



BREAST CANCER EDUCATION TOOLKIT FOR HISPANIC/LATINO COMMUNITIES

SECTION THREE: What is the Venue?

SECTION THREE: WHAT IS THE VENUE?

PURPOSE OF THIS SECTION

You can conduct outreach and education about breast health and breast cancer with individuals, small groups and large groups in many places. The purpose of this section is to provide tips to identify, select and prepare venues for breast health and breast cancer outreach and education, including:

- Potential venues and things that you might think about when selecting a venue
- Tips for preparing yourself and your venue for outreach and education

Learning Objectives

After reading this section, you should be able to:

- Name several potential venues for breast cancer outreach and education, and factors that should be considered for each one,
- List a few tips that you can use to identify potential venues in your community, and
- Locate resources that can help you prepare to conduct outreach and education at your selected venue(s).

SPECIAL FEATURES OF THIS TOOLKIT

Throughout this Toolkit, you will find definitions, tips or ideas, and resources that you can use to build your own knowledge and to improve your outreach and education program. Icons/pictures are used to identify each feature. The icons are:

Definition



Tip or Idea



Resources



Each time you see an underlined resource, click on it to go to a page containing links to relevant resources and educational materials.

Completing the Program Planning Square

You can use this box of the Program Planning Square to develop ideas about where you will conduct your breast health outreach and education.

This may be the first box of the Program Planning Square that you complete. For example, if you have been asked to educate more Puerto Rican women in your community, you may already know a lot about your audience, but may need assistance in locating and preparing a venue. In that case, you can look to this section of the Toolkit for guidance on identifying potential venues, and then to learn about how to prepare your venue and plan for your education event. This box of the Program Planning Square includes questions you should answer to plan for your venue.

Potential Venues and Things to Consider

You may not think you can talk about breast health and breast cancer just anywhere, but the list of potential venues for conducting outreach and education about breast health and breast cancer is almost endless. That list might include schools, churches, waiting rooms at health clinics or other service provider locations, homes, buses, trains, parks, laundromats, beauty salons, coffee shops, farmers markets and other places where women gather. Be creative!

In this section, you will find a chart outlining some of the potential venues where you might conduct breast health and breast cancer outreach and education, and some things to think about when you are selecting a venue. For additional information to help you prepare for your audience, see [Section One: Who is the Audience?](#) and [Section Four: What are the Resources?](#)



[Section One:](#)
[Who is the Audience?](#)
[Section Four:](#)
[What are the Resources?](#)

Tips for Identifying Venues in Your Community

It is important that you get to know the types of venues available in your community. There may be venue types that you have not yet considered. Use the checklist [Getting to Know the Community You Serve](#) to get started. Additional tips for identifying venues include:

- Do an Internet search for organizations in your community that serve the Hispanic/Latino population. Try searching by zip code to identify venues in your target neighborhoods.
- Introduce yourself to community leaders and ask them about venues you might use for breast health outreach and education.
- Go into the community and take notice of where people gather and when. For example, is there a gym that many community members use?

Knowing What to Expect

Find out as much as possible about the venue where you'll be presenting. It will help you understand how to present your information and will make you more comfortable. Knowing the venue can also make the presentation less stressful because there won't be any surprises.

Resources that can assist you with preparing include:

- [Questions to Ask Your Host](#)
- [Preparing Your Venue/Space](#)



[Getting to Know the Community You Serve](#)



[Questions to Ask Your Host](#)
[Preparing Your Venue/Space](#)

Venue	Amount of Time You May Have	Potential Audience (Individuals, Groups, Special Audiences)	Things to Consider
Schools and daycare centers	Minimum: 5 minutes Maximum: 60 minutes	<ul style="list-style-type: none"> • Small and large groups • Men and women of all ages 	<ul style="list-style-type: none"> • While you would not conduct a breast cancer education workshop for children at a school, you might be able to reach teachers, staff or parents through a school. • Children may attend with their adult caregiver(s). • Schools often have classrooms for groups of 25 or fewer. • Schools often have large rooms like gymnasiums for large groups of people. • Schools often have computers and other equipment that you may use. • Schools have their own community of students and caregivers and may be able to help you recruit participants. Ask about parent or teacher groups that may be able to assist with marketing and promotion.
Churches and community centers	Minimum: 5 minutes Maximum: 60 minutes	<ul style="list-style-type: none"> • Small and large groups • Men and women of all ages 	<ul style="list-style-type: none"> • Churches and community centers are venues where you can reach a large audience. • If you are just getting started in a new community, identify organizations that serve Hispanics/Latinos and ask if you can offer a presentation there. • Churches and community centers may have rooms that can accommodate smaller and larger groups. • Churches and community centers may have a computer or other equipment. Be sure to ask in advance. • Churches and community centers may be able to assist with recruiting participants. Ask if there are people or groups that can assist you with getting the word out.

Venue	Amount of Time You May Have	Potential Audience (Individuals, Groups, Special Audiences)	Things to Consider
Social and legal service agencies and health clinics	Minimum: 5 minutes Maximum: 60 minutes	<ul style="list-style-type: none"> • Individuals • Small and large groups • Men and women of all ages 	<ul style="list-style-type: none"> • Social and legal service agencies and health clinics may be venues where you can reach a large audience. • If you are just getting started in a new community, identify organizations that serve Hispanics/Latinos and ask if you can offer a presentation there. • These venues may not have large halls or auditoriums for large group presentations. • One-to-one conversations may be possible in waiting rooms or private rooms. • Small group discussions may be possible if the agency has a room available for you. • These organizations may be able to provide computer or other equipment, but ask to be sure. • These organizations may be able to assist you with recruitment by posting flyers or listing an event in their newsletter or events calendar.

