

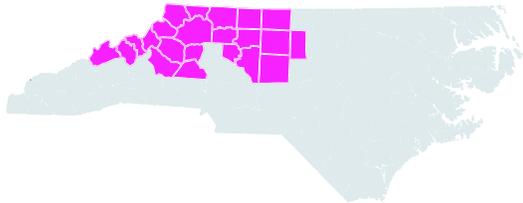
WORSHIP IN PINK

*spreading awareness through
your faith-based communities*



Worship in Pink Toolkit

This toolkit is designed to provide faith-based organizations with ideas and resources to help plan, develop and implement Worship in Pink events. The resources in the toolkit are simple and easy to use!



ALAMANCE • ALEXANDER •
ALLEGHANY • ASHE • AVERY •
BURKE • CALDWELL • CATAWBA •
DAVIDSON • DAVIE • FORSYTH •
GUILFORD • MADISON • MITCHELL •
RANDOLPH • ROCKINGHAM •
STOKES • SURRY • WATAUGA •
WILKES • YADKIN • YANCEY





WORSHIP IN PINK is a grassroots effort to partner the Komen Northwest NC Affiliate with places of worship, providing resources to educate the members of their faith-based community on breast health. We encourage your congregation to join us in the fight against breast cancer and honor community survivors. All places of worship are encouraged to participate in spreading the life-saving message of early detection at any time during the year, not only in October.

As part of **WORSHIP IN PINK**, Komen Northwest NC will provide breast health educational materials to each participating place of worship.

We have provided resources to help you plan and execute a successful event:

1. **Registration Form:** Need educational materials for your Worship in Pink event? Please send this form by email or fax to the Komen Northwest NC office at least three weeks prior to the event.
Email: volunteer.coordinator@komennorthwestnc.org or Fax: (336) 721-0681
2. **Planning Your Event/ Ideas for Worship in Pink:** Use this document as a starting point for planning your Worship in Pink event, large or small. Feel free to create your own unique Worship in Pink signature activities
3. **Talking Points and Bulletin Information for Worship in Pink:** Our talking points and bulletin document give you the information you need to make an impact on your faith-based community about breast health and cancer awareness. This information may be put in bulletin insert format or used as a guide for talking about breast cancer awareness during your service or other event
4. **Have questions? Please call the Affiliate at 336-721-0037**



Educational Materials we will provide (you may make copies)

- 🎀 15 Bookmarks
- 🎀 5 Men Can Get Breast Cancer Brochures
- 🎀 2 Young Women Brochures
- 🎀 25 Pink Ribbons (plus instructions to make ribbons)

- 🎀 1 No cost services Lists
- 🎀 5 Shades of Hope Affiliate Brochures
- 🎀 5 Together in Pink Affiliate Brochures
- 🎀 1 Educational Materials Order Form

Please let us know if you need material in additional languages.
If you wish to order additional materials, please visit our website
www.komennorthwestnc.org.

Price List for Educational Material

- 🎀 Breast Self-Awareness Card: 25 per package at \$8
- 🎀 Bookmarks: 50 per package at \$4
- 🎀 Men can get breast cancer: 50 per package at \$9
- 🎀 Affiliate brochures: 50 per package at \$9
- 🎀 Young Women- We're taking care of our lives: \$.81 cents per brochure
- 🎀 Mammography Card: 250 per package at \$18
- 🎀 100 Pink Ribbons with instructions on how to make: \$5



How to use this information:

- Use this information in bulletin inserts or to create bulletin boards
- Have representatives of your faith-based community use this information as a script for speaking during your service or events

About WORSHIP IN PINK (Sample announcement)

Our congregation has designated today as “**WORSHIP IN PINK**” day to increase breast cancer awareness by distributing educational material throughout our community. As a faith-based community, we have partnered with Susan G. Komen® Northwest NC (& *insert any other partners you are working with*) to open the lines of communication about breast health, promote breast cancer education and celebrate the lives of those who have fought breast cancer. We want to share the message that *early detection saves lives*. Early stage breast cancer (when treated) has a 99% 5-year survival rate.

About Susan G. Komen Northwest NC ® (Background)

Susan G. Komen® was established in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died from breast cancer at age 36. Known as the leading catalysts in the fight against breast cancer, Susan G. Komen Affiliates continue to lead the fight against this disease. Komen has more than 75,000 volunteers working through a network of 125 U.S. and international Affiliates, making it one of the most progressive grassroots organizations in breast cancer today.

Since 2000, the Komen Northwest NC Affiliate has invested more than \$6.3 million in *local* breast health and breast cancer awareness projects in their 22-county service area and contributed over \$2.3 million to national research grants. Seventy-five percent (75%) of net funds raised, through events like the Race for the Cure®, Pink Tie Ball, individual donations, and corporate philanthropy stays local to help the people within our 22-county service area.

