



Team Shan...

breast cancer awareness for young women

ANNUAL REPORT 2021

Highlights

- Princess Margret Hospital AYA Cancer symposium presentation
- (2) AACR conference virtual presentations
- CAPO conference virtual workshop presentation
- Fore for Shan virtual golf tournament
- High school and Western University virtual presentations
- (8) 'mini' awareness campaigns in ON, MB and AB
- (2) community/campus events
- (3) sporting events resource sharing
- (4) media interviews
- health promotion & AYA cancer research support



President's Report

Ongoing COVID concerns continued to impact Team Shan activities and events in 2021. Virtual presentations were the norm and online fundraising events kept Team Shan afloat. Community media interviews, third party fundraising and annual Fore for Shan golf tournament event all helped to make a difference. Donations provided through new online social media platforms were also greatly appreciated.

Funding offered the opportunity for a number of mini breast cancer awareness marketing campaigns in October in London, Peterborough, Temiskaming Shores, Thunder Bay, Waterloo and Woodstock, ON; Winnipeg, MB; and Calgary, AB.

Team Shan launched new early detection messaging in Peterborough. The marketing featured Amy, a seven year cancer survivor, and her story. The new marketing was well received and complimented Team Shan's ongoing message that young women get breast cancer too!

Team Shan online messaging through social media reached a new high with the introduction of Team Shan TikTok. The platform has helped Team Shan reach hundreds of viewers monthly with our *check 'em* reminders and *take care of yourself* videos.

I had the opportunity to present virtually at three spring professional events including the AYA Cancer Symposium at Princess Margaret Hospital, The American Association of Cancer Research (AACR) annual meeting and the annual Canadian Association of Psychosocial Oncology (CAPO) conference. As always, it was my pleasure to present virtually for Western University Health Sciences Students and Grade 11 high school students in Ontario.

The gift of time during COVID gave me the opportunity to complete and submit a manuscript to the Canadian Oncology Nursing Journal (CONJ). My paper summarizes the Team Shan breast cancer awareness campaign evaluation reports from campuses across the prairies and Vancouver, BC. I am thrilled that the work was published early in 2022!

Take care and stay safe!

Lorna

Lorna Larsen
Team Shan President



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2021 Events

Fore for Shan



Golf Tournament

Team Shan's second virtual Fore for Shan golf tournament and online silent auction was facilitated throughout Ontario the weekend of August 13-15th. Under beautiful sunny skies, 72 golfers participated in the virtual event on six (6) golf courses across the province. The tournament featured individual and team prizes along with extra participation draw prizes. Huge thank you to our tournament event sponsors: Scott's No Frills, Woodstock and the New Liskeard Golf Course, Temiskaming Shores; hole sponsors and silent auction item donors. The tournament raised \$8,600 to support Team Shan awareness and education activities.



Bottle Drive

A neighbourhood bottle drive was facilitated in Huntsville, ON and gained steam following a community online news interview. The drive was successful in raising over \$400 for Team Shan marketing in Muskoka.



AACR Conference

Breast Cancer Awareness and Education Targeting Young Women	
Lorne Larsen RN, BScN, AACR SGP Advocate Participant teamshan@gmail.com	
<p>Background</p> <ul style="list-style-type: none"> Young women are at high risk for breast cancer. Young women are often unaware of their risk. Young women are often unaware of the signs and symptoms of breast cancer. Young women are often unaware of the importance of early detection. Young women are often unaware of the resources available to them. 	<p>Results</p> <ul style="list-style-type: none"> Increased awareness of breast cancer risk among young women. Increased knowledge of the signs and symptoms of breast cancer. Increased understanding of the importance of early detection. Increased awareness of the resources available to young women.
<p>Purpose</p> <ul style="list-style-type: none"> To increase awareness of breast cancer risk among young women. To increase knowledge of the signs and symptoms of breast cancer. To increase understanding of the importance of early detection. To increase awareness of the resources available to young women. 	<p>Comments</p> <ul style="list-style-type: none"> Young women are often unaware of their risk. Young women are often unaware of the signs and symptoms of breast cancer. Young women are often unaware of the importance of early detection. Young women are often unaware of the resources available to them.
<p>Methods</p> <ul style="list-style-type: none"> Presentations at the AACR conference. Workshops for young women. Online resources for young women. 	<p>Conclusion</p> <ul style="list-style-type: none"> Young women are often unaware of their risk. Young women are often unaware of the signs and symptoms of breast cancer. Young women are often unaware of the importance of early detection. Young women are often unaware of the resources available to them.

Conferences

Team Shan presented at the AYA Cancer Symposium at Princess Margaret Hospital, The American Association of Cancer Research (AACR) annual meeting and the annual Canadian Association of Psychosocial Oncology (CAPO) conference.



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2021 Campaigns

SW Ontario



Supported by the Fore for Shan virtual golf tournament, mini awareness campaigns were facilitated across Southwestern Ontario during the fall of 2020. Billboards, bus and transit shelter displays were well received and made a positive impact on viewers in the SW.



Peterborough, ON



Team Shan early detection messaging was introduced in Peterborough, ON through transit shelter displays, and print resource distribution in high school and post-secondary school sites. The campaign was supported by Amy, a seven year cancer survivor, and shared Amy's story and message. Campaign funding was received through a successful online social media fundraising event.



Winnipeg, MB



Awareness activities in Temiskaming Shores, also supported by the Fore for Shan virtual golf tournament, included a billboard display, print media ads, fall community calendar insert, and Team Shan community resource distribution.



Thunder Bay billboard ran during Breast Cancer Awareness Month. Further western Canada campus marketing was facilitated in Winnipeg, MB and Calgary, AB in October.



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Board Members

Sheena Alexander
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Dr. Cheryl Forchuk
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 Amy Semple
 Susan Ralyea
 Kelly Vanderhoeven

Memberships

AYA Cancer community in
 Canada and AYA Cancer
 global connections!



incorporated 2009
 charity #834024853RR0001



Financials

Revenue \$21,699

Private Donations: \$8,180 (38%)
 Corporate Donations: \$7,540 (35%)
 Fundraising: \$5,333
 Other: \$646 (2%)

Expenses \$21,662

Awareness Campaigns: \$16,368 (76%)
 Administration: \$3,041 (14%)
 Fees: \$1,345 (6%)
 Fundraising Expenses: \$805 (4%)
 Conferences: \$103 (<1%)

Information for the financial report is extracted from the Team Shan Breast Cancer Awareness for Young Women's financial statements for 2021. Copies of the report are available by contacting Team Shan at teamshan@gmail.com.

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

Team Shan is dedicated to making a difference for young women following in Shan's footsteps.

Team Shan's purpose is to educate the public, health care professionals and young women about early detection, risk reduction and prevention of breast cancer.

Team Shan's goals are to increase early detection for young women diagnosed with breast cancer and help improve outcomes for young women diagnosed with the disease.

teamshan.ca

Team Shan Breast Cancer Awareness for Young Women
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