

# **TEAM SHAN PROJECT**

**Evaluation of Public Awareness Materials  
and  
Breast Cancer Awareness/Knowledge Level**

**November 2006**



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**Team Shan Project**  
*“Could This be Cancer”?*  
**Breast Cancer Awareness Targeting Young Women**

**Evaluation of Public Awareness Materials**

**Team Shan**

The members of the *Team Shan Project Committee* are dedicated volunteers from the Oxford County and the London areas who believe there is an urgent need to raise awareness about the importance of early detection and diagnosis of breast cancer in young women. There is currently an identified gap in awareness and knowledge of cancer in young adults. Early detection and diagnosis provides the opportunity for earlier treatment and improved prognosis/outcomes for young women.

Members of the committee have had personal experience with both the journey and the loss of young adults through cancer-in particular, Shanna Larsen. Shanna (Shan) lost her life to breast cancer in May 2005 less than four months after her diagnosis. She was only 24 years old. Early detection did not occur.

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

The members of *Team Shan* have highly relevant professional and community experience that will enable them to meet the project objectives including skills in the areas of health promotion, community development, focus testing, social marketing, campaign planning, implementation and evaluation.

**Public Awareness Materials**

Two public awareness materials were developed. These were a poster (see appendix A) and a brochure (see appendix B). The materials were developed through a collaborative process with the *Team Shan* members and commissioned literature review researchers. The materials highlight the risk of breast cancer among young women and use the story of Shan to increase awareness of this risk.

**Evaluation Strategy**

The materials were pilot tested at 6 locations: one community location, three high schools and two post secondary sites. The target volunteer participants were young women. Participants were shown the poster and pamphlet and asked to complete a questionnaire by a *Team Shan* member or high school Public Health Nurse partner. The questionnaire (see Appendix C) was developed by *Team Shan* in consultation with a research consultant. The questionnaire contained several open ended questions regarding the impressions of the materials and suggestions for change. Content analysis of responses was conducted to develop categories of responses. These categories were then used to code the questionnaire responses. The target was 250 participants.

## Results

A total of 293 young women participated in the testing from the 6 sites (three high school (50, 50 and 48), two post secondary (83 and 42) and one community site (20) in Oxford County and the City of London.

### Poster and Brochure

The results related to the poster and the brochure are summarized in Table 1.

**Table 1: Results from All Sites Regarding View of Brochure and Poster**

Sites	Question 1 Things you like about poster	Question 2 Things you don't like about the poster	Question 3 Appealing things on the front cover of the brochure. Check all that apply	Question 4 What do you like about the brochure?
<b>High School 1</b> (N= 50)	Young Women's Face (21) Colours (18) Feminine/eye catching/attractive (13) Easy to read/simplicity (10) Info/slogan (10) Contact info (2)	Nothing (23) Font colour/ choice (4) Limited info (6) No info on Shanna (1) Logos too small (6) Plain (4) Slogan Choice/ Breast Cancer too small (3) Too happy (2)	Young Woman's face (36) Words "Breast Cancer" (26) Words "not just a disease of older women" (32) Other: colour pink (8)	Information provided (37) Easy to read/concise (16) Colours (4) Young woman's face/ real case (3) Quotes (2) Flowers (1)
<b>High School 2</b> (N= 50)	Young Women's Face (16) Colours (21) Feminine/eye catching/attractive (17) Easy to read / simplicity (9) Info/slogan (10) Contact info (1)	Nothing (30) Font colour/ choice (3) Limited info (8) No info on Shanna (1) Logos too small (2) Plain (3) Too happy (1)	Young Woman's face (21) Words "Breast Cancer" (16) Words "not just a disease of older women" (39) Other: colour pink (6)	Information provided (29) Easy to read/concise/ layout (20) Colours (11) Young woman's face/ real case (2) Quotes (1) Flowers (1)
<b>High School 3</b> (N= 48)	Young Women's Face (13) Colours (31) Feminine/eye catching/attractive (8) Easy to read / simplicity (12) Info/slogan (9) Contact info (1)	Nothing (30) Font colour/ choice (3) Limited info (8) No info on Shanna (1) Logos too small (2) Plain (3) Too happy (1)	Young Woman's face (21) Words "Breast Cancer" (25) Words "not just a disease of older women" (34) Other: colour pink (7)	Information provided (32) Easy to read/concise (16) Colours/pink (5) Young woman's face/ real case (2) Quotes (4) Flowers (3) Contacts (3)

