



Appendix 2

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Sample Workshop Format

The following agenda was developed to fit a timeframe of one hour but can be easily altered to fit your needs. For a staff development training format, this workshop can be expanded to allow more time for survivor speakers, medical presentations, interactive instruction on breast self-examination, and question and answer periods.

SPEAKER & MESSAGE

TIME ALLOTTED

Opening Remarks by Workshop Facilitator

5 Minutes

Message: Early detection is important. We care about each other. Offer thanks to the many people including any local businesses who contributed their time and effort to planning the program, especially the Superintendent for his/her support. If Superintendent is present, ask him/her to make a few opening remarks.

5 Minutes

Local Expert

15 Minutes

Message: Review the scope of the problem regarding breast and cervical cancer highlighting national, state, and local incidence and mortality. Review the guidelines for early detection of breast and cervical cancer. Emphasize the importance of following guidelines and for patient's assuming collaborative partnership with doctors and having a voice in their own health care. (**NOTE:** Ask local experts to stay for the entire program if possible so they can help field questions).

Survivor Speaker

10 Minutes

Message: I survived breast or cervical cancer because my case was diagnosed early. Cancer is survivable if detected early. I support the Association's coming forward and providing a forum for educating school employees about early detection.

Questions and Answers

10 Minutes

Message: Interactive communication is important. Plant a few questions in the audience ahead of time in case questions are not forthcoming.

Workshop Facilitator Close

10 Minutes

Message: We all have a responsibility for each other. Here are some things that you can do to follow-up on the issues that we have discussed today: Go back to your colleagues, particularly those who have not attended the workshop, and commit to utilizing the Buddy Contract (contained in your packet) with one of your colleagues; Read through your hand-out materials and commit to spreading the word about early detection in the community through your church or synagogue, the PTA, and other community organizations; Ask your American Cancer Society to help you implement an early detection program.



Sample Introductory Letter

This letter can be used to introduce your early detection efforts to prospective partners and advisors.

April 14th, 2003

Bridget Smith
Director
Women's Cancer Network

Dear Bridget,

We would like to invite you to participate in a community-based effort to educate women in our school community on the importance of breast and cervical cancer early detection. Vigilance regarding breast cancer has particular relevance for educators. A 1993 study, conducted by the National Institute for Occupational Safety and Health (NIOSH), indicated that teachers are dying from breast cancer at a higher rate than women in other professions. The risk of death from breast cancer for African-American teachers was found to be even higher than the risk for white teachers. Our efforts will target all public school *[or insert your priority population here]* employees in our community.

At this time, clinical researchers do not know the cause of the higher mortality rate from breast cancer among teachers. However, for breast and cervical cancer it is known that early detection saves lives. It is well known that:

- Women who develop breast cancer have more treatment options, including breast conserving therapy, and the greatest chance of successful treatment if their disease is found early. If tumors are found when they are still small, a woman has a much better prognosis because there is less of a chance that the cancer has spread to the lymph nodes and other parts of the body.
- The recommended, consistent, and combined practice of regular age-appropriate mammograms, breast exams performed by a health care provider, and monthly breast self-examination, can greatly increase the chance of finding cancer early and the chance of successful treatment for women.
- Cervical cancer, when detected early, is almost 100% curable. The key to early detection is getting regular Pap tests.

We would like to invite you to *[insert purpose of invitation here: serve on an Advisory Committee, speak at our workshop, provide funding, etc.]* for this early detection effort. Your experience and leadership in the community is essential to the success of our efforts in planning this early detection campaign. Someone will contact you within the next ____ weeks to follow-up on this request.

Thank you for your consideration.
Sincerely,

Jane GoodPlanner
Coordinator, Campaign for Breast and Cervical Health



Sample Speaker Letter

This letter can be used to introduce a potential speaker to your local program or confirm a guest speaker for your local program.

Audrey Goodspeaker
Director
Women's Health Initiative
Needa County Department of Health

Dear Audrey,

Thank you for agreeing to be a speaker at our upcoming Project REACH Training in Hampton, Virginia. Project REACH is a unique program designed to give teams of school employees the skills and resources to plan local breast and cervical cancer education programs in their school communities. This event will take place:

Saturday, February 10th, 2003
8:15am-3:30pm
Hampton Inn
Hamilton, Virginia

Directions to the hotel and the training agenda are attached for your information. Your presentation is scheduled for approximately 9:15am-10:30am. Please plan on including the following information in your presentation or handouts:

- a general overview of breast and cervical cancer risks,
- screening guidelines,
- the importance of early detection, and
- information on the Virginia Breast and Cervical Cancer Early Detection Program.

