

Team Shan Breast Cancer Awareness for Young Women Presentation

Objective (short term)

- to increase student understanding of their cancer risk
- to increase student awareness/knowledge level of breast cancer in young women
- to review health promotion social marketing principles and sample Team Shan public awareness campaign model

Goals (long term)

- to increase early detection of cancer in young adults/breast cancer in young women
- to improve outcomes for young adults/women diagnosed with cancer/breast cancer

Presenter

- Lorna Larsen, Registered Nurse (Shanna's Mother, Team Shan President, Health Promotion Professional)

Introduction

- introduction to cancer awareness presentation, Shanna Larsen and Team Shan Breast Cancer Awareness for Young Women

Presentation

- overview of cancer in young adults
- Shanna's Story
- review breast cancer facts, risk factors, symptoms and breast aware strategies for young women
- review health promotion social marketing principles and sample Team Shan public awareness campaign model
- questions and answers

Audio Visual

- DVD *Missed or I Don't Have Time for This*
- slideshow of Shanna
- DVD *Run for Life*

Closure

- *remembering Shan* (resource article)

Print Resources

- Team Shan brochure (*Breast Cancer...not just a disease of older women*)
- Team Shan shower/reminder card
- Team Shan bookmark
- Team Shan button
- Testicular Cancer Canada resources

Contact

Lorna Larsen
Team Shan President
teamshan.ca
teamshan@gmail.com
519-535-1503

