want to thank everyone involved in this program. Display [was] helpful”*. One theme that was commonly addressed in the comments was the use of Shan’s photo and story. Some comments included: *“I think it is an effective image I remember;”* *“I am very sorry for the loss of a beautiful young woman. I will try to spread awareness”* and *“It is a good message to share, especially with a young girl on the front”*. It is clear from the comments that Shan’s story was memorable and resonated with participants as an indication that breast cancer can occur in young women.

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

- *maybe have a public speech;*
- *advertise it more. Have a more “hit home” message;*
- *catchy slogans on future campaigns;*
- *info about what women and men can do to prevent breast cancer;*
- *the bus ad doesn’t call for action specifically;*
- *more direction as to where to find additional resources (i.e., finding doctors and non-literature resources);*
- *incorporate epigenetic and socioeconomic risk factor awareness.*



Overall, the feedback from the 2014 Team Shan campaign was positive and demonstrated that participants valued the campaign and the information offered within it. The comments also provided the team with valuable suggestions of additional information that can be incorporated into future campaigns.

Breast Cancer Awareness/Knowledge Level

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

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

The results are summarized in Tables 5 and 6. Comparisons of the 2011, 2012, 2013 and 2014 campaigns for all sites are presented in Table 7.

Table 5. How would you describe your knowledge of breast cancer in young women today? Comparison of Pre- and Post-Campaign Results

Answer	Site 1		Site 2		Sites Total	
Pre/Post Campaign	Pre n=87	Post n=82	Pre n=96	Post n=76	Pre n=183	Post n=158
No Knowledge	8 9.2%	3 3.7%	12 12.5%	2 2.6%	20 10.9%	5 3.2%
Some Knowledge	73 83.9%	69 84.1%	70 72.9%	60 78.9%	143 78.1%	129 81.6%
Well Informed	6 6.9%	10 12.2%	14 14.6%	14 18.4%	20 10.9%	24 15.2%

From Table 5 it can be seen that breast cancer knowledge increased after the campaign. Prior to the campaign, 10.9% of participants indicated that they had “no knowledge” of breast cancer. This percentage decreased to 3.2% after the campaign. Participants who saw themselves as “well informed” about breast cancer increased from 10.9% to 15.2% by the end of the campaign. Results demonstrate that the majority of participants thought they had “some knowledge” of breast cancer both before and after the campaign occurred. A Mann-Whitney statistical test was conducted and determined that there is a significant difference between results from the pre-campaign and results from the post-campaign ($p = 0.015$), indicating that, in general, participant knowledge increased after the campaign.



**Table 6. What specific breast cancer information are you aware of today?
Comparison of Pre- and Post-Campaign Results**

Answer	Site 1		Site 2		Sites Total	
Pre/Post Campaign	Pre n=87	Post n=82	Pre n=96	Post n=76	Pre n=183	Post n=158
Facts	36 41.4%	49 59.8%	34 35.4%	42 55.3%	70 38.3%	91 57.6%
Symptoms	47 54.0%	45 54.9%	53 55.2%	50 65.8%	100 54.6%	95 60.1%
Self Help	46 52.9%	34 41.5%	52 54.2%	37 48.7%	98 53.6%	71 44.9%
Risk Factors	44 50.6%	50 61.0%	55 57.3%	59 77.6%	99 54.1%	109 69.0%
None of the Above	7 8.0%	2 2.4%	6 6.3%	2 2.6%	13 7.1%	4 2.5%

*Some participants reported more than one category of breast cancer information. All answers were included.

Table 6 illustrates specific breast cancer information that participants are aware of. Knowledge in most areas increased after the campaign. After the campaign participants felt that they were most aware of the risk factors of breast cancer (69.0%), followed by the symptoms of breast cancer (60.1%), and the facts about breast cancer (57.6%). The results for self help information were inconsistent. While 53.6% of participants indicated they were aware of self help information prior to the campaign, only 44.9% indicated that they were aware of self help information after the campaign.