Virginia BCCEDP information will be the most important component of your presentation to link participants with free and low-cost screening opportunities in their area. Also, please allow about 10 or 15 minutes at the end of your presentation for a question and answer period.

The entire program will end at 3:30pm. We hope you will be able to join us for the entire program day to help field questions from participants. We are certain your participation will create important links between the Virginia BCCEDP and school employees throughout our state.

Please contact me if you have any questions. Looking forward to seeing you on February 10th.

Sincerely,
Jane GoodPlanner
Coordinator, Campaign for Breast and Cervical Health



Sample Press Release

[YOUR SCHOOL/ORGANIZATION] and the National Education Association Health Information Network Join Forces to Fight Breast and Cervical Cancer in [YOUR AREA/SCHOOL]

New health education campaign will train school employees to organize their own community health initiatives against cancer

[City, Date] — Area school employees now have better access to breast and cervical cancer information and free, state provided, mammograms and Pap smears. Thanks to funding from the National Education Association Health Information Network (NEA HIN), supported by a cooperative agreement from the Centers for Disease Control and Prevention, [Organization] has taken on a cancer awareness program called Project REACH. Project REACH (Raising Educator Awareness Concerning Health) is a training workshop designed by and for school employees to address health issues concerning them. As it turns out, school employees are a special case when it comes to breast cancer, since a 1993 study found that teachers die from breast cancer more than women in other occupations.¹ “School employees have job specific barriers that can prevent them from getting the cancer screenings they need. “We think this program will help us overcome some of those barriers and will save lives,” [association spokesperson and title] said.

Seven school employees from [your area] participated in Project REACH, a free one-day training event where they were introduced to basic breast and cervical cancer health and relevant facts about local cancer demographics, and learned how to develop and implement a health outreach plan that combines his or her own unique community expertise with the health resources and outreach experience of local organizations.

Since 1991 state and local health departments have offered free mammograms and pap smears to **women who are underserved, uninsured and underinsured, who have low incomes and are of racial/ethnic minority groups**. In [your state] last year, only [# of women screened] women utilized these free services. “We especially want to reach those women that qualify for the free state exams. They are the ones who have the lowest survival rates once cancer is found, because it is often found too late. If we can reach them, programs like this and the women they screen will enjoy great success,” said [name],[Local ACS spokesperson & title].

The [your area] Project REACH Team will hold a [name or description of your local event] on [date of your local event]. For more information, contact [your Team contact information].

Project REACH (Raising Educator Awareness Concerning Health) is a national cancer education initiative for school employees. Project REACH is administered by state and local education associations with the funding and guidance of the National Education Association Health Information Network through a cooperative agreement with the Center for Disease Control and Prevention. If you would like more information on Project REACH, contact your state education association or call the NEA Health Information Network at 202-822-7570 or 800-718-8387, www.neahin.org/reach/.

¹Study conducted by the National Institute for Occupational Safety and Health (NIOSH).



Vivian Roy Bowser (VRB) Cancer Education Fund

In 1994, the National Education Association and the Texas State Teachers Association established a national endowment to honor Vivian Roy Bowser, a former teacher in the Houston Independent School District, living with breast cancer. Throughout her 27 years of teaching, she worked her way up within the local, state, and national levels of the Association, serving as President of the Houston Education Association, President of the Texas Classroom Teachers Association, and as a member of the NEA Executive Committee for nine years.

Vivian's courageous struggle with breast cancer brought the disease to the attention of NEA members and staff. With her permission and encouragement, the endowment fund was established to develop cancer education materials and programs specifically for NEA members. After a long and valiant battle with the disease, Vivian passed away in 1996. In life she was a leader and example of strength and courage to her NEA colleagues. Her death reinforced the importance of educating women about the potential life saving benefits of detecting cancer early.

Through this educational fund, HIN offers:

- **Small Grants**

Through the VRB Cancer Education Fund, NEA HIN awards small grants to state or local Associations involved in cancer education and early detection efforts. Grants averaging between \$500 and \$1,000 will be awarded to state or local Association cancer education or early detection programs directly benefiting school employees.

