

Team Shan Funding

Team Shan projects and activities are funded by grants and donations in support of our efforts to make a difference for young women following in Shanna's footsteps.

Campaign Timeframes

- June 2006-November 2006 (Project Planning Phase)
- June 2007-December 2007 (Project Implementation Phase)
- January-May 2008 (Project Evaluation Phase)
- September-December 2008 (Awareness Campaign)

Next Steps

- to respond to the recommendation from young women for "more" education and awareness
- to support breast cancer in young women education and awareness
- to continue education and awareness activities that breast cancer is not just a disease of older women

Contact

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Team Shan

(breast cancer awareness for young women)

Shanna (Shan) Larsen
1981-2005

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

Long Term Goals

- to increase early detection of breast cancer in young women (15-39 years of age)
- to improve outcomes for young women diagnosed with breast cancer

Short Term Objectives

- to plan a breast cancer public awareness campaign for young women, their families and the general public
- to implement the breast cancer awareness campaign
- to evaluate the effectiveness of the campaign awareness materials/strategies with young women
- to increase the awareness/knowledge level of breast cancer in young women
- to increase awareness of breast cancer in young women with health care providers
- to continue to raise awareness that breast cancer is not just a disease of older women

Thank You

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



Team Shan

Members of *Team Shan* have had personal experience with both the journey and the loss of young adults through cancer-in particular, Shanna Larsen. Shanna (Shan) was only 24 when she lost her life to breast cancer. Early detection did not occur.

Team Shan was initiated by four of Shanna's friends committed to raising awareness about breast cancer affecting young women. They continue to participate in fundraising events including the annual *Knock Cancer Out of the Park/Shanna Larsen Memorial* (www.kcootp.com) ball tournament held in Temiskaming Shores, Ontario.

Together with community partners and professionals, *Team Shan* aims to effectively raise awareness that breast cancer is not just a disease of older women and make a positive difference for young women who might develop the disease in the future.

The members of the *Team Shan Project Committee* were dedicated volunteers from the Oxford County and the London region who believed there was a need to raise awareness about the importance of early detection and diagnosis of breast cancer in young women. Early detection and diagnosis provides the opportunity for earlier treatment and improved outcomes for young women. The committee successfully implemented a breast cancer awareness campaign for young women in SW Ontario. *Team Shan* addressed their need for information and awareness about their risk of breast cancer.

Young women appreciated not being forgotten in breast cancer messaging. They reported seeing the messages and responded positively on their reaction to the information. Shanna put a face to the disease...the statistics.