Both percentages are higher than the 2013 campaign (only 37.8% of participants indicated awareness of self help information following the 2013 campaign), however, the inconsistent findings indicate a need for continued or expanded self help information in future campaigns.

**Table 7. Post Secondary Students Self-Identified Levels of Knowledge/Awareness.
Comparison of 2011, 2012, 2013 and 2014 Post-Campaign Results for All Sites.**

Question	Options	2011 n=159	2012 n=164	2013 n=204	2014 n=158	Total n=685
How would you describe your knowledge of breast cancer in young women today?	a. No knowledge	4 2.5%	9 5.5%	18 8.8%	5 3.2%	36 5.3%
	b. Some knowledge	123 77.4%	129 78.7%	156 76.5%	129 81.6%	537 78.4%
	c. Well informed	32 20.1%	26 15.9%	30 14.7%	24 15.2%	112 16.4%
		n=151	n=158	n=196	n=158	n=663
What specific breast cancer information are you aware of today?	a. Facts	82 54.3%	103 65.2%	112 57.1%	91 57.6%	388 58.5%
	b. Symptoms	103 68.2%	102 64.6%	126 64.3%	95 60.1%	426 64.3%
	c. Self Help	82 54.3%	68 43.0%	74 37.8%	71 44.9%	295 44.5%
	d. Risk Factors	107 70.9%	95 60.1%	120 61.2%	109 69.0%	431 65.0%



When comparing the 2011, 2012, 2013 and 2014 campaigns it can be seen that the breakdown of responses has remained quite consistent over time. The majority of participants from all campaigns reported that they had “some knowledge” of breast cancer. However, between 2013 and 2014 there is an increase in participants who see themselves as “well informed” about breast cancer and a decrease in participants who see themselves as having “no knowledge” of breast cancer. These results are promising and may have to do with changes that campaign has undergone over time.

Self help information has been the least reported information participants indicate being aware of each year of the campaign. While the percentage of those aware of self help information increased between 2013 and 2014 it is consistently the topic young women see themselves as least informed on. In contrast, participants consistently report that they are most aware of the symptoms and risk factors of breast cancer over time.

Discussion

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

The most commonly viewed campaign advertisements were marketing ads such as bus ads, bus shelter ads and billboards (81.3%). Print materials (i.e., posters, brochures, bookmarks) were also viewed by 43.8% of participants. This percentage is down from previous campaigns (62.9% saw print materials in 2011, 65.6% in 2012, and 79.2% in 2013). Fewer individuals saw the print materials in this campaign than in previous years.

The results for interactive/social media have been inconsistent over time. Interactive/social media, specifically the use of Facebook, was a direct recommendation from young women in previous Team Shan campaigns. However, the number of participants reporting viewing interactive/social media continues previously was low. This campaign had fewer people report viewing interactive/social media than the 2013 campaign (21.3% in 2014 compared to 28.3% in 2013). These low numbers may have to do with the fact that viewing interactive/social media is an intentional decision (e.g., a young woman must choose to go to her computer and find the Team Shan website, Facebook page, or click on the Facebook ad) while other advertisements such as bus ads and print materials are commonly seen in passing on university campuses or within campaign cities. On the other hand, using the Facebook data suggests that 6,572 were reached and one of the largest subgroups is in the Winnipeg area. There are likely people viewing information this way beyond those surveyed, so continuing this approach is still recommended.

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



Since the campaign began in 2006, the majority of respondents have believed they have “some knowledge” of breast cancer. This has been true for all previous campaigns and results for the 2014 campaign are consistent with these findings. Young women who felt they had “no knowledge” of breast cancer decreased and young women who felt they were “well informed” increased after the campaign was implemented and is considered a success for the campaign.

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

Recommendations

Young women in the 2014 campaign provided a number of useful suggestions for ways in which they would like to receive information for future campaigns. Similar to the 2013 campaign, suggestions were made to use more public presentations to share information about breast cancer and the campaign itself. These recommendations suggest that women want more opportunities to hear about the campaign and speak to people about it.

