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 to prepare 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
- Resource

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 or may not be the first box of the Program Planning Square that you complete. For example, if you have been asked to educate African American women over the age of 60 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 to identify 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 this topic 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 people 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?

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 Black and African American communities. 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 community center that many community members use?

Consider residential centers and neighborhood events as possible venues. Residences can include apartment buildings, senior living complexes and public housing.
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 help you prepare include:
- [ ] Questions to Ask Your Host
- [ ] Preparing Your Venue/Space

<table>
<thead>
<tr>
<th>Venue</th>
<th>Amount of Time You May Have</th>
<th>Potential Audience (Individuals, Groups, Special Audiences)</th>
<th>Things to Consider</th>
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</thead>
<tbody>
<tr>
<td>Schools and daycare centers</td>
<td>Minimum: 5 minutes</td>
<td>• Small and large</td>
<td>• 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.</td>
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<td></td>
<td>Maximum: 60 minutes</td>
<td>• Men and women of all ages groups</td>
<td>• Daycare centers are an especially good place to locate younger women, as many of the children will have parents under the age of 40.</td>
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<td>• Children may attend with their adult caregiver(s).</td>
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<td>• Schools often have classrooms for groups of 25 or fewer.</td>
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<td>• Schools often have large rooms like gymnasiums for large groups of people.</td>
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<td>• Schools often have computers and other equipment that you may use.</td>
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<td>• 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.</td>
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| Faith-based organizations, community centers and apartment buildings/housing complexes | Minimum: 5 minutes  
Maximum: 60 minutes | • Small and large groups  
• Men and women of all ages | • Faith-based organizations, community centers and apartment buildings/housing complexes are venues where you can reach a large audience.  
• Faith-based organizations, community centers and apartment buildings/housing complexes may have rooms for smaller and larger groups.  
• Faith-based organizations, community centers and apartment buildings/housing complexes may have a computer or other equipment for PowerPoint presentations or videos that you may show as part of your workshop. Be sure to ask in advance.  
• Faith-based organizations, community centers and apartment buildings/housing complexes may be able to assist with promoting your event and recruiting participants. Ask if there are people or groups that can assist you with getting the word out. |
| Social and legal service agencies and health clinics       | Minimum: 5 minutes  
Maximum: 60 minutes | • Individuals  
• Small and large groups  
• Men and women of all ages | • Social and legal service agencies and health clinics may be venues where you can reach a large audience.  
• 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. |
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</thead>
<tbody>
<tr>
<td>Community businesses like gyms, coffee shops, beauty salons, barber shops, farmers markets, grocery stores or laundromats</td>
<td>Minimum: 5 minutes</td>
<td>• Individuals</td>
<td>• 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.</td>
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<td>Maximum: 60 minutes</td>
<td>• Small and large groups</td>
<td>• 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.</td>
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<td>• Men and women of all ages</td>
<td>• 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.</td>
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<td>• 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.</td>
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<td>• 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.</td>
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<td>• Some community businesses will host events. You could conduct outreach or education as part of those events.</td>
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<td>Potential Audience (Individuals, Groups, Special Audiences)</td>
<td>Things to Consider</td>
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<td>Homes</td>
<td>Minimum: 30 minutes</td>
<td>• Small groups</td>
<td>• Personal homes make great places for small, intimate discussions.</td>
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<td>Maximum: 60 minutes</td>
<td>• Men and women of all ages</td>
<td>• Hosts are likely to invite their friends and family members, reducing the need for you to recruit participants.</td>
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<td>• Homes may not offer access to computer equipment, so be prepared with print materials.</td>
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<td>• Talk with your host in advance about how to set up the room, if food will be offered and what you can bring.</td>
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<td>• Men may join the discussion.</td>
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<td></td>
<td>• Children may be present.</td>
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<td>Public spaces like trains,</td>
<td>Minimum: 5 minutes</td>
<td>• Individuals</td>
<td>These settings are often most appropriate for one-to-one conversations, rather than small group discussions.</td>
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<td>buses or parks</td>
<td>Maximum: 30 minutes</td>
<td>• Men and women of all ages</td>
<td>• 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.</td>
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<td>• 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.</td>
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<td>• Print materials are not required for one-to-one conversations. But, many educators carry a few educational materials 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.</td>
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### Venue

- **Organizations serving Caribbean or African immigrants, such as consulates**

### Amount of Time You May Have

- **Minimum:** 5 minutes
- **Maximum:** 30 minutes

### Potential Audience (Individuals, Groups, Special Audiences)

- **Individuals**
- **Men and women of all ages**

### Things to Consider

- **Language may be a barrier to getting your message across. Utilize interpretation services, if needed.**
- **Organizations serving immigrants may have rooms for smaller and larger groups.**
- **Organizations serving immigrants may have a computer or other equipment for PowerPoint presentations or videos that you may show as part of your workshop. Be sure to ask in advance.**
- **Organizations serving immigrants may be able to assist with promoting your event and recruiting participants. Ask if there are people or groups that can assist you with getting the word out.**
- **Consulates may need approval through their government before allowing you to conduct outreach or education. Build in time to allow for this process to take place.**

## Special Example: Preparing for Health Fairs

Health fairs can provide opportunities to 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.
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.

<table>
<thead>
<tr>
<th>Learning Topic/Question</th>
<th>Educator Resources</th>
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</table>
| How do I learn more about the community my organization serves, and potential venues for outreach and education? | • Conducting Outreach and Education in Beauty Salons  
• Getting to Know the Community You Serve  
• My Breast Health Resource List  
• Outreach and Education to Faith-Based Organizations  
• Tips for Developing a Good Reputation in Your Community |
| What resources are available to help me prepare for one-to-one conversations?           | • Listen, Respond, Ask  
• Sample Talking Points for One-To-One Conversations |
| How do I learn more about the venue and prepare the space?                              | • Preparing Your Venue/Space  
• Questions to Ask Your Host |
| How do I prepare for a health fair?                                                     | • Preparing for Health Fairs |
| Where can I find more information about the educational materials available and how to use them? | • Komen's Library of Educational Materials  
• Using Your Educational Materials  
• 5 Lifestyle Practices For Better Breast Health*  
• 5 Things To Know About Breast Cancer Screening*  
• 7 Tips For Being Your Own Best Advocate*  
• Breast Health: Learn the Facts  
• Breast Self-Awareness Messages card for African Americans  
• Everything You Should Know If You Need A Follow-up Test*  
• Facts for Life: Mammography  
• Facts for Life: Racial & Ethnic Differences  
• Facts for Life: Triple Negative Breast Cancer  
• How To Get Health Care that’s Affordable (And Good)*  
• How To Take Charge of Your Breast Health*  
• Know Your Normal* |
Where can I find more information about the educational materials available and how to use them?

- Know Your Risk Factors postcard*
- Know Your Risk of Breast Cancer*
- Mammogram FAQ's: Here's What To Expect*
- Men Can Get Breast Cancer
- Poster Set for African Americans
- Questions To Ask Your Doctor About Breast Health*
- Start Talking: The Importance of Family Health History*
- Take Care of Yourself: Young Black and African American Women Talk About Breast Cancer
- What Do Genes Have To Do With Breast Cancer?*
- Breast Self-Awareness for Black and African American Communities Presentation (Short Version)
- Breast Self-Awareness for Black and African American Communities Presentation (Long Version)

*indicates a material from the Know Your Girls™ marketing campaign aimed at young African American women.

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