

*Appleton City High School
FBLA
Chapter #14864*

Community Service Project

Missouri

*Girls' Day Out 2018-2019
One Town, One Community, One Fight*

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Forward

As we age, we tend to forget information from our childhood. For example, I hardly remember who was in my kindergarten class, or who my teacher was, but I do remember one night of my childhood as if it had just happened yesterday. Mom and Dad were at a doctor's appointment and that meant that I was allowed to stay with my Grandpa and Grandma Fischer. The night had been amazing. As Mom and Dad pulled in the driveway, I chose my usual stealth location under the dining room chairs because I was enjoying my stay. Despite my efforts, my cover was blown and I had to go into the entry way and put my coat and shoes on to leave. What happened next is something I will never forget. My parents broke the news to my grandparents that my mother had been diagnosed with stage two breast cancer. While I did not know what breast cancer was, I knew that it was bad, and I knew that my mother might not be around near as long as I hoped she would be.

-James Fischer

Purpose

In today's society, the immense impact of breast cancer is evident within the lives of families across the United States. Breast cancer is the second deadliest cancer to women, and one in every eight women will be diagnosed with this devastating disease during their lifetime. In 2019, an estimated 266,120 women will become a victim of breast cancer. Currently, over 3.1 million women spend each day battling breast cancer, but not all of these victims are victorious. This year, approximately 41,760 women will lose their fight with breast cancer. That is 41,760 daughters, sisters, aunts, mothers, and grandmothers missing from their loved ones lives (Breastcancer.org). Our community recognizes the importance of battling back so that no one stands alone. One town, one community, and one fight to spread awareness and diminish the reach of breast cancer.

History

Promoting breast cancer awareness in our community began in 2008 after our local FBLA adviser fought and beat breast cancer. Her students were impacted greatly by her battle, and the emotional experience moved her chapter to take a stand against breast cancer. In an effort to wage their own campaign against the deadly disease that had afflicted their mentor, the students began organizing "Pink Nights." At these events, t-shirts were sold, faces were painted, and sponsorships were purchased by businesses. Each of these endeavors were implemented in the name of donating money to the Susan G. Komen foundation.

In the following years, the Pink Night campaign thrived as new events were added and old events expanded. The students were overwhelmed with the endless philanthropy of the community and resolved to give back to those who had been so generous. As a result, the committee decided to begin focusing their efforts on establishing more localized assistance. Cancer Coaches, a non-profit organization, launched in 2014 with the mission of offering monetary and moral support to breast cancer victims within the community. However, women currently battling breast cancer were not the only individuals to receive support. Through Cancer Coaches, grants were offered to women unable to afford a deductible or copay for a mammogram.

Statement of Project Goals

While the Pink Night events have remained successful over the years, it was felt that even more could be done. The Pink Night events impacted the community and spread awareness, but the assistance provided to those currently being treated was not enough: we needed to expand our base. Three goals were set for this year's project:

- to continue serving those suffering from breast cancer,
- help with breast cancer prevention and detection efforts, and
- assist survivors who have already passed through the trials of cancer form a support network.



Helping individuals already diagnosed with breast cancer had been the goal of our chapter’s community service project since the very beginning and it was not something that we were going to quit. In order to assist those impacted in our area, we continued to reach out and provide resources, as well as connect them with past survivors who could offer them comfort and support.

The second goal, detecting and preventing the spread of breast cancer, was set due to the fact that many women are unaware that breast cancer can set in at younger ages and that it does not necessarily follow family history. Preventing breast cancer, or detecting it early, is also important in saving lives. Cancer caught in early stages is much easier to eradicate than cancer that is further developed. According to the American Society of Clinical Oncology (ASCO), the five year survival rate of individuals with breast cancer detected only in the breast is ninety-nine percent while individuals with cancer in other distant parts of their bodies have an abysmal five year survival rate of 27% (American Society of Clinical Oncology).

The community service project’s third goal was to connect those who had already survived breast cancer. Although survivors have made it through the trials and tribulations that any cancer brings with it, they are still not completely in the clear and the team wanted them to know that they are not alone. If the team was to connect survivors, they would not only be expanding the network of survivors and allowing them to support each other, but the team would be bringing together a large group of individuals who could help support those currently dealing with breast cancer.

Community Research

In order to achieve the second project goal of detecting and preventing the spread of breast cancer, the community service project team desired to bring the most modern technology in mammography to Appleton City. During research, the team discovered that locations offering mammograms were not conveniently available in the area, but the closest facilities did not even have the capability of performing a 3-D mammogram, the most advanced form of this technology.