Young women also indicated that they would like a “call for action” included on the campaign advertisements. This could include clearer information on how to become involved in the campaign and/or personal actions young women can take to care for themselves.

Finally, young women indicated that they would like increased information on prevention, risk factors and general resources available to them so they can learn more about breast cancer. Participants did not specify how they would like to receive this information but it could be incorporated into existing campaign advertisements and public presentations. Overall, it is recommended to continue implementing the strategies that have been effective in reaching young women but to include some additional information and encourage more active participation of young women through additional campus presentations and “calls to action” within campaign advertisements.

Conclusions

Young women need information about breast cancer and their susceptibility to the illness. The Team Shan campaign used a multi-faceted approach that was visible to young women and successful in increasing awareness of this information. The strategies that are effective in increasing awareness have evolved slightly since the campaign began in 2006.

It is important for Team Shan to continue exploring ways in which to expand the reach of interactive/social media. The use of technology is inescapable in society today and Team Shan has modified its’ strategies to meet these needs. Continued expansion within Facebook and Twitter could have very positive benefits in the future. With so much information accessible to young women today it may also be important to incorporate more public presentations in which young women can become actively involved in the campaign and ask questions about specific concerns they have.



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

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



Team Shan Campaign Billboard Poster

***“It’s a great campaign
that has the ability to help
many young women
in the future”***



Team Shan Manitoba & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Project

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Team Shan Manitoba & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Project

Tables

1. Have you seen or heard any of the following Team Shan campaign advertisements on breast cancer in young women?
2. What was your take home message from the Team Shan campaign advertisements?
3. What action will you take after seeing or hearing the Team Shan campaign advertisements?
4. With how many people have you shared the information you saw or heard from the Team Shan campaign?
5. How would you describe your knowledge of breast cancer in young women today? Comparison of Pre and Post-Campaign results.
6. What specific breast cancer information are you aware of today? Comparison of Pre and Post-Campaign results.
7. Post Secondary Students Self-Identified Levels of Knowledge/Awareness. Comparison of 2011, 2012, 2013 and 2014 Post-Campaign results for all sites.



Team Shan Manitoba & Saskatchewan (Year Two) Breast Cancer Awareness for Young Women Project

Appendices

- A. Project Press Release
 - i. Winnipeg
- B. Media Advertisements
 - i. sample radio ads
 - ii. sample print media ads
- C. Marketing Displays
 - i. billboards
 - ii. bus shelters
 - iii. transit displays
- D. Print Materials
 - i. poster
 - ii. brochure
 - iii. bookmark
- E. Campaign Feedback
- F. Campaign Reach
- G. Evaluation Questionnaires
 - i. Pre-campaign
 - ii. Post-campaign
- H. Student Demographics
- I. Evaluation Table
- J. Comments from Young Women
- K. Key Messages Word Cloud from Prairie Projects



Team Shan Breast Cancer Awareness and Education Project Winnipeg 2013 Press Release

Team Shan Breast Cancer Awareness for Young Women (Team Shan) will host a multi-faceted breast cancer awareness campaign in Winnipeg this fall. The Team Shan Manitoba 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 Winnipeg project are to increase early detection of breast cancer in young women and improve outcomes for young women diagnosed with the disease.

The Winnipeg project will coincide with Breast Cancer Awareness Month and launch the first week in October. The project will run for 6 weeks. Awareness marketing activities will include community billboards, public bus displays, bus shelter ads and distribution of awareness print materials. Campus radio and print media ads will also be used to target young women attending post secondary school campuses, including the University of Manitoba, University of Winnipeg and Red River College. The campaign theme is *breast cancer...not just a disease of older women*. Messages will focus on breast cancer facts, risk factors, symptoms and breast aware (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 Winnipeg breast cancer awareness campaign and our efforts to make a difference for young women following in Shan's footsteps.