<b>Post Sec. 1</b> (N=83)	Young Women's Face (39) Colours (37) Feminine/eye catching/attractive (15) Easy to read / simplicity (21) Info/slogan (17) Contact info (4)	Nothing (43) Font colour/ choice (2) Limited info (8) No info on Shanna (7) Logos too small (5) Plain (8) Limited Contacts (2) Nose ring (1) Only 1 woman (1)	Young Woman's face (41) Words "Breast Cancer" (42) Words "not just a disease of older women" (55) Other: colour pink (7)	Information provided (28) Easy to read/concise (56) Colours/pink (3) Young woman's face/ real case (9) Quotes (4) Flowers (1) Contacts (4)
<b>Post Sec. 2</b> (N = 42)	Young Women's Face (19) Colours (10) Feminine/eye catching/attractive (12) Easy to read / simplicity (11) Info/slogan (3)	Nothing (21) Font colour/ choice/size (6) Limited info (2) Logos too small (1) Plain (4) Only one woman (2)	Young Woman's face (18) Words "Breast Cancer" (23) Words "not just a disease of older women" (26) Other: colour pink (3)	Information provided (22) Easy to read/concise (21) Young woman's face/ real case (4) Contacts (1)
<b>Community 1</b> (N= 20)	Young Women's Face (8) Colours (8) Feminine/eye catching/attractive (3) Easy to read / simplicity (7) Info/slogan (5)	Nothing (13) Font colour/ choice (3) Limited info (1) Only one young woman (2)	Young Woman's face (10) Words "Breast Cancer" (9) Words "not just a disease of older women" (13) Other: colour pink (3)	Information provided (11) Easy to read/concise (13) Colours (1) Young woman's face/ real case (2) Quotes (1) Flowers (1)
<b>Overall</b> (N= 293)	Young Women's Face (116) Colours (115) Easy to read / simplicity (70) Feminine/eye catching/attractive (68) Info/slogan (54) Contact info (8)	Nothing (147) Limited info (39) Font colour/ choice (32) No info on Shanna (10) Plain (22) Logos too small (15) Only one woman (7) Too Happy (4)	Words "not just a disease of older women" (189) Young Woman's face (147) Words "Breast Cancer" (141) Other: colour pink (34)	Information provided (137) Easy to read/concise (121) Colours (24) Young woman's face/ real case (18) Quotes (12) Contacts (8) Flowers (7)

