



County of Marin Community Service Fund Program Application Form

Application Date September 30, 2020

Fiscal Year July 1, 2020 - June 30, 2021

Organization Information

Full Legal Name: Zero Breast Cancer

Organization URL: www.zerobreastcancer.org

Mission/purpose of your organization:

Zero Breast Cancer promotes breast cancer risk reduction, and recurrence risk reduction, through translation of scientific research and evidence-based recommendations that support health and wellness at key stages of life.

Grant Request Information

Program/Project Name: Health and Wellness Fact Sheets for Breast Cancer Survivors and Caregivers

Summary of how County funds would be used for project:

Create, print and distribute new, evidence-based Fact Sheets in English and Spanish on priority topics to support the health and wellness of breast cancer survivors and those who care for them.

Amount Requested Dollar: Create, print and distribute new, evidence-based Fact Sheets in English and Spa

Total Project Cost: \$23,530.00

Description of the proposed project/program, including the proposed project's goal(s), and the nature of the costs in specific terms, i.e. materials, labor costs, etc. Specifics of how the requested County funds will be used.

ZBC proposes to adapt newsletter articles developed in collaboration with SF Bay Area researchers and breast cancer survivors for the Kaiser Permanente (KP) Pathways Study of Breast Cancer Survivorship newsletters. Three articles will be edited to further lower the reading level and re-designed for the new format: a 4-page Fact Sheet (17" X 11" double-sided, folded) with larger font and new images.

The first two articles, on Memory & Thinking Problems and Neuropathy, were distributed to KP Study members in an English language newsletter and electronically as ZBC blogs in 2019-2020. Many study participants reported that they had not known that these were side effects of cancer and treatment, leading some to recognize issues they faced and seek treatment. The third article, to be completed in November 2020, is on Healthy Habits to Reduce the Risk of Recurrence.

The newsletter articles are researched and written by ZBC's bilingual Survivorship Program Director, with assistance from one of the survivors on the KP Study Community Advisory Board (CAB). Other CAB members have and will continue to contribute content and editing input, compensated and in-kind. Spanish language translation is being provided by a native speaker volunteer.

Each original article took more than 80 hours of ZBC staff time and we allotted 80 hours for the third. We estimate that adapting each article into a Fact Sheet will require 60 hours for editing, identifying new photos and graphics, layout and reviewing proofs for each English/Spanish set. We are requesting county funding for half (\$4050) of the 180 total hours. Ten hours will be dedicated to disseminating the Fact Sheets in Marin County. We will print 1,000 copies (0.40/copy) in English and 500 copies (0.70/copy) in Spanish of each of three, plus shipping, totaling \$2430.

List of all community interests that will be affected by the proposed project/program and the public benefit to be derived from it:

The breast cancer survivorship Fact Sheets will be designed for people with breast cancer and those who care about them. Educating survivors is critical in Marin. From 2013-2017, almost 1,500 Marin women were diagnosed with invasive breast cancer, the highest female breast cancer incidence rate in the state. We also had the fifth highest survival rate, resulting in more survivors per capita than other California counties.

Survivors often report feeling they should be able to return to their previous life when they finish active treatment; these Fact Sheets will help them manage expectations. Most people have a "new normal" as they adjust mentally

and physically, which impacts their social roles. Caregivers also need to understand these changes in order to better support survivors.

This campaign will focus on reaching lower income, racially diverse and immigrant communities. The topics were identified through our California Breast Cancer Survivorship Collaborative with Marin Cancer Care, UC San Francisco and 8 community based organizations. In 2017, we surveyed lower-income regional breast cancer survivors in English, Spanish and Chinese to prioritize issues they wanted more information about.

The Fact Sheets seek to improve the health and quality of life of breast cancer survivors. People who are older, non-native English speakers, and those with low income and/or education generally have lower health literacy and will benefit most from accessible information. Members of these communities are also at risk for poorer cancer outcomes. Spanish-language Fact Sheets will help some of Marin's 30,000 Spanish speakers.

We will distribute Fact Sheets to local breast cancer support groups and healthcare providers, including our partners at Marin Cancer Care. Free materials will also be available at Kaiser Permanente-San Rafael Oncology Services; Sutter Health-Novato Breast Health Services and Institute for Health and Healing; Marin Community Clinics; and other Marin venues.

This organization has never received Community Service funds.

No County funding was received for this project or others.

Project/program can be completed if amount received is less than requested amount of Community Service funds.

Applicants are encouraged to leverage funding from other non-County sources, and priority will be given to requests that represent no more than 50% of total project cost. To demonstrate all sources of project funding, including other County sources, please provide a project/program budget below. Please fill in as applicable, and round to the nearest dollar.

Project Funding Sources	Funding Agency	Funding Requested	Received	Notes
County CSF		\$6,930	\$0	<i>Printing, Half of Fact Sheet creation</i>
Federal Grant	NCI / KP Contract	\$15,300	\$7,500	<i>Articles, Half of Fact Sheet creation</i>
State Grant		\$0		
Individual Contributions				
Other Local Agencies				
In kind services	Study CAB, Translator	\$1,300	\$900	<i>Writing, translating</i>
Other				
Total Sources		\$23,530	\$8,400	
Project Expenses		Budgeted	Spent to Date	Notes
Personnel Costs		\$21,000	\$8,300	<i>Includes in kind time contributed</i>
Services and Supplies		\$2,530	\$100	
Capital			\$0	
Other				
Total Expenses		\$23,530	\$8,400	