- **Advocacy Scholarships**

Scholarships averaging \$500 will be awarded to NEA members enrolled in the National Breast Cancer Coalition's Project LEAD scientific course (first time LEAD participants only, subsequent advocacy conferences or continuing LEAD education not eligible). These scholarships will be awarded based on the applicant's financial need and ability to translate Project LEAD information into local programs after completing the course. (For more information on Project LEAD visit the National Breast Cancer

Coalition at

http://www.natlbcc.org/lead_new.htm or call 202/296-7477).

Scholarship requests can be reviewed and awarded in advance of Project LEAD Course dates. However, funding will be dispersed only after receipt of your Project LEAD Enrollment notification.

- **Cancer Education Award**

This award is given annually to an outstanding individual who exemplifies the award's namesake through his/her dedication to educating others about cancer. Nominees are selected based on involvement with local, state, or national: cancer education, support, or advocacy groups; and education Association or other activities that directly affect NEA members or other school employees. Priority consideration will be given to nominees working with minority or under-served women.

See the following applications for other criteria and application deadlines, or visit www.neahin.org.



Vivian Roy Bowser Cancer Education Fund Local Grant Application

Important Notes: Grants will be awarded based on need and overall program plan and will average between \$500 and \$1,000 although additional funds may be requested and awarded if available. Program Coordinators may be NEA staff or members acting on behalf of their local or state association. For accounting purposes, grants will be dispersed only to designated Financial Officers at local or state NEA affiliated education associations.

Deadlines: There are no deadlines for submitting VRB grant applications. However, NEA HIN recommends that you submit requests at least 8 weeks in advance of your program.

Local Coordinator Name: _____	Amount Requested:
Occupation: _____	\$ _____
Mailing Address: _____ _____	
Work Phone: _____ Home Phone: _____	
Fax: _____ E-Mail: _____	
Association Name: _____	
Financial Officer Name: _____	
Mailing Address (If different than above): _____ _____	
Work Phone: _____ Home Phone: _____	
Fax: _____ E-Mail: _____	

Please answer the following questions on the back of this application or on a separate sheet of paper. Funded applications may be asked to provide more detailed information.

1. Please provide a brief description of your Association's previous efforts to educate members about cancer and early detection or other health issues.
2. Please provide a brief description of the project/event this grant will fund.
3. Who is your intended target audience for this project/event? (Such as minorities, women, retired school employees, etc.).
4. How will this grant be used? (Such as speaker travel, materials, room rental, etc.).
5. If your expenses exceed any awarded grant funding, how will they be funded? (Local business grants, private donations, school or Association funds, etc.)

Mail or fax this completed application and any supporting information to NEA HIN, Vivian Roy Bowser Fund, 1201 16th Street NW, Suite 521, Washington DC 20036, Fax to 202-822-7775.



Vivian Roy Bowser Cancer Education Fund Cancer Education Award Nomination

Important Notes: Nominees may be male or female, and do not have to be NEA members but must be nominated by a member or NEA, or local/state affiliate, staff. NEA Members nominating themselves must provide at least one letter of recommendation. Any NEA member may nominate more than one person. The information below must be provided for each nominee.

Deadlines: The 2004 Award recipient will be selected in October, 2004. Nominations must be received in NEA HIN no later than September 5, 2004.

Your Name: _____ Day Time Phone: _____ Occupation: _____ Email _____
Your Association Name: _____ Mailing Address: _____ Work Phone (if different than above): _____ Fax: _____ E-Mail (if different than above): _____
Nominee Name: _____ Occupation: _____ Mailing Address: _____ Work Phone: _____ Home Phone: _____ Fax: _____ E-Mail: _____

Please answer the following questions on the back of this application or on a separate sheet of paper. The VRB Cancer Education Award Review Committee may also request additional information.

1. How has the nominee been affected by cancer? (Survivor, family of someone with cancer, etc.)
2. What is the nominee's involvement in local, state, or national cancer education, support, or advocacy efforts?
3. How do nominee's efforts directly affect/benefit NEA members or other school employees?
4. How do nominee's efforts reach high-risk populations? (Retired or minority members, members or other community members with low-income or inadequate health benefits, etc.)
5. If you are nominating yourself, please provide at least one letter of recommendation.

Mail or fax this completed application and any supporting information to NEA HIN, Vivian Roy Bowser Fund, 1201 16th Street NW, Suite 521, Washington DC 20036, Fax to 202-822-7775.