**Table 1 continued: Results from All Sites**

<b>Sites</b>	<b>Question 5</b> What don't you like about the brochure?	<b>Question 6</b> After reviewing poster and brochure, what's the take home message?	<b>Question 7</b> What improvements could be made on the poster?	<b>Question 8</b> What could be improved on the brochure
<b>High School 1</b> (N= 50)	Blank/ nothing (28) Sunflowers (4) Not enough about Shanna (3) Layout (3)	Women of all ages can get breast cancer (37) Breast Self Examination/ self help (4) Awareness and early detection are key (9) Symptoms/ Risk Factors/ Facts (2)	Blank/nothing/unclear (21) Young woman's name/story (5) More info (10) Font (2) New slogan (3) More pictures (1) More contacts (3) More colour (4) Increase logo size (2)	Blank/nothing (21) Expand on information/symptoms/risk factors/ self help/ BSE/ inflammable breast cancer (12) Font (1) Young woman's name/ age/story (8) Maybe more young women/ pictures (5) More website/ contact information (3) Add pink ribbon (3) Real flowers (3) More colour (3)
<b>High School 2</b> (N= 50)	Blank/ nothing (27) Sunflowers (6) Not enough about Shanna (3) Layout/plain (2) Limited info (3) Font (2)	Women of all ages can get breast cancer (31) Breast Self Examination/ self help (7) Awareness and early detection are key (3) Symptoms/ Risk Factors/ Facts (6) Blank (3)	Blank/nothing/unclear (14) Young woman's name/story (3) More information (12) Font (4) More pictures (4) More contacts (7) More colour (6) Increase logo size (5)	Blank/nothing (31) Expand on information/symptoms/risk factors/ self help/ BSE/ inflammable breast cancer (4) Font/layout (6) Young woman's name/ age/story (3) Maybe more young women/ pictures (12) More colour (4) More contacts (2)
<b>High School 3</b> (N= 48)	Blank/ nothing (38) Sunflowers (6) Not enough about Shanna (3) Layout/plain (2) Limited info (1) Font (1) Colour (1)	Women of all ages can get breast cancer (38) Breast Self Examination/ self help (6) Awareness and early detection are key (4) Symptoms/ Risk Factors/ Facts (2)	Blank/nothing/unclear (20) Young woman's name/story (3) More information (15) Font colour (1) New slogan (2) More colour (2) Increase logo size (2)	Blank/nothing (29) Expand on information/symptoms/risk factors/ self help/ BSE/ inflammable breast cancer (10) Font/layout (2) Young woman's name/ age/story (3) Maybe more young women/ pictures (2) More website/ contact information (3) New slogan (1)

<p><b>Post Sec. 1</b> (N=83)</p>	<p>Blank/ nothing (49) Sunflowers (6) Not enough about Shanna (2) Plain (1) Limited info (8) Font/layout (5) Colour (2)</p>	<p>Women of all ages can get breast cancer (52) Breast Self Examination/ self help (16) Awareness and early detection are key (17) Symptoms/ Risk Factors/ Facts (3)</p>	<p>Blank/nothing/unclear (26) Young woman's name/story (17) More information (11) Font (3) New slogan (3) More pictures/graphics (13) More contacts (5) More colour (1) Increase logo size (7)</p>	<p>Blank/nothing (45) Expand on information/symptoms/risk factors/ self help/ BSE/ inflammable breast cancer (14) Font (3) Young woman's name/ age/story (6) Maybe more young women/ pictures (6) More website/ contact info (1) More quotes (2) New slogan (2) More colour (1)</p>
<p><b>Post Sec. 2</b> (N = 42)</p>	<p>Blank/ nothing (27) Sunflowers (4) Plain (2) Font/layout (3) Colour (1)</p>	<p>Women of all ages can get breast cancer (25) Breast Self Examination/ self help (8) Awareness and early detection are key (4) Symptoms/ Risk Factors/ Facts (5) Support breast cancer research (1)</p>	<p>Blank/nothing/unclear (23) More info (3) Font (4) New slogan (2) More pictures/graphics (6) More contacts (1) More colour (2) Increase logo size (1)</p>	<p>Blank/nothing (25) Expand on information/symptoms/risk factors/ self help/ BSE/ inflammable breast cancer (4) Font/ layout (3) Maybe more young women/ pictures (5) More website/ contact information (1) More quotes (2) New slogan (2)</p>
<p><b>Community 1</b> (N= 20)</p>	<p>Blank/ nothing (15) Only one young woman (1) Font (1)</p>	<p>Women of all ages can get breast cancer (12) Breast Self Examination/ self help (3) Awareness and early detection are key (1) Blank (3)</p>	<p>Blank/nothing/unclear (10) Young woman's name/story (3) More information (2) Font (2) New slogan (1) Something to emphasize young women (2) Maybe more young women (2)</p>	<p>Blank/nothing (12) Expand on information/symptoms/risk factors/ self help/ BSE/ inflammable breast cancer (3) Font (2) Young woman's name/ age/story (2) Maybe more young women (2) More website/ contact information (1)</p>

