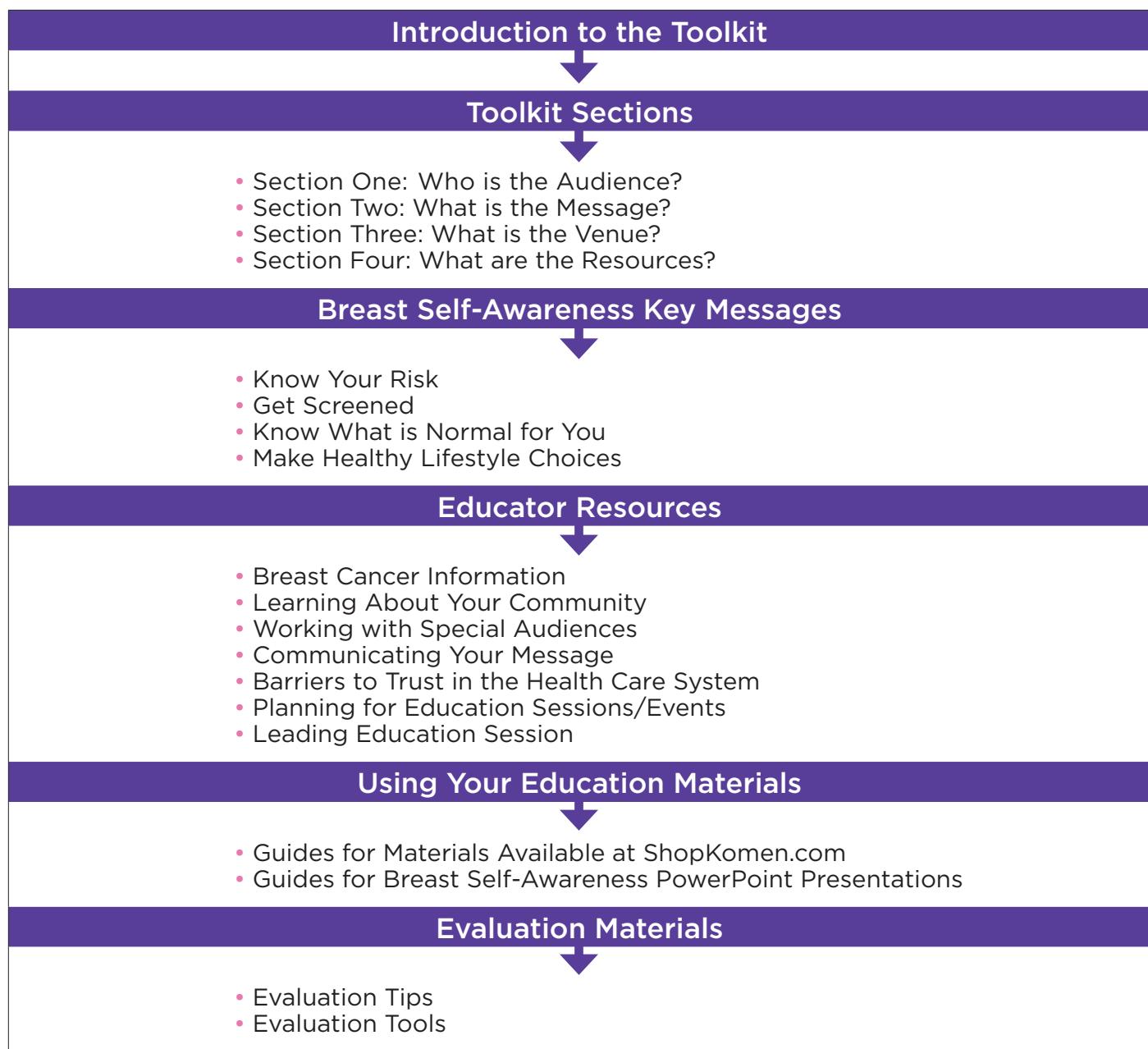


TOOLKIT OVERVIEW



This Toolkit provides educators with information, tools and tips for delivering breast health education to Black and African-American communities. The Toolkit contains culturally-responsive health promotion strategies for you to use in your own breast health education programs. See below for a visual outline of the entire Toolkit.



SECTION DESCRIPTIONS

Introduction

The *Introduction* explains the need for breast health education for Black and African-American communities, defines and explains the role of the Toolkit user and introduces the key Toolkit sections. This introduction also provides information about breast cancer, a discussion of survival rates among this community and an overview of the breast health continuum of care.

Toolkit Sections

The Toolkit sections offer guidance on planning your program and aim to help you answer four key program planning questions. You can think about these questions in any order, but the guidance in each section is intended to be used together. See below for a brief description of the content in each section:

Section One: Who is the Audience?

This section describes the diversity of the Black and African-American populations in the U.S. and tips for learning more about the community you serve. This section also provides specific information about special audiences within your target population.

Section Two: What is the Message?

This section offers a concrete definition of breast cancer, provides an overview of the Breast Self-Awareness Key Messages, as well as actions the audience can take in relation to those messages.

Section Three: What is the Venue?

This section gives tips for identifying, selecting and preparing potential venues for breast cancer outreach and education. This section outlines different types of venues and relevant considerations for each.

Section Four: What are the Resources?

This section provides a comprehensive list of the resources available to educators organized by theme. These educator resources aid in understanding and reaching your audience and tools to help communicate breast health information in Black and African-American communities.

Breast Self-Awareness Key Message Overviews

These overviews on helping your audience understand Komen's Breast Self-Awareness Key Messages. Each key message overview includes talking points, a personal story that illustrates the message, suggested educational materials that you can use in your outreach and education and questions to help you test your effectiveness at communicating these messages to your audience.