Team Shan
teamshan@gmail.com
teamshan.ca





TEAM SHAN
BREAST CANCER (YOUTH AWARENESS) PSA
30 seconds

FEMALE READ

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

For more information visit teamshan.ca

Breast cancer...not just a disease of older women

Team Shan Breast Cancer Awareness for Young Women Project





Breast Cancer...

not just a disease of older women

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

visit or contact us at

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PRAIRIES • NWT





Breast Cancer...

*not just a
disease of
older women*

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

Facts

- ◆ **over 900 young women (15-39 years) are diagnosed with breast cancer every year in Canada**
- ◆ **over 100 young women with breast cancer die every year in Canada**
- ◆ **breast lumps are the most common symptom**
- ◆ **breast cancer does not always start as a lump**
- ◆ **breast cancer can spread**
- ◆ **breast cancer in young women is often very aggressive**
- ◆ **early detection saves lives!**

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Breast Cancer...

*not just a
disease of
older women*

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

Risk Factors

non controllable

- ◆ being female, increased age
- ◆ born in North America, Northern Europe
- ◆ strong family history of breast or ovarian cancer
- ◆ genetic mutations (e.g., BRCA1, BRCA 2)
- ◆ early menstruation

controllable

- ◆ alcohol misuse
- ◆ physical inactivity
- ◆ tobacco use, exposure to second hand smoke
- ◆ unhealthy weight, poor diet

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Breast Cancer...

*not just a
disease of
older women*

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

Symptoms

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

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Breast Cancer...

*not just a
disease of
older women*

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

Self Help

- ◆ choose a healthy lifestyle
- ◆ know your body/breasts
- ◆ learn how to check your breasts & *check 'em* regularly
- ◆ obtain medical attention for unusual breast changes/any breast cancer symptom
- ◆ talk to your doctor about routine clinical breast exams
- ◆ obtain medical attention for any persistent changes and ask "Could this be cancer?"

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Breast Cancer...

*not just a disease
of older women*

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

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CBS

Breast Cancer...

*not just a disease
of older women*

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



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©CBS

1419

PATTISON DYNAMIC DISTANCE TEST

12' X 16'
VERTICAL POSTER

60m 200'



105m 350'



150m 500'



Distance Testing illustrates how the creative design may appear on the street in a particular outdoor format (e.g. posters, street level or large format displays). This service is a tool to aid in evaluating the legibility of the creative design from a variety of distance ranges. The colour reproduction may not be an accurate replication of the original creative due to differences in computer platforms/monitors/printers used in this testing service. Please discuss any concerns or questions about reproduction including font size, colour, image size or other attributes with your PATTISON Account Executive or Production Services Representative prior to the actual production of the creative design.



Breast Cancer...

*not just a disease
of older women*

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when she lost her life to breast cancer**

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winnipegtransit.com

MEADOWS



Breast Cancer...

not just a disease of older women

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

Official Campaign
Canadian
Breast Cancer
Foundation
Fondation canadienne
du cancer du sein



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Breast Cancer...

not just a disease of older women

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

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when she lost her life to breast cancer

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

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



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

Now it symbolizes her memory and hope.



Breast Cancer...

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

High School Student

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

High School Student

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

Post Secondary School Student

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

Post Secondary School Student

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

Post Secondary School Student

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

Young Professional



for further information or to request print materials, please contact



breast cancer awareness for young women

teamshan@gmail.com

teamshan.ca



facebook.com/team.shan.ca



@TeamShan

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

incorporated 2009



***not just a disease
of older women***

Shanna Larsen 1981-2005

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

facts

facts

- ▶ about 900 young women (15-39 years of age) are diagnosed with breast cancer every year in Canada
- ▶ over 100 young women with breast cancer will die every year in Canada
- ▶ most breast lumps are not cancer
- ▶ breast cancer does not always start with a breast lump
- ▶ breast cancer can spread, primarily to the bones, liver, lungs and brain
- ▶ breast cancer in young women is often very aggressive
- ▶ cancer in young adults is often random
- ▶ early detection saves lives

