

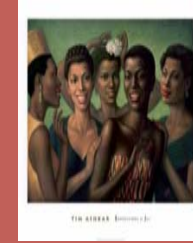
GIRLFRIENDS' BRIGADE


Opening the Door to Breast Cancer Awareness Month

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Executive Director
Witness Project of CT

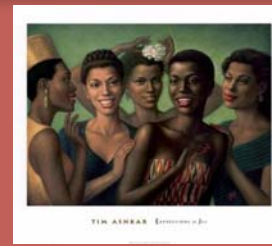


Door to Door Campaign



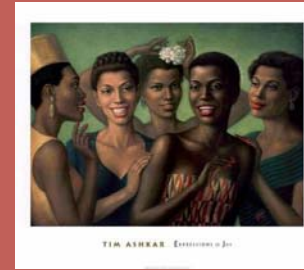
 Outreach in inner city neighborhoods to 500 women during Breast Cancer Awareness Month

PREWORK



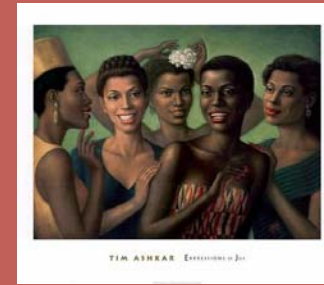
- Establish a few networks of women who work, worship or are family members. (Girlfriends' Brigade)
- Educate Girlfriends on door to door outreach & breast health - they recruit other girlfriends
- Identify Team Leaders

Method



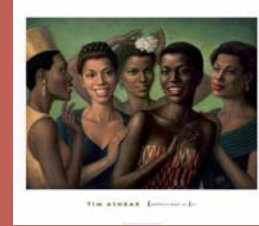
- Breakfast training session
- Assign team leader
- Assign minimum of six women to leader
- Assign territory

GOALS



- CREATE BREAST CANCER AWARENESS
- OPINION SURVEY
- PROVIDE ONE ON ONE BREAST HEALTH EDUCATION
- IDENTIFY UNINSURED WOMEN FOR THE BCC PROGRAM

TARGET AUDIENCE



 Women not in the loop

 Inner city women

 Uninsured women

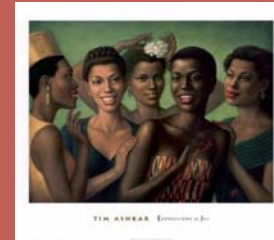


Door to Door Campaign



- Two minute talk about mammograms
- Women reached receive breast health gift bag (calendar, pen and shower card)
- Women who respond - no insurance (Given mammogram referral)
- No one home, "sorry we missed you door hanger" with bse card and free mammogram coupon attached

EVALUATION

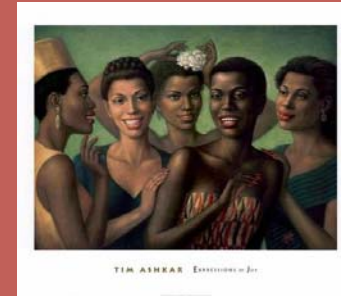


- # Women reached
- # Women referred to BCC
- # Doors knocked
- # Sisters' Brigade Participants
- # Surveys returned

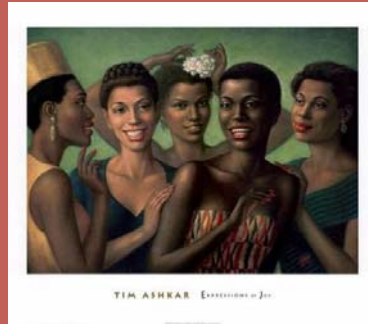
COMPENSATION

- Breakfast
- Tee Shirt / Cap
- Stipend (under discussion)
- Rally w/refreshments
- Budget \$250 per team

(Tee shirt, cap, light breakfast, rap up refreshments)



GIRLFRIENDS' BRIGADE MOTTO



 ***I AM MY SISTERS' KEEPER***

i AM MY SISTERS' KEEPER