DEADLINE: September 5, 2004



Vivian Roy Bowser Cancer Education Fund Advocacy Scholarship Application

Important Notes: Project LEAD Course applications must be submitted directly to the National Breast Cancer Coalition. For more information visit the NBCC website at <http://www.natlbcc.org/> or call 202/296-7477. VRB Advocacy Scholarships are intended to defray the cost of transportation and lodging for NEA Members enrolled in the National Breast Cancer Coalition's NBCC Project LEAD Course. Only first time LEAD participants are eligible. Scholarship amounts will average \$500 and will be determined based on the applicant's travel needs. Scholarship funds will be dispersed *after* the Course is completed and applicant has provided proof of attendance (copy of certificate of completion or other documentation).

Deadlines: There are no deadlines for submitting VRB scholarship applications. However, NEA HIN recommends that you submit requests as far in advance as possible.

Location of Project LEAD Course: _____ Date: _____	Amount Requested From VRB Cancer Fund: \$ _____
Are you applying for financial assistance through NBCC? <input type="checkbox"/> no <input type="checkbox"/> yes, \$ _____	
Name: _____	
Occupation: _____	
Mailing Address: _____	
Work Phone: _____ Home Phone: _____	
Fax: _____ E-Mail: _____	
Association Name: _____	
Mailing Address (if different than above): _____	
Work Phone: _____ Home Phone: _____	
Fax: _____ E-Mail: _____	

Please answer the following questions on the back of this application or on a separate sheet of paper. Funded applications may be asked to provide more detailed information.

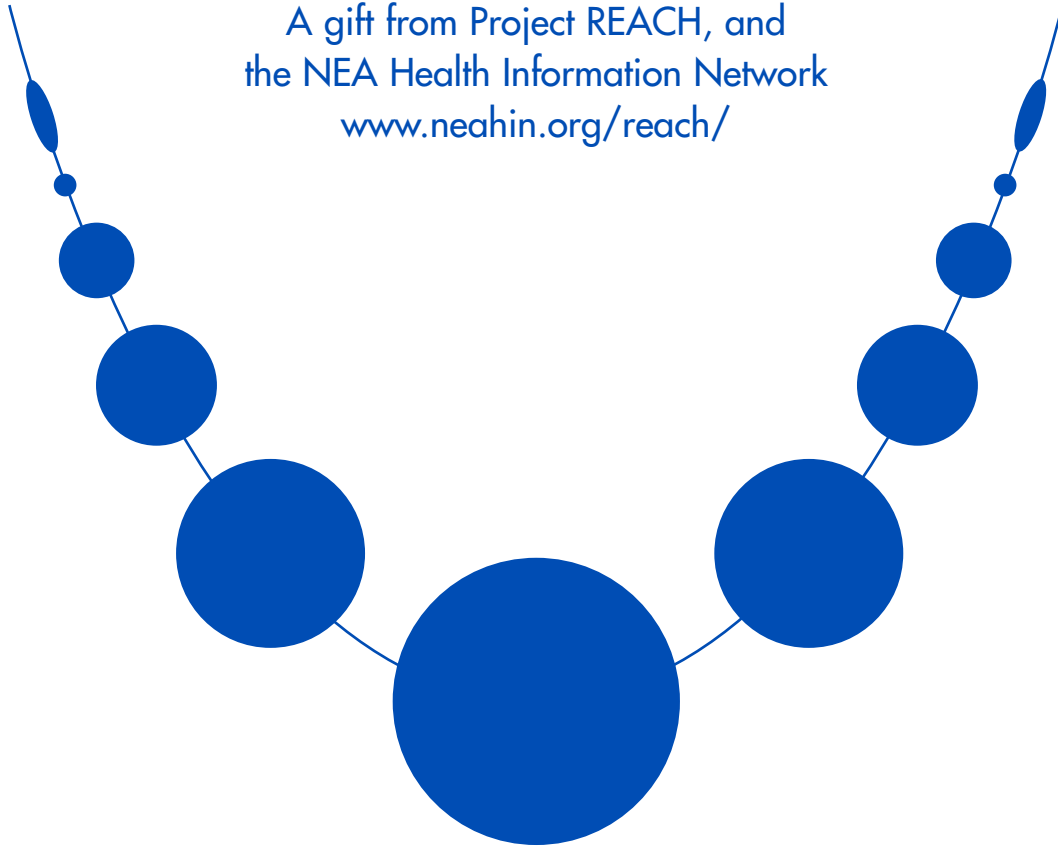
1. Please describe your travel needs for this event, such as airfare, car mileage, lodging expenses, etc.
2. If your expenses exceed any awarded scholarship funding, how will you cover these expenses, such as personal funds, local business grants, school or Association funds, etc.
3. Please provide a brief description of your local, state, or national involvement in cancer education efforts.
4. How do you intend to use the information you learn at the Project LEAD course to benefit your Association and other NEA members?