The concept of a 3-D mammogram and why it is superior to the 2-D mammogram is in the name. 3-D mammograms allow oncologists to view the breast tissues more thoroughly because a cross sectional image is able to be analyzed. According to AARP, a recent study supported by Hologic Inc., a medical technology company that focuses on women’s health, proved the superiority of the 3-D mammogram. In this study, the 3-D mammogram detected 59 cases of breast cancer while the 2-D was only able to detect 39 cases out of the 7,300 women examined (Simon). Along with the lack of 3-D mammogram facilities in our area, 3-D mammograms are often not covered by insurance and may cost up to \$100 more than a traditional 2-D mammogram (Simon).

Nearest 2-D Mammogram Facilities	
Facility Location	Distance from Appleton City, Missouri (miles)
Bates County Memorial Hospital	20.8
Golden Valley Memorial Hospital	29.2
Cedar County Memorial Hospital	35
Cass Regional Medical Center	50

Nearest 3-D Mammogram Facilities	
Facility Location	Distance from Appleton City, Missouri (miles)
Belton Regional Medical Center	63.6
Lee’s Summit Medical Center	69.3
St. Luke’s East Hospital	71.6

Planning and Development

As the 2018-2019 school year approached, the community service committee led by James Fischer, Austin Oehring, and Sarah Parsons began seeking new opportunities to advocate for breast cancer awareness and increase the impact of Cancer Coaches in the community. Melissa Fletcher, Ellett Memorial Hospital (EMH) Administrator, proposed partnering to host a special event. The committee immediately accepted the invitation to collaborate, and the initial meeting was set for July 10, 2018. Our team knew that such an event had the potential to be powerful and purposeful, but we didn't realize just how much the event's impact on the community would surpass our already soaring expectations.

Girls' Day Out Committee Meetings

The committee for the event consisted of community leaders, FBLA students serving on the community service committee, and hospital staff. Semi-monthly meetings were held at the hospital. Additional meetings were held at the school beginning in September. After extensive planning, our team assumed the responsibility of designing the t-shirts, preparing and distributing order forms, completing t-shirt orders and delivery, and creating and implementing a strategic marketing plan for Girls' Day Out.



Community Service Project team meeting with EMH staff and community leaders

T-Shirt Design and Ordering

Designing the t-shirts for the event was a challenge. The t-shirt was constructed to serve a dual purpose; it was essential that the design was appropriate for both Pink Night and Girls' Day Out. Our partners at EMH had a custom logo made for the event. This logo was utilized on the back of the shirts in order to incorporate Girl's Day Out into the design. The front of the shirt was reserved for the 2018-2019 Pink Night slogan. After hours of consideration, our team selected "One town, one community, one fight." The expression embodies our mission of uniting in the fight against breast cancer. We chose to include the phrase "One community" as it represents more than just our small town by embracing the encompassing areas. "One fight" reflects the theme of athletics which serves as the setting of each of our Pink Night events.

Marketing Plan

The information packets dispensed to local businesses were created by the FBLA members. These packets included sponsorship sheets, which allowed businesses to donate to the event. In order to encourage sponsorship to fund Girls' Day Out, the committee developed sponsorship packages. FBLA members were able to work alongside EMH administrators and staff to create these package levels. It was up to the community service project team to present the sponsorship levels to businesses while distributing these information packets (Appendix A). In addition, information on the mammogram unit, a survivor recognition sign-up sheet, and a t-shirt order form were provided. Distributing the packets to businesses allowed the community service project team to easily publicize the event as well as obtain an estimate of how many survivors would be attending Girls' Day Out.

SUNDAY, OCTOBER 7th, 2018
ELLETT MEMORIAL HOSPITAL
 12:00 p.m. - 5:00 p.m.

- Onsite Mammograms (financial assistance available)
- Guest Speakers
- Educational & Support Booths
- Vendors & More!

SEE A FBLA MEMBER TO ORDER YOUR SHIRT TODAY!
 Adult, Youth, & Toddler Sizes Available
 \$15.00 each

All proceeds from FBLA T-Shirt sales will be donated to the Ellett Memorial Hospital Foundation

ACHS 2018 Pink Night Schedule

VOLLEYBALL Thursday, October 4th Appleton City vs. Liberal	BASKETBALL Friday, November 30th Appleton City vs. Kingsville
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Along with distributing packets to local businesses, the community service project team publicized Girls' Day Out at multiple events including the Appleton City Car Show, the Appleton City Health Fair, and a Volleyball Pink Night. Social media, the local newspaper, and the city hall's electronic billboard were also utilized in the promotion of Girls' Day Out.