<b>Overall</b> (N= 293)	Blank/ nothing (184) Sunflowers (27) Font/layout/plain (22) Limited information (12) Not enough about Shanna (11) Colour (4)	Women of all ages can get breast cancer (195) Breast Self Examination/ self help (44) Awareness and early detection are key (38) Symptoms/ Risk Factors/ Facts (8)	Blank/nothing/unclear (114) More information (53) More info on Shanna (31) More pictures/graphics (24) Increase logo size (17) Font (16) More contacts (16) More colour (15) New slogan (11)	Blank/nothing (162) Expand on information/symptoms/risk factors/ self help/ BSE/ inflammable breast cancer (47) Maybe more young women/ pictures (32) More info on Shanna (23) Font/ layout (17) More website/ contact information (8) More colour (8) New slogan (5) More quotes (4) Add pink ribbon (3) Real flowers (3) More colour (3)
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\*Overall table includes responses from a minimum of three (3) respondents.

From Table 1 it can be seen that across all sites the most appealing 2 factors regarding the poster were the young woman’s face (40%) and the colours (39%). Other important considerations were the simplicity and ease of reading, the attractiveness of the poster and the slogan. For the brochure, the most appealing feature on the front cover was the words “not just a disease of older women” (65%). This was followed by the young women’s face (50%) and the words “breast cancer” (48%). Although 34 (12%) participants mention colour of the brochure as an attractive feature this seemed far less important than with the poster where it was mentioned by 115 (39%) participants. On the brochure overall, the most important features were the information provided (47%) and the ease of reading the information (39%).

Approximately half of the sample could not identify anything that they did not like about poster and 63% could not identify anything they did not like about the brochure. For the poster, 11% identified the font/colour as something they did not like and 13% identified the limited information. For the brochure, there were few dislikes but 9% identified the sunflowers and 7% identified the font/layout as a dislike.

The take home message that *women of all ages can get breast cancer* was identified by two thirds of the participants (67%). This far exceeds the messages of *breast self examination* (15%) and *early detection* (13%).

For improvements, the most common response was that no improvements were suggested (poster 39%; brochure 55%). Other common suggestions for the poster were more information (18%), and more information about Shanna (11%). Similarly, the need for more information was identified as an area for improvement on the brochure (16%), followed by more pictures of young women (11%) and more information on Shanna (8%).



## Breast Cancer Awareness/Knowledge Level

### Source of Information for Breast Cancer Awareness

There were 264 young women (90.1%) who completed the breast cancer awareness questions (#9-#11) on the questionnaires. Twenty nine (9.9%) were left blank.

Table 2 contains a summary of feedback from community and high school participants related to breast cancer awareness and Table 3 contains the feedback from the post secondary sites and the overall results.

**Table 2: Community Site & High School Students Awareness of Breast Cancer**

Question	Options	Site 1 Community Total: 17	Site 2 (High School) Total: 50	Site 3 (High School) Total: 49	Site 4 (High School) Total: 46	All High Schools Total: 145
Where have you obtained information about breast cancer in young women?	a. personal experience	8	7	3	7	<b>17</b> <b>(11.7%)</b>
	b. word of mouth	13	46	33	38	<b>117</b> <b>(80.7%)</b>
	c. written	9	33	27	26	<b>86</b> <b>(59.3%)</b>
	d. media	10	36	30	30	<b>96</b> <b>(66.2%)</b>
	e. internet	3	9	7	16	<b>32</b> <b>(22.1%)</b>
	f. other	3	5	5	5	<b>15</b> <b>(10.3%)</b>
	g. no information obtained	0	1	3	2	<b>6</b> <b>(4.1%)</b>

**Table 3: Post Secondary Students Awareness of Breast Cancer and Summary of All Sites**

Question	Options	Site 5 Post Secondary Total: 72	Site 6 Post Secondary Total: 30	All Post Secondary Total: 102	All Sites Total: 264
Where have you obtained information about breast cancer in young women?	a. personal experience	17	9	<b>26</b> <b>(25.5%)</b>	<b>51</b> <b>(19.3%)</b>
	b. word of mouth	50	18	<b>68</b> <b>(66.6%)</b>	<b>198</b> <b>(75.0%)</b>
	c. written	48	21	<b>69</b> <b>(67.6%)</b>	<b>164</b> <b>(62.1%)</b>
	d. media	54	17	<b>71</b> <b>(69.6%)</b>	<b>177</b> <b>(67.0%)</b>
	e. internet	27	8	<b>35</b> <b>(34.3%)</b>	<b>70</b> <b>(26.5%)</b>
	f. other	10	4	<b>14</b> <b>(13.7%)</b>	<b>32</b> <b>(12.1%)</b>
	g. no information obtained	3	1	<b>4</b> <b>(3.9%)</b>	<b>10</b> <b>(3.8%)</b>

