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Team Shan Community Project

breast cancer awareness for young women

Team Shan Community Project (breast cancer awareness for young women) Press Release

The Team Shan Community Project (breast cancer awareness for young women) will be implemented in Oxford County and the City of London area from October to December 2007. The launch on October 1st will coincide with Breast Cancer Awareness Month. The campaign targets young women living, attending school, working in the region or coming home for the holidays.

The project is dedicated to raising awareness of breast cancer in young women (15-29 years). An identified gap in awareness, the goals are to increase early detection of breast cancer and improve outcomes for young women diagnosed with the disease. Over 400 young women (15-39 years) are diagnosed in Ontario every year and about 60 will die (Cancer Care Ontario). The project is funded by the Canadian Breast Cancer Foundation-Ontario Chapter.

Activities for the fall include the dissemination of resource materials and social marketing of the project theme: *breast cancer...not just a disease of older women*. A comprehensive, multi-media awareness campaign will be implemented. Strategies include the use of billboards, bus/bus shelter ads, radio, television and print media.

Further information and copies of the resource brochures, posters, 30 and 60 second radio PSAs are available on the Team Shan website at <http://www.teamshan.ca/teamshan.html>.

The project is in memory of Shanna (Shan) Larsen who was only 24 when she lost her life to breast cancer. Shan was an aspiring teacher, talented artist, and skilled athlete. She graduated from Western (UWO) with a Bachelor of Arts, Honours Visual Arts degree. The Team Shan logo and sunflower graphics on the awareness materials were created from Shan's original artwork.

Thank you for your support of the project and the opportunity to make a difference for young women following in Shan's footsteps.

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