Implementation

Although the community service project team had set up a marketing plan as well as prepared sponsorship packages and t-shirts, they had not yet been to any of the mentioned events, and it was time to get the ball rolling for Girls' Day Out.

Appleton City Health Fair

Every year, EMH hosts an event that promotes various health organizations as well as provides different family friendly activities. Last year, the Health Fair was on August 4, 2018, and the community service project team and the hospital staff set up a booth containing a poster, t-shirt order forms, and other information about Girls' Day Out. The community service project team then moved across the event and greeted participants with t-shirt order forms and information about Girls' Day Out. Many of the individuals greeted supported the idea of Girls' Day Out and were enthusiastic about the event.



FBLA officer, Sarah Parsons, at the AC Health Fair, hands out t-shirt order forms and flyers promoting Girls' Day Out.

Volleyball Pink Night and Pink Week

Although aspiring to improve upon the accomplishments of their predecessors and breathe new life into the Community Service Project, it was imperative to continue the Pink Nights that the ACHS FBLA had been hosting not only because the Pink Nights have always been so successful, but because the community service project team knew that the volleyball Pink Night would be a perfect way to promote Girls' Day Out. Along with continuing the volleyball Pink Night, a Pink Week was started. Pink Week included a dress up day each day leading up to the volleyball game. On Monday, everyone wore their pajamas, Tuesday was crazy hair day, Wednesday consisted of students dressing like it was the 70's to "Peace Out Cancer," and on Thursday, everyone wore pink to "Block Out Cancer." Participation was excellent and the excitement and anticipation for Pink Night grew with each day growing closer. A crowd full of our Girls' Day Out shirts filled the stands as the Bulldogs took the win versus the Hornets!



ACHS Students garnered pink for the Volleyball Pink Out vs. the Liberal Hornets.

Girls' Day Out: The Main Event

Although organizing and advertising for Girls' Day Out took much time and effort, one major object prevented the community service project team from considering the job complete: the event itself. Girls' Day Out was held at EMH in Appleton City, Missouri on Sunday, October 7, 2018, at 12:00 p.m. While the event did not start until noon, the chapter had been hard at work for hours beforehand. At 10:30 a.m., FBLA members assembled at the hospital to begin decorating. After decorating multiple rooms and helping organize the food, the event was ready. During Girls' Day Out, ACHS FBLA members greeted individuals as they arrived at the event to inform them of everything the event had to offer, distributed gift bags to breast cancer survivors attending the event, coordinated the mammogram waiting room, and assisted vendors if they requested help. All the proceeds raised went to the Ellett Memorial Foundation in order to cover the cost of Girls' Day Out including the 3-D mammography unit, vendors, and catering.

Vendors for Girls' Day Out

- Heartland
- Compassus – Hospice & Palliative Care
- Central Care Cancer Center
- Color Street Nails
- Heart & Soul Massage
- The Cupcake Place
- Rustic Honey Boutique
- Thrive Magazine

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As well as offering mammograms, items for sale, and other women's health related information, Girls' Day Out offered survivors a chance to form a network. The event consisted of four guest speakers:

- Julie Grubb, Ellett Memorial Hospital
- Jill Fischer, Thrivent Financial
- Beverly Vote, Thrive Magazine Publisher, and
- Margery Tomain, Author and Healthy Life Advocate.

Each of these speakers was all able to give their testimonies and provide different points of view on the tribulations of breast cancer. Through these testimonies, the women attending the event were able to form long lasting connections.



“Embracing the attitude of gratitude is what I attribute to my survival.”

—Beverly Vote

After listening to guest speakers, the women attending Girls' Day Out were able to purchase items from vendors, take light hearted pictures in a photo booth, or even receive a complimentary chair massage if they had signed up for a 3-D mammogram.



Breast cancer survivors attending Girls' Day Out



ACHS FBLA members testing out the photo booth



FBLA members ready to greet attendees

Basketball Pink Night

While the Volleyball Pink Night was an amazing chance for the community service project team to inform the community about the Girls' Day Out event at the hospital, the Basketball Pink Night was a great opportunity for the community to view the results of Girls' Day Out as well as continue the promotion of breast cancer awareness. While the Pink Out for the Volleyball Pink Night had resulted in a great turnout, the Basketball Pink Out was promoted even more by the community service project team, and the results were amazing. Over eighty-percent of the ACHS student body wore pink for the game against Kingsville!



