



Dear Peer Education Program Director,

October 10, 2006

The *Breast Cancer and Environment Peer Education Tool Kit* culminates three years of dedicated effort by the Zero Breast Cancer leadership and staff, community partners and advisors, and peer education specialists in the San Francisco Bay Area. The teen breast cancer risk awareness curriculum tools that Zero Breast Cancer is making available to the broader community evolved from a formative community assessment to address the need for age-appropriate teen breast cancer outreach education in a community known for high breast cancer incidence.

The impetus to develop this program has been threefold: 1) to disseminate knowledge back to the community that resulted from the Adolescent Risk Factors Study (2003), 2) to involve the community in the Bay Area Breast Cancer and Environment Research Center's focus on girl's pubertal development as a window of susceptibility for potential breast cancer risk, and 3) to recognize that adolescence as an optimal stage to disseminate preventive health messages about breast cancer risk, empowering trained peer educators to convey timely information to their peers.

The goal of the Zero Breast Cancer Adolescent Education Program (2003-06) has been to create a peer education model to increase awareness of breast cancer facts, risk factors and environmental exposures relevant to adolescent lifestyle and health education settings. During the past school year, Zero Breast Cancer partnered with the Tamalpais Union High School District and the Sir Francis Drake High School Peer Resource program in Marin County, CA, to pilot test a single lesson module with trained peer educators and younger (9th-10th grade) students in co-educational classrooms.

An independent program evaluation showed that this project was highly successful. A high majority (85%) of students who received the "intervention" agreed that the peer presentation made them more aware of the risks of breast cancer, and that they learned new ways to reduce the potential risk of breast cancer. The majority of student participants were able to cite *personally relevant action steps* using suggested strategies from the lesson information.

Zero Breast Cancer has refined the curriculum module incorporating suggestions from teachers, students and peer education specialists. In the interest of disseminating the lesson module format, sample activities, instructional materials and resources to the health education community, we are posting the *Breast Cancer and Environment Peer Education Tool Kit* on our web site www.zerobreastcancer.org. We will continue to update this site in the future.

The accomplishments of the past three years would not have been possible without the lead support from the Avon Foundation and the To Celebrate Life Breast Cancer Foundation, as well as the Marin Community Foundation and the Bay Area Breast Cancer and Environment Research Center. The financial commitments of individual and community donors to Zero Breast Cancer have helped to sustain this initiative. A Community Advisory Committee composed of breast cancer advocates and breast cancer professionals from Kaiser Permanente, the Marin Cancer Institute, and the UCSF Comprehensive Cancer Center have provided ongoing guidance and expertise. Special thanks to Dr. Martin Forst, Evaluation Consultant; Betsy Barton, Research Associate; Katie Beacock, ZBC Education Committee, Beth Crawford, Director of Clinical Services, UCSF Cancer Risk Program; Carol Eber, Director of Instruction and Student Services, TUHSD; Shelly Norstad, Drake High Peer Resource; Drake High School faculty, peer educators and students; Fern Orenstein, California STD/HIV Prevention Training Center; Meyla Ruwin, Director, School Health Programs Department SFUSD, Ira Sachnoff, Peer Resource Consulting, Adrienne York, ZBC Executive Assistant and the Zero Breast Cancer Board of Directors, Staff and Volunteers. We also credit the sources in our Resources and References.

The web posting of the *Breast Cancer and Environment Peer Education Tool Kit* marks the completion of the Pilot Project phase and our intention to serve as advisors in the development of adolescent breast cancer peer education.

We hope that you will find the *Breast Cancer and Environment Peer Education Tool Kit* to be of value, and we once again thank our many partners and supporters of this groundbreaking program, and invite your feedback and comments.

Sincerely,

Susan Schwartz, MPA
Education Project Director

Janice Barlow, RN, NP
Executive Director – Zero Breast Cancer