

## Team Shan Funding

*Team Shan* projects and activities are funded through grants, donations and community events that support our efforts to make a difference for young women.

## Awareness Campaign History

- Team Shan Community Project (London Region) 2006-2007
- Rethink Campaign (London Region) 2008
- Temiskaming Campaign (Temiskaming District) 2009
- SW & NE Ontario Campaigns, Calgary Project 2010
- S & N Ontario, Calgary and Saskatoon Project 2011
- S & N Ontario, Lethbridge, Calgary, Edmonton, Saskatoon and Regina Projects 2012
- BC Campus Site Visits & UVic Project 2013
- S & N Ontario, Winnipeg & Yellowknife Projects 2013
- S & N Ontario, Prairies Campaigns 2014
- S & N Ontario, UBC Vancouver, St. John's & Prairies Campaigns 2015/2016
- ongoing mini campaigns across Canada

## Next Steps

- continue to respond to the recommendation from young women for 'more' breast cancer awareness and education activities

## Contact

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



Incorporated 2009  
Registered Charity #834024853RR0001



## Team Shan

*breast cancer awareness for young women*

Shanna (Shan) Larsen  
1981-2005

## Team Shan Breast Cancer Awareness for Young Women (Team Shan)

### Aim

- to reach young women with their breast cancer risk and breast health information

### Purpose

- to educate the public, health care professionals and the young women about early detection, risk reduction and prevention of breast cancer

### Goals

- to increase early detection and improve outcomes for young women diagnosed with breast cancer

### Memberships

*Team Shan* is a proud member of the AYA Canada Community and Canadian Cancer Survivor Network (CCSN).

### Thank You

*Team Shan* would like to thank community partners, professionals and the general public for their ongoing support and contributions to *Team Shan*.



The Team Shan logo and sunflower graphics were inspired from Shan's original artwork.

## Team Shan

*Team Shan* is named after Shanna (Shan) Larsen. Shan had graduated from university and was heading off to teacher's college when she was diagnosed late with metastatic breast cancer. Like many young adults, Shan's symptoms were misdiagnosed, her cancer was not detected early and spread quickly. Predictions of hope were not to be realized and Shan passed away a few months after her initial diagnosis. Shan was only 24.

In Shan's memory, friends and family keep her spirit alive through annual fundraising events including the *Knock Cancer Out of the Park/Shanna Larsen Memorial* ball tournament in Temiskaming Shores, ON and the *Fore for Shan* golf tournament in Woodstock, ON.

Together with campus and community partners, *Team Shan* continues to reach young women following in Shan's footsteps.

*Team Shan* awareness and education activities include the facilitation of campus and community awareness campaigns; distribution of Team Shan print materials; high school and post-secondary school presentations; social media; community events; professional conference presentations; publications and support of health promotion research.

Evaluations of *Team Shan* awareness campaigns have reported that *Team Shan* effectively addresses the need for young women to be informed about their risk of breast cancer. Young women have responded positively to the information and have appreciated not being forgotten in breast cancer messaging. Shanna has put a face to the disease...the statistics.

*Team Shan* continues to use the social marketing model developed to reach young women and realize our goals.