While the Pink Outs are always a huge part of the community service project, the project team could have never anticipated the jaw dropping turnout rate of over 80%. Instead of taking the picture in the commons area of the high school as usual, the team was forced to move the picture to the gym in order to fit everyone in the frame.

Evidence of Publicity

The community service project team first took to the Appleton City High School Facebook page. The team knew it would be a fantastic way to reach as many people as possible to come to Girls' Day Out. ACHS is very active and quick to share information with students, parents, and members of the community on this page, so many people follow. Appleton City's amazing community saw this post and shared away!



The team created flyers for the volleyball and basketball Pink Night games, as well as for Pink Week. Flyers were posted around the school building and at local businesses to advertise the events.

Pink Night

THIS FRIDAY, NOV. 30th
5:30 p.m. @ Home vs.
Kingsville
WEAR PINK TO SCHOOL!

WEAR YOUR PINK
to support the Bulldogs and the fight against Breast Cancer



EXTRA T-SHIRTS FOR SALE IN BUSINESS ROOM (ALL SIZES)



THE LITTLE APPLE



Published by the Appleton City Industrial Development Committee

This year's Volleyball Pink Night game will be held on Thursday October 4. FBLA will have an informative booth, face painting and t-shirt order forms available. Everyone is encouraged to wear pink to the game to support the battle against breast cancer. This year, there will not be a football pink night because there are no home games. The basketball pink night will be played at home on November 30. If anyone wants a T-shirt they can get an order form at the school or at the pink night games.



The Appleton City Journal, the local newspaper, was amazing throughout the entire process; explaining Girls' Day Out, how to get involved, how to sign up and attend, and lastly, the goals the community service project aspired to accomplish with this event. The team also advertised in our local newsletter, The Little Apple. At the end of the event, an article was published showing a picture of the team donating their profits to the EMH board members.



Impacts and Benefits

The main focus of the community service project over the past year was to reach more people than had ever been reached before. The team not only desired to continue emphasizing breast cancer awareness, but to truly assist with detecting and preventing the terrible disease.

Impact on the Community

Initiating awareness within the community was one of the great accomplishments of the community service project. Countless individuals were able to be reached through publicity efforts consisting of newspaper articles, flyers, and the process of reaching out to businesses.

While awareness was spread throughout the community, the result of the awareness is what was truly important. Overall, 75 individuals attended Girls' Day Out, 35 received mammograms, and 7 survivors were recognized within our community. Not only were the individuals attending the event impacted; over \$4000 was raised to fund the event as well as help individuals in our area that are suffering. While these numbers may not sound like much, Appleton City only consists of just over 1,000 people and the few hundred from the surrounding area.



The mobile 3-D mammogram unit allowed the community service project team to achieve the goal of detecting and preventing the spread of breast cancer.

Impact on the School

Although the community service project has been promoting breast cancer awareness since 2008, the individuals within our school are still very active and involved with our project. Along with being allowed to dress up in ridiculous outfits for Pink Week, the students at Appleton City High School are now more aware of the dangers of breast cancer. The fact that over eighty-percent of our student body participated in Pink Week and our Pink Outs is proof enough that what we are doing is truly making a difference in the lives of our peers. With the continued success of the Breast Cancer Awareness Community Service Project, the members of FBLA will be able to reach a whole generation of ACHS students.

Concepts Learned

During the breast cancer awareness community service project, FBLA members learned many valuable skills.

Learned Concepts Through Activities
Developed marketing skills by preparing a sponsorship incentive plan
Assisted in budgeting for the event by working with the hospital administrator
Improved presentation skills by presenting to the Girls' Day Out Committee and local businesses
Worked on meeting deadlines for promotional planning, t-shirt designs and orders, and publicizing Girls' Day Out
Utilized computer knowledge and design skills to create the t-shirt design, logos, and marketing materials



Project Evaluation

Appleton City’s FBLA Breast Cancer Awareness Community Service Project was a great accomplishment. This project will leave a long lasting impact on the Appleton City community not only because of the FBLA members’ dedication to the project, but also their desire to make a difference in the community.

Goal Evaluation

Serve those suffering from breast cancer	The community service project achieved its first goal by raising money for Cancer Coaches, a nonprofit organization that assists individuals within the community who are currently suffering from breast cancer. The funds raised allowed Cancer Coaches to maintain its current funding level while also being able to assist in the sponsorship of Girls’ Day Out.
Assist with breast cancer prevention and early detection efforts	Due to the cooperation between EMH and the ACHS FBLA chapter, enough funds were raised to host a 3-D mammography unit. Rural hospitals are not able to provide mammograms locally so residents must travel and this expense is not always feasible.
Form a support network for breast cancer survivors	Survivors within the community were not only able to form a network with other local survivors at Girls’ Day Out, but they were able to reach out and form a multi-community network with survivors from across Missouri.