It is interesting to note that across all sites the most common source of information about Breast Cancer is word of mouth. Word of mouth is often not a reliable source for health related information. This is particularly high for high school girls with 80.7% using word of mouth for information on breast cancer. This source of information was followed by media (66.2%) and written material (59.3%). Post secondary students were less likely to rely on word on mouth (66.6%). The top three sources for post secondary students were very closely ranked: media (69.6%), written material (67.6%) and word of mouth (66.6%). The high importance of written material across all groups demonstrates the importance of developing materials such as the brochure.

### Levels of Knowledge Related to Breast Cancer

Table 4 contains a summary of self identified levels of knowledge from community and high school participants related to breast cancer awareness and Table 3 contains the same information the post secondary sites and the overall results.

**Table 4: Community Site & High School Students Self Identified Levels of Knowledge**

<b>Question</b>	<b>Options</b>	Site 1 Community Total: 17	Site 2 (High School) Total: 50	Site 3 (High School) Total: 49	Site 4 (High School) Total: 46	All High Schools Total: 145
How would you describe your knowledge of breast cancer in young women before reviewing the poster and pamphlet today?	a. no knowledge	0	1	7	5	<b>13</b> <b>(9.0%)</b>
	b. some knowledge	13	45	34	35	<b>114</b> <b>(78.6%)</b>
	c. well informed	4	4	8	6	<b>18</b> <b>(12.4%)</b>
What specific information in the pamphlet were you aware of before today?	a. facts	1	19	12	17	<b>48</b> <b>(33.1%)</b>
	b. symptoms	11	33	29	28	<b>90</b> <b>(62.1%)</b>
	c. self help	7	20	17	23	<b>60</b> <b>(41.4%)</b>
	d. risk factors	3	19	15	18	<b>52</b> <b>(35.9%)</b>

**Table 5: Post Secondary Students Self Identified Levels of Knowledge and Totals for All Sites**

<b>Question</b>	<b>Options</b>	Site 5 Post Secondary Total: 72	Site 6 Post Secondary Total: 30	All Post Secondary Total: 102	All Sites Total: 264
How would you describe your knowledge of breast cancer in young women before reviewing the poster and pamphlet today?	a. no knowledge	12	2	<b>14</b> <b>(13.7%)</b>	<b>27</b> <b>(10.2%)</b>
	b. some knowledge	46	22	<b>68</b> <b>(66.6%)</b>	<b>194</b> <b>(73.5%)</b>
	c. well informed	14	6	<b>20</b> <b>(19.6%)</b>	<b>42</b> <b>(15.9%)</b>
What specific information in the pamphlet were you aware of before today?	a. facts	32	12	<b>44</b> <b>(43.1%)</b>	<b>93</b> <b>(35.2%)</b>
	b. symptoms	46	23	<b>69</b> <b>(67.6%)</b>	<b>170</b> <b>(64.4%)</b>
	c. self help	40	11	<b>51</b> <b>(50.0%)</b>	<b>118</b> <b>(44.7%)</b>
	d. risk factors	36	11	<b>47</b> <b>(46.1%)</b>	<b>102</b> <b>(38.6%)</b>

The levels of current knowledge related to breast cancer are low. Overall, 194 (73.5%) indicated that they had “some knowledge.” Fourteen (7.2%) added that their knowledge was “very limited.”

Only 12.4% of high school participants considered themselves well informed and only 19.6 % of the post secondary participants. In the sample overall only 15.9% considered themselves well informed. Considering the risk of developing breast cancer, these rates are quite low and indicate the need for information.