symptoms

symptoms

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

help

self help

- ▶ choose a healthy lifestyle (teamshan.ca/breast-aware/healthy-lifestyle)
- ▶ know your body and watch for changes
- ▶ be breast aware, learn how to check your breasts and *check 'em* regularly (teamshan.ca/breast-aware/check-em)
- ▶ discuss known breast cancer risk factors with your health care provider
- ▶ discuss routine clinical breast exams with your health care provider
- ▶ obtain medical attention for any breast cancer symptom
- ▶ obtain medical attention for any persistent change in your body
- ▶ ask the doctor **“Could this be cancer?”**

risk factors

non controllable

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

controllable

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

non controllable

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

Team Shan
CBCF-Prairies/NWT
BOOKMARK
2013



Breast Cancer...

not just a disease of older women



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

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Appendix E

Team Shan Manitoba & Saskatchewan (Year Two)

Breast Cancer Awareness for Young Women Project

Campaign Feedback

Project Comments

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

- “saw a number of bus ads”
- “saw the billboard tonight”
- “saw Shan on the side of a bus this morning. Looked at it and said “I know that face”
- “stopped for a train and a bus went flying by me and out of the corner of my eye I saw Shan on the side”
- “saw the first bus shelter on my way to work this morning. On Main St as you cross the Red River into down town. Very high exposure there.”
- “(marketing) all over this month as well as for BCAM”
- “usually seen on bus routes to or from universities and colleges”
- “saw her (Shan) on the buses”
- “saw the posters and saw it (campaign) everywhere around campus”
- “saw Shan on the bus again this week”
- “this is very good that you are doing this on campus. Thank you”
- “transit shelter with poster of Shan is still at RRC”
- “Team Shan, is doing great work in Winnipeg”
- “I seen this young lady pix's all over Winnipeg, on the buses and billboards!! So sad that she had to die at a young age!! I just read her story now!!”
- “I wanted to thank you for allowing CJUM to be part of the Team Shan campaign this year. We are very active in our community and helping to spread the word about such an important initiative means a lot to us”
- “please let us know how we can help while you are on campus”
- “we can get posters out for you on campus”
- “she takes the bus to and from shops and says she has been seeing it (Team Shan display) on a lot of buses for quite sometime”
- “could we have more Team Shan resources for a display we are doing in April? Thank you.”



Young Women

Young women from U of M and U of W participated in the formal 2013 campaign evaluation activities on campus. (Appendix J) They also responded informally through campaign activities on campus. The feedback was positive, young women shared their stories and appreciated Team Shan efforts on and around campus. Below are some of the comments received:

- “very good campaign”
- “very well done and well seen”
- “I thought it was a great cause and that what they stand for is beautiful”
- “I think it’s (campaign) a good effort and it’s highly educative, which will go a long way to create awareness of breast cancer”
- “awesome (campaign)”
- “it (campaign) was informing”
- “your work can save lives congrats”
- “very powerful!”
- “(Team) Shan Breast Cancer is doing a wonderful job for women. Every woman should appreciate their efforts of making everyone aware of breast cancer among young women”
- “I think that it (campaign) is great that it is for young women”
- “I think it is important for young women to know that it is possible to get breast cancer. Awareness is important”
- “I think it’s (campaign) very helpful and much needed”
- “I think it is a really good cause that needs more attention and it’s good it’s finally getting it”
- “it’s very eye opening”
- “I think it’s very helpful and much needed”
- “the people running the campaign seem to be knowledgeable as well as approachable”
- “good job. Please keep up the good work. You do a lot of good to women”
- “I think it provides great awareness & targets young women as an audience which is especially important for this campaign”
- “it is a helpful campaign and I am more aware of the impact on cancer on young women”
- “I want to thank everyone involved in this program. Display helpful”
- “thank you for being on campus”

Thank You!

