



Project REACH

RAISING EDUCATOR AWARENESS CONCERNING HEALTH



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About the NEA Health Information Network



INTRO

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In 1987, the National Education Association founded the NEA Health Information Network (NEA HIN), a 501(c)(3) not-for-profit organization. NEA HIN helps link educational employees to local, state, and national health organizations and government agencies. NEA HIN's mission is to ensure that all public school employees, students, and their communities have the health information and skills necessary to achieve excellence in education. NEA HIN accomplishes this by using NEA's organizational structure and extensive communications channels to disseminate accurate and timely health information to NEA's 2.7 million members.

A 1993 study by the National Institute for Occupational Safety and Health (NIOSH) found that teachers, librarians, and clerical workers may have higher rates of breast cancer death than women in other occupations. Although there are no occupationally related statistics for cervical cancer, early detection screening issues are similar for breast and cervical cancer.

In response, the NEA Health Information Network launched a national campaign, the Project REACH Campaign for Breast and Cervical Health, to educate NEA members on the importance of early detection for both forms of cancer. Through this campaign, NEA HIN led the development of a full-day training program, designed by and for school employees to give them the knowledge and skills necessary to plan local cancer education programs.

Who Should Use This Guide

To make the information disseminated in the training program more accessible to all NEA members,

NEA HIN created this Activity Planning Guide as an easy-to-use tool for those educational employees interested in spreading the message of early detection. Because the target audience for Project REACH is educational employees, the outline for this Guide is designed to work specifically with the structure of schools and education associations. Association members and local school employees have successfully implemented every example provided in this manual. The Project REACH Activity Planning Guide is the property of the NEA Health Information Network (NEA HIN) and can be supplemented by information on the Project REACH website at <http://www.neahin.org/reach/>.

How to Use This Guide

Because school employees have varying amounts of time available for program implementation, this Guide provides ideas and examples ranging from 10-minute awareness activities to an ongoing education campaign, enabling you to tailor a program to

the amount of time you are able to commit. There are three key components to this Guide:

1. Background Information

Learn how to access basic cancer information, overcome barriers, identify community resources, and take the necessary steps to plan a local program.

2. Project REACH Program Planning Information

Sample activities form the blueprint for planning cancer education programs in your school community.

3. Appendix

In two parts, this section provides basic cancer information and supplemental readings and resources; as well as sample letters, agendas, and other programmatic documents.

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