Venue	Amount of Time You May Have	Potential Audience (Individuals, Groups, Special Audiences)	Things to Consider
Community businesses like gyms, coffee shops, beauty salons, barber shops, farmers markets, grocery stores or laundromats	Minimum: 5 minutes Maximum: 60 minutes	<ul style="list-style-type: none"> • Individuals • Small and large groups • Men and women of all ages 	<ul style="list-style-type: none"> • Educators often need to go where community members can be reached. People who do not have children in school, or who do not participate in religious services or use community resources may be reached in other places, like gyms, coffee shops, grocery stores, salons, etc. • You may be able to host an information table at a business and reach a large number of people in a short period of time. This may result in many short one-to-one conversations, or you may be able to recruit for your upcoming educational sessions. • Small group discussions or presentations require creative planning. You may need to work with the owner or manager to identify an appropriate place for a small group to gather. • Community businesses often do not have access to computers or other equipment. You will need handouts, large sheets of paper or poster board, or other materials in print format for your audience. • Community businesses may not be able to assist you as much with word-of-mouth marketing or promotion, but you may be able to post flyers or posters about your event. Ask the owner or manager how she or he can assist you with marketing your event. • Some community businesses will host events. You could conduct outreach or education as part of a those events.

Venue	Amount of Time You May Have	Potential Audience (Individuals, Groups, Special Audiences)	Things to Consider
Homes	Minimum: 30 minutes Maximum: 60 minutes	<ul style="list-style-type: none"> • Small groups • Men and women of all ages 	<ul style="list-style-type: none"> • Personal homes make great places for small, intimate discussions. • Hosts are likely to invite their friends and family members, reducing the need for you to recruit participants. • Homes may not offer access to computer equipment, so be prepared with print materials. • Talk with your host in advance about how to set up the room, if food will be offered and what you can bring. • Men may join the discussion. • Children may be present.
Public spaces like trains, buses or parks	Minimum: 5 minutes Maximum: 30 minutes	<ul style="list-style-type: none"> • Individuals • Men and women of all ages 	<ul style="list-style-type: none"> • These settings are often most appropriate for one-to-one conversations, rather than small group discussions. • You may not normally have conversations about breast health in public spaces, but you can start these conversations by talking about your work or your organization. This will help to break the ice and provide a context for the conversation. • Some people may not be comfortable having conversations about breast health in public spaces, so be mindful of body language. Also consider what topics are appropriate based on where the conversation is taking place. • Print materials are not required for one-to-one conversations. But, many educators carry just a few educational materials available on komen.org at all times, just in case the opportunity to conduct outreach or education arises. At the very least, be sure to have a business card or paper and pen/pencil available so that you can make notes. Provide your contact information or get the listener’s contact information.

Special Example: Preparing for Health Fairs

Health fairs can provide opportunities hold rich one-to-one conversations and create personal connections. These interactions can lead participants to take an action, like learning what is normal for their breasts or getting screened.

If you have been invited to participate in a health fair, take some time to find out if the health fair will allow for productive one-to-one conversations. Ask the host some questions about the expected audience and the environment to determine whether your presence will have the desired impact.

Questions to ask the health fair organizer and more tips on [Preparing for Health Fairs](#) can be found in the educator resources table below.



[Preparing for Health Fairs](#)

Related Educator Resources

After reading this section, you may have more questions about identifying venues in your community or preparing your selected venue(s) for outreach and education. Below you will find a list of resources to support you in learning more about venues in your community.



[Educator Resources](#)

Learning Topic/Question	Educator Resources
How do I learn more about the community my organization serves, and potential venues for outreach and education?	<ul style="list-style-type: none"> • <u><i>Getting to Know the Community You Serve</i></u> • <u><i>Tips for Developing a Good Reputation in Your Community</i></u>
How do I learn more about the venue and prepare the space?	<ul style="list-style-type: none"> • <u><i>Questions to Ask Your Host</i></u> • <u><i>Preparing Your Venue/Space</i></u>
What resources are available to help me prepare for one-to-one conversations?	<ul style="list-style-type: none"> • <u><i>Sample Talking Points for One-To-One Conversations</i></u>
How do I prepare for a health fair?	<ul style="list-style-type: none"> • <u><i>Preparing for Health Fairs</i></u>
Where can I find more information about the educational materials through Komen's website and how to use them?	<ul style="list-style-type: none"> • <u><i>Komen's Library of Educational Materials</i></u> • <u><i>Using Your Educational Materials</i></u> <ul style="list-style-type: none"> • <u><i>Breast-Self Awareness Messages</i></u> • <u><i>Breast Health: Learn The Facts</i></u> • <u><i>Mammography</i></u> • <u><i>Take Care of Yourself</i></u> • <u><i>Men Can Get Breast Cancer</i></u> • <u><i>Breast Self-Awareness for Hispanic/Latino Communities Presentation (Short Version)</i></u> • <u><i>Breast Self-Awareness for Hispanic/Latino Communities Presentation (Long Version)</i></u> • <u><i>Lazos que Perduran PSAs</i></u>

Summary of this Section

This section of the Toolkit should help you to think about places in your community that can serve as venues for your breast cancer outreach and education, and help you think through questions like:

- Where can I conduct outreach and education in the community that I serve?
- What should I think about when selecting a venue?
- How can I best prepare the venue for outreach and education?
- How can I best prepare myself to conduct outreach and education in the venue I select?
- What do I need to do in advance to prepare?
- What resources are available to assist me with identifying and preparing a venue?

IN THE NEXT SECTION

In the next section of the Toolkit, you will find a summary of resources that are listed throughout this Toolkit (as well as additional resources) that are available to help you:

- Understand your audience
- Develop your message and talking points
- Identify and prepare your venue