

Campaign Materials

The following materials are examples of Campaign Materials used by the Lay Health Advisors.

These include items such as:

- Church fans
- Brochures (including examples of brochures targeted for each county)
- Posters
 - Posted in community centers, churches, health departments, stores, hair salons, etc.
- Holiday cards
 - Distributed in churches and by LHAs to women in their social networks
- Information card
 - Distributed by LHAs at churches and community events
- Photo of campaign t-shirts and hats
 - LHAs wore these, as well as pins, to raise awareness about breast cancer and that a network of local women was available to provide support and information
- Photo of beaded necklaces
 - LHAs wore these necklaces to prompt discussion and as a teaching tool on the benefits of mammography
- Breaking the Silence DVD

Many of the materials were adapted for each county to portray local resources and people.

Church Fans



David Stone