Team Shan Breast Cancer Awareness for Young Women Project



Appendix F

Team Shan Manitoba & Saskatchewan Breast Cancer Awareness for Young Women Project (Year Two)

Campaign Reach

The Team Shan Manitoba & Saskatchewan Breast Cancer Awareness for Young Women Project (Year Two) targeted young women aged 17-29 years of age attending post secondary schools in Winnipeg, Manitoba from October through December 2013. Targeted sites included the University of Manitoba (U of M), University of Winnipeg (U of W) and Red River College (RRC).

Due to the public nature of campaign marketing and media activities, the actual total reach to the project target population could not be calculated. The total project population estimate for females 17-29 years of age at the targeted sites was 34,300 students plus additional female population exposed to the campaign marketing advertisements living and working in and around the designated campuses. Table 1 outlines the direct campaign reach activities for young women.

Table 1. Campaign Reach for Young Women by Activity

Activity	Target Sites	External Requests
Print Materials		
• brochures	2,550	2,725
• bookmarks	2,275	1,900
• buttons	550	1,250
Evaluation Activities		
• displays	525	N/A
• student sharing	225	
Other Displays		
• RRC bookstore	1,150	N/A
	300 (2014)	
• RRC displays	2,300	
	200 (2014)	
Events		
• Run for the Cure	N/A	100
• CAPO conference	N/A	100 (2014)
TOTAL	9,575	5,975
	500 (2014)	100 (2014)

Print materials were disseminated through Team Shan activities and campus campaign partners. Pre and post campaign evaluation activities were completed with young women on campus at U of M and U of W. RRC campus displays provided the opportunity for further direct reach with female students. Planned activities at RRC in the spring of 2014 will provide an opportunity to reach more young women on campus.

Hundreds of young women were also reached by the broader public media and marketing activities from the campaign including radio spots, print media, billboard posters, bus ads and bus shelter displays.

Team Shan Breast Cancer Awareness for Young Women Project



Team Shan Manitoba Breast Cancer Awareness for Young Women Project

Evaluation Questionnaire

We are requesting your help in establishing the current level of knowledge of breast cancer in young women. Your participation is voluntary. The questionnaire is confidential and will only take a couple of minutes of your time. Your assistance is greatly appreciated.

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

1. Please indicate your student status below:

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

2. How would you describe your knowledge of breast cancer in young women today? Only check one.

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

3. What specific breast cancer information are you aware of today? Please check all that apply.

- a. facts ☐
- b. symptoms ☐
- c. self help (*check 'em*) ☐
- d. risk factors ☐
- e. none of the above ☐

4. If you checked risk factors in question 3, please indicate the breast cancer lifestyle risk factor(s) 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 ☐



Team Shan Manitoba Breast Cancer Awareness for Young Women Project

Evaluation Questionnaire

We are requesting your help in evaluating the Team Shan Breast Cancer Awareness for Young Women (Team Shan) campaign implemented on and around campus from October to November 2013. Your participation is voluntary. The questionnaire is confidential and will only take a few minutes of your time. Your assistance is greatly appreciated.

1. Please indicate your student status below:
 - a. first year ☐
 - b. second to fourth year ☐
 - c. graduate student ☐
 - d. non student ☐
2. Have you seen or heard any of the following Team Shan campaign advertisements on breast cancer in young women? Please check all that apply.
 - a. marketing (bus ads, bus shelters, billboards) ☐
 - b. media (campus radio, newspaper) ☐
 - c. print materials (posters, brochures, bookmarks) ☐
 - e. interactive/social media (website, facebook, twitter) ☐
 - d. other ☐ Please specify:
 - e. none of the above ☐ (please go to question 6)
3. What was your take home message from the Team Shan campaign advertisements?
4. What action will you take after seeing or hearing the Team Shan campaign advertisements?

5. With how many people have you shared the information you saw or heard from the Team Shan campaign?
- a. 0 ☐
 - b. 1-2 ☐
 - c. 3-5 ☐
 - d. 6-10 ☐
 - e. over 10 ☐
6. 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.