Only 16 (38.1%) responded that they were well informed in all four specific areas indicated in question #11. Four (25%) of these respondents added that they were nursing students. Consistently, all groups believed themselves to be best informed about symptoms of breast cancer. At least a third also felt they knew information related to the other categories: self help, facts and risk factors.

There were 32 “other” sources of obtaining information were school (17) (53.1 %), doctor (6) (18.8%), workplace (2) (6.3%), knew someone with breast cancer (7) (21.9%). Facilitators felt that many participants may have commented on their knowledge/awareness of breast cancer in general, not specifically on breast cancer in young women.

### Facilitator Comments

Facilitator comments are included as Table 4. There was a great deal of interest in the topic, Shanna herself, and an eagerness to participate in the focus testing.

**Table 6: Facilitator Comments Summary**

<b>High School 1</b>	Generally in the high schools, many students wanted to participate and asked many questions of the school nurse	In addition, there was an overwhelming positive response	Participants wanted to know more about Shanna and her story
<b>High School 2</b>			
<b>High School 3</b>			
<b>Post Sec. 1</b>	Many students wanted to participate and were interested in the topic	Overwhelmingly positive comments to awareness materials	The materials needed to let the reader know more about Shanna and her story
<b>Post Sec. 2</b>			
<b>Community</b>	Participants were drawn to the booth because they had been touched by cancer	Overwhelmingly positive response to awareness materials	Some participants knew of Shanna, or had read about her in the newspaper. Some did not know and did not realize she was on the poster
<b>Overall</b>	Many individuals wanted to participate	Overwhelmingly positive comments to awareness materials	Need more info about Shanna and her story

### Recommendations

The findings support the wide dissemination of promotion materials developed by the *Team Shan Project*. The materials appealed to young women and addressed a serious knowledge gap.

The materials were well accepted but the need suggests that in the future attention may be given to developing a range of similar materials that would have more detailed information on breast cancer and Shanna's story. Since the media is highly used as a source of information, other forms of media may be considered. This would include radio and television clips.

### Summary

The feedback overall for both the poster and the brochure was very positive. The responses indicated an interest in the topic and a desire to learn more. There were some variations in responses across sites, but the main likes and dislikes were quite consistent. Using a specific person appealed generally to these young women. Most importantly young women were able to understand that women of all ages are at risk of breast cancer.

The young women had low levels of current information regarding breast cancer and relied heavily on word of mouth, print and media for information. These findings support the need for the use of materials such as those developed in the *Team Shan Project*.

**Funding**

- the project is funded by the Canadian Breast Cancer Foundation-Ontario Chapter

**Host Organization**

- Oxford District Women's Institute

**Research Consultant**

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**Appendices**

evaluation questionnaire

brochure & poster (graphics)

**TEAM SHAN PROJECT**  
**Breast Cancer in Young Women Questionnaire**

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

Please review the provided poster and brochure and answer the following questions.

1. What do you like about the poster?
  
2. What don't you like about the poster?
  
3. What appeals to you on the front cover of the brochure to encourage you to read further?  
Please check all that apply.
  - a. Young woman's (Shanna's) face
  - b. Words "*Breast Cancer*"
  - c. Words "*not just a disease of older women*"
  - d. Other  \_\_\_\_\_
  
4. What do you like about the brochure?
  
5. What don't you like about the brochure?
  
6. After reviewing the poster and brochure, what is your key take home message?
  
7. What could be improved upon with the poster?
  
8. What could be improved upon with the brochure?

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

9. Where have you obtained information about breast cancer in young women? Please check all that apply.

- a. personal experience
- b. word of mouth (family, friends)
- c. written (books, pamphlets, newspapers) material
- d. media (radio, television)
- e. internet
- f. other  \_\_\_\_\_
- g. no information obtained

10. How would you describe your knowledge of breast cancer in young women **before** reviewing the poster and pamphlet today?

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

11. What specific information in the pamphlet were you aware of **before** today? Please check all that apply. If none apply, please leave blank.

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

Thank you again for your time to complete this questionnaire. Please provide your mailing or email address to the School Nurse (high schools) or a Team Shan member (community booths) if you would like to receive a copy of the analysis of the completed questionnaires.

