

SUSAN G. KOMEN®

Braille Breast Self-Awareness Messages Brochure

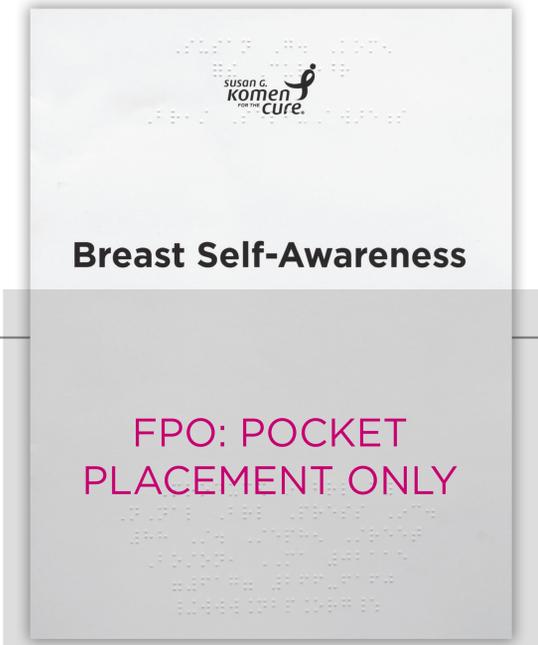


Susan G. Komen® is the world's largest grassroots organization of breast cancer survivors, co-survivors and advocates working together to save lives and end breast cancer forever. The Health Education team at Komen headquarters translates science, new discoveries and sometimes confusing public messages into information that people can use. The team focuses on providing educational content through a variety of venues and resources including website content, print materials, helpline services and training.



1 PROJECT DESCRIPTION

The purpose of this project was to fulfill a need to provide breast cancer information to blind communities. The requests we received demonstrated a need to reach blind populations in various Komen service areas with our important breast self-awareness messages; know your risk, get screened, know what's normal for you and make healthy lifestyle choices.



2 BACKGROUND

Today, it is estimated that nearly 25 million American adults reported having significant vision loss. Blindness and vision loss most often occurs with advancing age, with half the number of blind people being over the age of 65. Individuals who are blind or have significant vision loss face unique challenges in accessing adequate levels of health care. This brochure can be utilized in multiple settings to effectively deliver information about the importance of breast self-awareness to the blind.

This educational brochure was designed for this target population because it uses the Braille raised dot system of reading and writing, in a plain, easy to understand and culturally appropriate language. This piece should help the blind become familiar with the eight warning signs of breast cancer that should be reported to a health care provider. This brochure will empower blind individuals to take charge of their health by presenting fundamental information in a familiar format. The Braille Breast Self-Awareness Messages brochure will make an impact in this target population by providing potentially life-saving information.

3 GOAL

To provide information to blind communities about the importance of breast self-awareness and empower individuals to take action that may impact their health.

4 OBJECTIVE

Create a targeted brochure for the blind to provide Komen's breast self-awareness messages in Braille.

5 IMPLICATIONS FOR POLICY, DELIVERY OR PRACTICE:

As of today, the availability of health education pieces, such as the Braille Breast Self-Awareness Messages brochure, is not widely publicized. Without this type of information, blind individuals face many challenges regarding their health, especially their breast health, that may prevent them from accessing quality care. This brochure will help empower blind women to take charge of their health by breaking down these barriers by providing relevant information about Komen's breast self-awareness messages, in a useful format.

6 OUTCOMES

The Braille Breast Self-Awareness Messages brochure was made available to the public in December of 2012. The outcomes and impact related to the relevance and usefulness of this piece are currently being evaluated. Feedback received thus far indicates that those who have purchased the brochure find it very useful and have no suggestions for changes to the brochure. Additionally, those who purchased the brochure, plan to use the material as a supplemental piece in health education programs that were developed to educate others about the importance of breast self-awareness.