Komen Northwest NC has funded hundreds of community-based programs through partnerships with non-profits, faith based organizations, health departments, hospitals, universities, and community coalitions that have made a difference in the lives of uninsured and underserved women and men in our service area. For example, grants to “Cancer Services, Inc.” have covered prescription costs, wigs, prosthesis and many other needs for breast cancer survivors.

Komen Northwest NC has granted funds that have paid for thousands of mammograms for medically underserved women and men in our service area.



Sample Bulletin Inserts:

Early Detection is the KEY to survival. Together we can SAVE lives...

Did You KNOW???

- 1 in 8 women and 1 in 1,000 men will develop breast cancer in their lifetime
- In 2015, it was estimated that 231,840 women in the U.S. would be diagnosed with new cases of invasive breast cancer, and 40,290 would die of the disease
- In 2015, it was estimated that 2,350 men would develop breast cancer and 440 would die from it
- Breast Cancer affects families not just the person diagnosed. Family, friends, and co-workers can feel the effects as well
- There is a 99% chance of survival – but only in cases of early detection and treatment before the cancer has spread

What You Can Do Now

- Get a mammogram during your birthday month each year; Schedule it now! (This is an easy way to remember when you get your mammogram each year)
- Remind 5 friends or family members to get a mammogram
- Offer to help a friend or family member schedule their mammogram appointment
- Ask your doctor to post a reminder to patients reminding them to get a mammogram
- Request a speaker for your women's group to speak about breast cancer



PLANNING YOUR EVENT....

1) Get Support from your Faith-based community's leadership

- Meet with the leadership and/or health ministry to share the importance of educating the community on breast health and screening for early detection of breast cancer
- Identify the clergy and members of the faith-based community who will commit to planning/implementing this event

2) Start Planning

- Meet with health ministry or volunteers from the faith-based community to decide which activities you would like to include, what resources are available to you, and with what community organizations you may collaborate
- Your event does not need to be elaborate; start simple and add to the event each year
- Create a timeline for your event activities: planning meetings, flyer distribution, event set-up and more

3) Spread the Word: Promote your event

- Strategies you use to promote your event will depend on your target audience and the size of the crowd you would like to attend the event
- If the event will be open to solely your congregation you may want to do a church bulletin announcement; if you want to invite the public you may want to have flyers and/or partner with community groups and local media to do a Public Service Announcement (PSA)

4) Implement your Activities

- Be sure all event activities have been approved by faith-based community's leadership, e.g. date, event, location, event flyers/handouts
- Be sure volunteers know their assignments
- Ensure that you have all materials to distribute to participants
- Make sure speaker(s) have been approved and are prepared for your event
- Confirm outside partners and their role during your event
- Contact media or designate individuals to take photos to document your event
- Encourage faith-based community members to get involved with a call to action



5) Follow-Up

- Conducting a follow-up is important to assist with evaluating your successes and planning for future events. Determine how the audience felt about the event, how planning went, and what were the most effective activities and materials
- Evaluating your event: Count the number of individuals who attended your event; document the number and titles of materials distributed; collect contact information of your partners and speakers; hold a post event meeting with leadership and volunteers; send event recap and pictures to the Affiliate
- Keep your faith-based community and attendees motivated and empowered throughout the year; start a support group for survivors and women diagnosed with cancer, implement a transportation assistance program for women to get to screening/treatment appointments, hold workshops to educate the community on breast health and breast cancer, assemble a team to participate in the Race for the Cure®

Thank you again for your interest in **WORSHIP IN PINK** and be sure to let us know how your event turned out.

Please send pictures and/or feedback to epratt@komennorthwestnc.org!



Ideas for Celebrating **WORSHIP IN PINK** with Your Faith-based community

- Ask your faith-based community to wear **pink**. You may provide ribbons, flowers, bracelets, scarves or more to survivors or the whole congregation
- Honor those who have lost their battle with breast cancer with a prayer or a moment of silence
- Create Walls of Hope with the names of survivors and those who have lost their battle with breast cancer
- Conduct a candlelight prayer service
- Ask a survivor and family to share her/his story during the service so others may benefit from her/his experience
- Include Breast Cancer Awareness Facts in the bulletin or recite facts throughout the service
- Perform a skit about breast health
- Ask your Faith-based community leader to deliver a health focused message
- Invite a health educator, radiologist, or medical oncologist to speak to the faith-based community
- Invite local breast health and/or women's health organizations/clinics to set-up an educational booth before/after service
- Host a reception after the service with pink themed refreshments
- Collect a special donation from members of the faith-based community to be made to Susan G. Komen Northwest NC to help support the local grants program (donation sheets are included with your educational materials)
- Have your faith-based community make donations in memory of or in honor of a member of the faith-based community who has battled breast cancer
- Order items from our website www.komennorthwestnc.org or from www.shopkomen.org to provide to survivors of your faith-based community
- Encourage your faith-based community to participate or to start a race team for our annual Komen Northwest NC Race for the Cure® (Contact us for steps to create a team)