Chapter Involvement

Activity	Members Involved	Hours of Service
Ellet Memorial Meetings	3 Members (12%)	20 Hours
Committee Meetings	3 Members (12%)	36 Hours
Advertising	3 Members (12%)	10 Hours
T-Shirt Committee	3 Members (12%)	10 Hours
Basketball Pink Night	4 Members (16%)	5 Hours
Volleyball Pink Night	4 Members (16%)	10 Hours
Girl’s Day Out	20 Members (80%)	8 Hours
Appleton City Health Fair	4 Members (16%)	4 Hours
Pink Spirit Week	25 Members (100%)	15 Hours
Totals	25 Members (100%)	118 Hours

Future Improvement

While the community service project and Girls’ Day Out were both major successes, they were not without their flaws.

The first and foremost improvement that the community service project team would like to make is the way social media was used. While there was a social media presence, the team believes that the Facebook page created for the event by the hospital could have been more active. Next year, the team would like to post to the page more often in order to reach more individuals throughout the community.

Along with the desire to attract more people to Girls’ Day Out by the proper use of social media, the community service project team would like to have more time slots available for 3-D mammograms. The

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slots filled up very quickly and many women that attended were not able to receive a mammogram due to time constraints.

Finally, the community service project team would like to change the arrangement of the event within the hospital to allow more individuals to be involved. If the layout of the event is improved, it should also be easier for attendees to see all the vendors and informational booths.

ACHS 2018 Pink Week

- Monday, October 1st: Pajama Day
- Tuesday, October 2nd: Crazy Hair Day
- Wednesday, October 3rd: Peace Out Cancer (70's Day)
- Thursday, October 4th: Block Out Cancer (Wear Pink!!)
Pink Night Game @ Home vs. Liberal at 5:30 p.m.
- Sunday, October 7th: Girl's Day Out at Ellett Memorial Hospital Starting at 12:30 p.m.



Flyers were put up throughout the school during Pink Week so the whole student body would know what to wear.



Pictured to the right are enthusiastic members of the ACHS student body participating in Pink Week by wearing their wonderful animal pajamas.



Faces were painted at both the volleyball and basketball Pink Nights in order to raise breast cancer awareness.



A banner was created and displayed on the gymnasium wall for the volleyball and basketball Pink Nights.



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Appendix A: Sponsorship Packages

Sponsorship Packages

Platinum (\$1000+ Contribution)

- 10 minute speaking session during the event to highlight the company's involvement and outreach regarding Breast Cancer awareness and support
- Radio Advertisement as a Platinum Sponsor
- 3X5 sign displayed at the event (sponsor may bring their own if preferred)
- Featured on the mailer distributed to outreach area
- Advertisement on the event t-shirt
- Designated Vendor booth
- Featured on the event program

Gold (\$500-\$999 Contribution)

- 3x5 sign displayed at the event (sponsor may bring their own if preferred)
- Featured on the mailer distributed to outreach area
- Advertisement on the event t-shirt
- Designated Vendor booth
- Featured on the event program

Silver (\$200-\$499 Contribution)

- Advertisement on the event t-shirt
- Designated Vendor booth
- Featured on the event program

Bronze (up to \$200 Contribution)

- Advertisement on the event t-shirt
- Featured on the event program



Appendix B: Girls' Day Out Sponsors

Appleton City Bulldogs



Ellett Memorial Hospital

Cancer Coaches

St. Clair County State Bank

**CENTRAL
CARE
CANCER CENTER**

Community First Bank member FDIC

Food Fair

Hawk's Auto Body

H&E West Missouri Vet Clinic

Heart and Soul Wellness

Heartland Hospice

Hospice Compassus & Palliative Care

Petals West

Sonic of Butler

Zink Motors



Appendix C: Acknowledgements

The Appleton City FBLA would like to thank:

- Ellett Memorial Hospital for donating their time and participating in the breast cancer awareness community service project
- Appleton City High School teachers, administrators, and staff for all the support throughout the project
- FBLA adviser, Alex Franklin, for all the support, time, and effort
- FBLA members for volunteering their time to help with breast cancer awareness activities
- The Appleton City High School student body for being involved in spirit days and supporting the breast cancer awareness community service project
- The community of Appleton City, Missouri for being involved with the project and helping raise breast cancer awareness
- The businesses in Appleton City and the surrounding area for sponsoring Girls' Day Out