Mail or fax this completed application and any supporting information to NEA HIN, Vivian Roy Bowser Fund, 1201 16th Street NW, Suite 521, Washington DC 20036, Fax to 202-822-7775.



Beads for Life

A gift from Project REACH, and
the NEA Health Information Network
www.neahin.org/reach/



- Finding breast cancer when it is small means more treatment options and better chances of survival.
- This bead necklace shows the average-size lumps found by breast self-exam and mammograms.
- The optional slender bead at the end has been added as a reminder about the importance of cervical cancer early detection.



This bead necklace shows the average-size of breast lumps found by mammography and self-exams.

3mm



This bead shows the average-size lump found by getting regular mammograms.

5mm



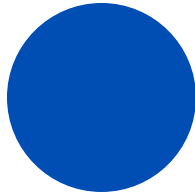
This bead shows the average-size lump found by a first mammogram.

16mm



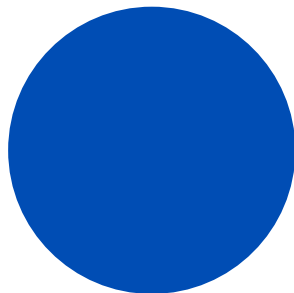
This bead shows the average-size lump found by women who check their breasts regularly for lumps or changes (breast self-exam).

25mm



This bead shows the average-size of a lump found by women practicing occasional breast self-exam.

38mm



This bead shows the average-size of a lump found by women who are untrained in breast self-exam.



Buddy Contract

On this day, the _____ of _____, _____ we pledge to help each other enhance our breast and cervical health.

With this pledge, we will assume the responsibility of making contact on the _____ day of every month to remind each other to perform monthly breast self-examination.

We also pledge to remind each other, on our birthdays, to make appointments for any or all of the following recommended tests that apply to each of us.

1. Mammogram
2. Clinical breast exam by a health care professional
3. Pap test and Pelvic Exam

We will encourage each other to speak to our health care providers to decide which tests are appropriate according to our individual age and health needs. If either of us has a problem paying for any of these tests, we will ask the local health department to identify no or low-cost services available to us in our community.

(My signature)

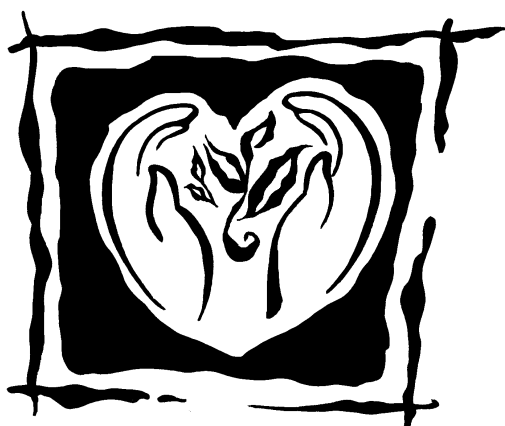
(My Buddy's Signature)

(My Buddy's Phone Number)

INSTRUCTIONS: Make two copies of this contract. Each "Buddy" should sign her name and complete the information about the other person on the appropriate line. Each "Buddy" should keep her signed contract in a place where it can be easily found.



Project REACH Logos



Project REACH

Raising Educator Awareness Concerning Health



Project REACH

Raising Educator Awareness Concerning Health



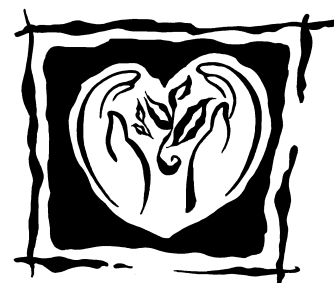
Project REACH

Raising Educator Awareness Concerning Health



Project REACH

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Project REACH

Raising Educator Awareness Concerning Health



Project REACH

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