Know Your Risk

This overview provides two actions related to the Know Your Risk message. Talking points to use with Black and African-American communities and specific audiences to discuss their risks of developing breast cancer are also included.

Get Screened

This overview provides four actions related to the Get Screened message. Talking points to help encourage women to get screened for breast cancer are also included.

Know What is Normal for You

This overview focuses on talking points for Black and African-American women related to noting changes in how their breasts look and feel and what to do if they notice changes.

Make Healthy Lifestyle Choices

This section provides a comprehensive list of the resources available to educators organized by theme. These resources aid in understanding and reaching your audience and tools to help communicate breast health information in Black and African-American communities.

Educator Resources

The Toolkit provides many individual resource documents that contain specific information that may be relevant to the educators' work within the Black and African-American community. These Educator Resources are grouped together by the theme they address. The various resources contain overviews, tip sheets, checklists and/or charts. Some contain suggestions for delivering culturally-responsive communication. Others have education tips and resources to increase awareness and knowledge of breast cancer in Black and African-American communities. Keep in mind that references to these resources may appear in multiple sections of the Toolkit and often apply to more than one program planning question.

Breast Cancer Information

This group of resources outlines the basics of breast cancer and how breast cancer is diagnosed and treated. These materials also detail rates of breast cancer in Black and African-American women and possible reasons that Black and African-American women may not get screened.

- [Breast Cancer & Risk](#)
- [Breast Cancer Screening, Diagnostic and Treatment Information](#)
- [Breast Cancer Among Black and African-American Women](#)
- [Barriers to Screening and Health Care](#)

Learning About Your Community

This group of resources includes tools to develop a good reputation in your community and ways to learn more about how to meet your community's needs.

- [Getting to Know the Community You Serve](#)
- [Tips for Developing a Good Reputation in Your Community](#)
- [My Breast Health Resource List](#)

Working with Special Audiences

These resources focus on working with special audiences within the Black and African-American communities, including Black Immigrant populations and Black and African-American audiences in rural areas.

- [Culturally-Responsive Communication with Black Immigrants](#)
- [Health Care Perceptions and Barriers to Access Among Black Immigrant Populations](#)
- [Outreach and Education to Rural Black and African-American Communities](#)

Communicating Your Message

These resources offer tips for communicating with Black and African-American communities about breast health, including specific talking points related to cultural norms and how to address potential barriers.

- [Applying Culturally-Responsive Communication in Black and African-American Communities](#)
- [Introduction to Adult Learning Principles](#)
- [Listen, Respond, Ask](#)
- [Sample Talking Points for One-to-One Conversations](#)
- [Barriers to Screening and Suggested Responses](#)
- [Tips for Using Text Messaging and Social Media for Outreach and Education](#)
- [Responding to Questions About Breast Self-Exam](#)

Barriers to Trust in the Health Care System

These resources address Black and African-American communities' mistrust of the U.S. health care system and provide tips and responses to overcome issues of mistrust and fear.

- [Mistrust in the Health Care System Among Black and African-American Communities](#)
- [The Tuskegee Syphilis Study](#)

Planning for Education Sessions/Events

These resources specifically help educators plan and facilitate their outreach and education events. Tips for preparing a venue, interacting with a host and suggestions for activities in different outreach settings are included.

- [Program Planning Square](#)
- [Sample Sign-In Sheet](#)
- [Sample Flyer](#)
- [Questions to Ask Your Host](#)
- [Conducting Outreach and Education in Beauty Salons](#)
- [Outreach and Education to Faith-Based Organizations](#)
- [Preparing Your Venue/Space](#)
- [Preparing for Health Fairs](#)
- [Activities](#)

Leading Education Sessions

These resources are designed to help you prepare to lead a breast health education session, identifying methods for delivering content and addressing specific challenges that may occur.

- [Leading a Breast Health Session](#)
- [Tips for Handling Children in the Audience](#)
- [Handling Different Personalities](#)
- [Handling Challenges in Group Discussions](#)
- [Tips for Handling Tough Questions](#)
- [Talking to Your Audience About Clinical Trials](#)
- [Tips for Making Healthy Lifestyle Choices](#)

Using Your Educational Materials

There are many colorful and concise educational materials available through ShopKomen.com. These materials can be used for a variety of purposes. Most can be given directly to your audience members as a handout to summarize or illustrate your message. They can also be used to give your audience more information. These educational materials can be downloaded and printed free of cost or can be purchased. The two PowerPoint presentations are available for free download through KomenToolkits.org.

- [Breast Self-Awareness Messages Card](#)
- [Breast Health Basics](#)
- [Breast Health Bookmark for African-Americans](#)
- [Breast Health: Learn the Facts](#)
- [Mammography Card](#)
- [Poster Set for African-Americans](#)
- [Facts for Life: Racial & Ethnic Differences](#)
- [Facts for Life: Triple Negative Breast Cancer](#)
- [Take Care of Yourself](#)
- [Men Can Get Breast Cancer](#)
- [Breast Self-Awareness for Black and African-American Communities Presentation \(Short version\)](#)
- [Breast Self-Awareness for Black and African-American Communities Presentation \(Long version\)](#)

Evaluation

This group of resources provides educators the tools to evaluate their breast health outreach or education programs. It includes survey questions that can be given to the audience in a written form or asked verbally in one to one conversations. There is also a modifiable tool to track responses.

- [Tips for Evaluating Your Program](#)
- [Oral Evaluation Survey](#)
- [Written Evaluation Survey](#)
- [Evaluation Tracking Tool](#)