7. How would you describe your knowledge of breast cancer in young women today?
- a. no knowledge ☐
 - b. some knowledge ☐
 - c. well informed ☐
8. What specific breast cancer information are you aware of today? Please check all that apply.
- a. facts ☐
 - b. risk factors ☐
 - c. symptoms ☐
 - d. self help (*check 'em*) ☐
 - e. none of the above ☐

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



Appendix H **Team Shan Manitoba & Saskatchewan (Year Two)** **Breast Cancer Awareness for Young Women Projects**

Student Demographics

Student Status	Site #1 Pre	Site #1 Post	Site #2 Pre	Site #2 Post	All Sites Pre	All Sites Post
First Yr	35	34	33	25	68 (37.2%)	59 (36.7%)
2-4 Yr	44	41	49	47	93 (50.8%)	88 (55%)
Grad Student	2	3	4	3	6 (3.3%)	6 (3.8%)
Non Student	6	6	10	1	16 (8.7%)	7 (4.4%)
Total	87	84	96	76	183	160



Team Shan Breast Cancer Awareness for Young Women Project



Appendix I

Team Shan Community Breast Health Projects (Prairies)

Awareness Strategies & Breast Cancer Awareness Evaluation Summaries

	Options	2010 (Pre)	2011 (Post)	Percentage Difference	2011 (Pre)	2012 (Post)	Percentage Difference	2012 (Pre)	2013 (Post)	Percentage Difference	2013 (Pre)	2014 (Post)	Percentage Difference
		n=199	n=159		n=200	n=154		n=298	n=172		n=183	n=160	
What awareness strategy was the most effective for you?	a) media & marketing advertisements	N/A	98 (61.6%)	N/A	N/A	99 (64.3%)	N/A	N/A	98 (57.0%)	N/A	N/A	130 (81.3%)	N/A
	b) awareness print materials	N/A	37 (23.3%)	N/A	N/A	41 (26.6%)	N/A	N/A	57 (33.1%)	N/A	N/A	70 (43.8%)	N/A
	c) interactive media	N/A	55 (34.6%)	N/A	N/A	34 (22.1%)	N/A	N/A	17 (9.9%)	N/A	N/A	37 (23.1%)	N/A
		n=199	n=159		n=200	n=164		n=298	n=204		n=183	n=158	
How would you describe your knowledge of breast cancer in young women today?	a) no knowledge	27 (13.6%)	4 (2.5%)	-11.1%	17 (8.5%)	9 (5.5%)	-3.0%	41 (13.8%)	18 (8.8%)	-5.0%	20 (10.9%)	5 (3.2%)	-7.7%
	b) some knowledge	151 (75.9%)	123 (77.4%)	+1.5%	160 (80.0%)	129 (78.7%)	-1.3%	220 (73.8%)	156 (76.5%)	+2.7%	143 (78.1%)	129 (81.6%)	+3.5%
	c) well informed	21 (10.6%)	32 (20.1%)	+9.5%	23 (11.5%)	26 (15.9%)	+4.4%	37 (12.4%)	30 (14.7%)	+2.3%	20 (10.9%)	24 (15.2%)	+4.3%
		n=184	n=151		n=188	n=158		n=298	n=196		n=183	n=158	
What specific breast cancer information are you aware of today?	a) facts	93 (50.5%)	82 (54.3%)	+3.8%	86 (45.7%)	103 (65.2%)	+19.5%	151 (50.7%)	112 (57.1%)	+6.4%	70 (38.3%)	91 (57.6%)	+19.3%
	b) symptoms	110 (59.8%)	103 (68.2%)	+8.4%	125 (66.5%)	102 (64.6%)	-1.9%	177 (59.4%)	126 (64.3%)	+4.9%	100 (54.6%)	95 (60.1%)	-5.5%
	c) self help	60 (32.6%)	82 (54.3%)	+21.7%	73 (38.8%)	68 (43.0%)	+4.8%	85 (28.5%)	74 (37.8%)	+9.3%	98 (53.6%)	71 (44.9%)	-8.7%
	d) risk factors	108 (58.7%)	107 (70.9%)	+12.2%	114 (60.6%)	95 (60.1%)	-0.5%	162 (54.4%)	120 (61.2%)	+6.8%	99 (54.1%)	109 (69.0%)	+5.9%

