An in-person or virtual panel discussion or presentation is an excellent way to delve deeply into a particular topic and often draws a diverse crowd.

**Q: How do we coordinate a panel discussion?**
A: Decide what you want the discussion to focus on and bring together three or four speakers for a community conversation. Panelists can include a wide variety of experts including Sharsheret staff members, genetic counselors, oncologists, rabbis, and OBGYNs. We recommend including a cancer survivor speaker on the panel as well and we can help you find and train someone to speak.

**Q: Who can moderate the panel?**
A: Sharsheret staff can serve as panel moderators or you can choose a notable leader from your own community.

**Q: What could the presentation be about?**
A: Any number of topics (p. 12) such as hereditary risk for cancer in men and women, the latest in cancer research, women’s health, or risk reduction strategies.

**Q: How do we develop the panel questions and create an interactive program?**
A: Sharsheret has extensive experience developing community health panels. We can work with you to tailor questions for your panel and help prepare your speakers. We will coach you in preparing for an engaging and interactive panel.

**Q: How can we coordinate a Q & A period at the end of the program?**
A: You can ask people to submit questions in advance. If you are gathering virtually, questions can be submitted through the chat box. If you are meeting in-person, you can have people ask the questions live or ask people to write down their questions and the moderator can pose them. You might even want to prepare a few questions in advance in case you have a quiet group.

Contact us to obtain the following Sharsheret resources to enhance your event:
- Questions developed specifically for your panel
- Sharsheret Talking Points for speakers
PLANNING YOUR SHARSHERET PROGRAM:
STEP-BY-STEP GUIDE

Use these steps to help guide you as you plan your program.

1. Identify the people who will help coordinate. This group of people can help with logistics, spreading the word, and encouraging others to join your program.

2. Develop your program and find speakers. Choose and begin to plan the Sharsheret program for your group (pp. 2 - 10). Get details about how Sharsheret can enhance your efforts and suggestions for identifying speakers for your program (p. 11). We’re always here to help you brainstorm and plan.

3. Choose a date. Select the date of your program for whenever it works best for your organization. Programming is essential all year round, but consider that September is Ovarian Cancer Awareness Month, October is Breast Cancer Awareness Month, November is Caregivers’ Awareness Month, and Sharsheret Pink Day is in February (2/10/21). Check your community calendar to select an available date and reserve a location if the event will be in-person.

4. Tell Sharsheret about your program. We will send you free educational resources (PDFs or booklets), talking points, and giveaways. We will also add your event to our website calendar.

5. Invite participants to register for the program. Ask Sharsheret about setting up a registration or fundraising page. We’re happy to do it for you.

6. Recruit participants and promote the program. Visit sharsheret.org/toolkit to download templates and sample language for online and print promotions. Remember to always tag Sharsheret in social media, so we can repost and share. Find us @Sharsheret on Facebook and @Sharsheret1 on Instagram.

7. Facilitate the program and collect contact information. Be sure to introduce the program, explain why you’re doing it, and thank everyone for participating. Collect the contact information for everyone who participated in the event. Sharsheret is launching a national evaluation to understand the longer-term impact of educational programming, and will ask you to contact participants in your program six months after its completion (p. 14).

8. Evaluate your program. Get feedback from program participants about what went well and what could be improved. This will help enhance your future programming.

9. Continue the education. Put a date on the calendar for another event. Sharsheret is here to help.

NOTE: Though not required, many communities include a fundraising component in their program; we can help set this up as part of your registration page. For example, you can ask for a “suggested donation” of $36 for participants at a pink challah bake or yoga class. Some organizations seek community sponsors for their activities and donate any additional funds to Sharsheret.