



Team Shan...

breast cancer awareness for young women

ANNUAL REPORT 2016

Highlights

- (2) annual events (*Knock Cancer Out of the Park* ball tournament & *Fore for Shan* golf tournament)
- (7) 'mini' awareness campaigns (St. John's NL; NE & SW Ontario; Ottawa, ON; Thunder Bay, ON; Winnipeg, MB; Calgary, AB)
- (10) post secondary school campus site visits
- (24) media interviews
- (11) community events
- (11) college and university presentations
- (2) high school presentations
- (5) professional conference presentations
- (5) sporting event resource sharing
- health promotion research support
- *Check Yourself Canada* video



President's Report

In January 2016 the Team Shan '*Check Yourself*' video partnership with the SAIT Polytechnic Athletics and Recreation Department from Calgary was selected by Metro Calgary as one of the top three social media activities to spur social change in the province of Alberta in 2015. This was a special shout out to the video that continued to reach young adults with close to 65,000 views on social media by the end of 2016.

A special honour to Shanna's memory was confirmed by the city of Woodstock early in 2016 and a formal dedication of Shanna Larsen Park was held in October. The park naming was a wonderful tribute to Shan's love of life, sport and children.

Team Shan awareness and education activities were facilitated from coast to coast during 2016 and our reach extended to new campus and community sites in Ontario and the Atlantic provinces, all in Shan's memory.

Team Shan publications were featured on a number of online sites including the Cancer Knowledge Network!

New Team Shan infographics were developed on breast cancer facts, risk factors, symptoms, check 'em and self-care strategies. The Shanimations were launched at the International Psycho-Oncology Society (IPOS) conference in Dublin, Ireland in October. The files were well received by researchers, colleagues and conference participants. They continue to be used on Team Shan social media sites and with presentation opportunities. Sharing Team Shan learnings is a vital component of our mandate.

2017 will mark the 10th anniversary for Team Shan breast cancer awareness for young women activities. Our first campaign was launched in SW Ontario in the London and Oxford County area on October 1, 2007. Please join us in celebrating this Team Shan milestone in 2017!!

As always, take care.

Lorna Larsen, President





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2016 Events

Knock Cancer Out of the Park



The eleventh annual *Knock Cancer Out of the Park* ball tournament took place July 15-17th, 2016 in the City of Temiskaming Shores, Ontario. Twenty-six (26) mixed teams participated in the successful weekend event. Coordinated by local Team Shan supporters, the tournament raised \$6,500 to help fund Team Shan awareness and education activities in Northeastern Ontario.



Fore for Shan



The seventh annual *Fore for Shan* golf tournament took place on August 6, 2016 at the Woodstock Meadows Golf Centre in Woodstock, Ontario. Under sunny skies, the tournament featured ladies, mens and mixed divisions. Putting contest and other activities took place during the day. A total of eighty-six (86) golfers and helpers participated in the tournament. Shout Out to Your Neighbourhood Credit Union for their gold event sponsorship support. Coordinated by Rob Larsen, the tournament generated \$10,500 in revenue to help support Team Shan activities in Southwestern Ontario.

Shanna Larsen Park



Conferences

Team Shan presented on Team Shan at the Canadian Association of Psychosocial Oncology (CAPO) conference in Halifax, Nova Scotia and the International Psycho-Oncology Society (IPOS) conference in Dublin, Ireland. Team Shan also shared AYA cancer infographics at the national AYA cancer workshop in Toronto.

IPOS Conference





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2016 Campaigns

Eastern Canada



Team Shan hosted a 'mini' campaign on and around Memorial University (MUN) in St. John's, NL. Campus site visits also took place at Dalhousie University, St. Mary's University, Mt. St. Vincent University and Université Sainte-Anne in Halifax, NS.

Southern Ontario



Team Shan hosted a multi-faceted awareness campaign in Southern Ontario that extended west to London, east to Guelph and north to Barrie. A 'mini' campaign was also hosted in Ottawa and site visits made to campuses in Peterborough. Supported by local fundraisers and the Fore for Shan tournament, the campaign included marketing displays, media activities, community events, resource distribution and high school presentation.

Northern Ontario



Team Shan awareness activities in Northern Ontario were facilitated in Temiskaming and Thunder Bay. Supported by local fundraisers and the Knock Cancer Out of the Park tournament, marketing displays, media activities, community sporting events, resource distribution and high school presentation helped spread Team Shan's breast cancer messaging to young women in the north.



Western Canada



Team Shan hosted two 'mini' campaigns across the prairies on and around post-secondary school campuses in Winnipeg, MB and Calgary, AB.





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Memberships

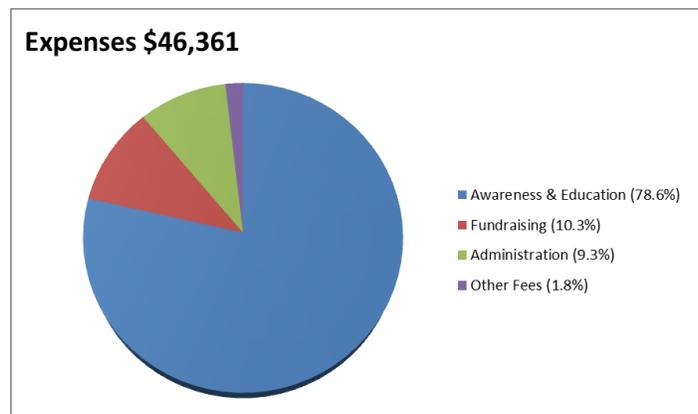
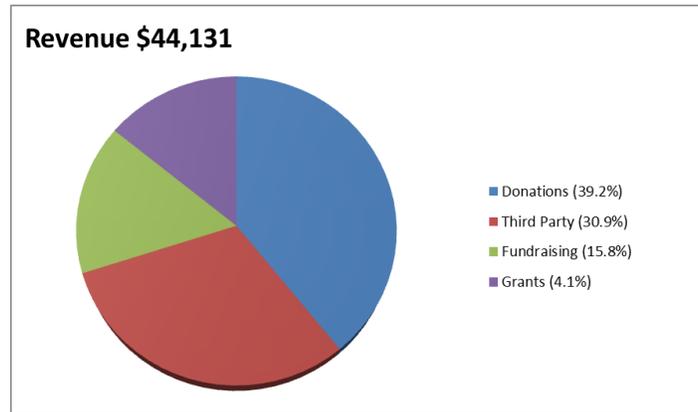
Critical Mass-Young Adult
 Cancer Alliance (YACA)
 Canadian Cancer Survivor
 Network (CCSN)
 Ontario Adolescent & Young
 Adult (AYA) Cancer Regional
 Action Partnership (RAP)



incorporated 2009
 charity #834024853RR0001



Financials



Information for the financial report is extracted from the Team Shan Breast Cancer Awareness for Young Women's full audited financial statement for 2016 reported by Meerstra & Co. Copies of the report are available by contacting Team Shan at teamshan@gmail.com or 519-421-3666.

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 of breast cancer in young women and help improve outcomes for young women diagnosed with the disease.

teamshan.ca