Appendix J
Team Shan Manitoba & Saskatchewan (Year Two)
Breast Cancer Awareness for Young Women Project

Campaign Comments from Young Women

Site 1 (29)

- *this is horrible (breast cancer in young women)*
- *I think it is very helpful*
- *I liked that they made it a young woman. It showed that it does occur in younger women also*
- *very good campaign!*
- *I had a friend who lost her mom from breast cancer and as her friend I helped her through the hard times. It's good to have moral support along with the physical.*
- *should keep bringing awareness. It's for a good cause.*
- *the people running the campaign seem to be knowledgeable as well as approachable.*
- *I think it is a really good cause that needs more attention and it's good its finally getting it*
- *it's very eye opening*
- *it's a great campaign that has the ability to help many young women in the future*
- *thank you for informing more people on this*
- *I think it's very helpful and much needed*
- *great campaign*
- *I am very sorry for the loss of a beautiful young woman (Shan). I will try to spread awareness*
- *it's a good thing we are raising awareness*
- *first time hearing this (breast cancer in young women)*
- *maybe have public speech*
- *Shan Breast Cancer is doing a wonderful job for women. Every woman should appreciate their efforts of making everyone aware of breast cancer among young women*
- *I think it's important for young women to know that it is possible to get breast cancer. Awareness is important.*
- *Advertise it more. Have a more "hit home" message. Even though it happened to a young person, it still felt impersonal.*
- *I think it is great that it (campaign) is for young women*
- *it is a good message to share, especially with a young girl (Shan) on the front*
- *it is a great campaign to get (all young women) more aware.*



- *my grandma had breast cancer and I like how it (the campaign) brought awareness to the issue*
- *nice campaign to see*
- *catchy slogans on future campaigns-utilize a juxtapositioned picture i.e., an unexpected image*
- *very nice photo (Shan)*
- *good cause*
- *it is sad (Shan's Story)*

Site 2 (27)

- *if you have any campaigns, I would love to volunteer*
- *good job. Please keep up the good work. You do a lot of good to women*
- *I think it provides great awareness & targets young women as an audience which is especially important for this campaign*
- *good idea to let women know what could happen if they are not careful*
- *it is very important for young women to know that breast cancer isn't something only older women get*
- *wish I knew more about it (campaign)*
- *spread the message & learn more about this deadly disease*
- *info about what young women & men can do to prevent breast cancer & catch it early*
- *amazing-keep awareness high*
- *Womyn's Centre helped out*
- *the bus as doesn't call for action specifically*
- *I think it is an effective image (Shan) that I remember*
- *the next step is to get checked. My doctor told me last time it was no longer best practice to be checked by your Dr. (?)*
- *keep it up the way it is you're doing really well*
- *it is a helpful campaign and I am more aware of the impact of cancer on young women*
- *keep up the great work and don't be afraid to express your thoughts about it (breast cancer in young women). People are a lot more aware of it (breast cancer) and would want to know more about it*
- *I want to thank everyone involved in this program. Display helpful*
- *great campaign, important for young women to be aware. I don't know a lot about it, going to look up more*
- *I wasn't aware that she (Shan) had died until today. I suppose I should have looked harder*
- *I never knew this information before (the campaign)*
- *keep on doing what you're doing. A lot of women, have the day after tomorrow syndrome*

Team Shan Breast Cancer Awareness for Young Women Project



- *very powerful!*
- *more of these campaigns should let women know of the risks leading to more publicity is needed*
- *I am a Nursing Student. That's why I know how important your team is*
- *more direction on where to find additional resources i.e., finding doctors and non-literature resources*
- *it's good to let young women know it's (breast cancer) not just a disease for the older population*
- *it would be great to incorporate epigenetic and socioeconomic risk factor awareness*

Total (56)



Team Shan Breast Cancer Awareness for Young Women Project



