



SHARSHERET



MOISHE HOUSE/ SHARSHERET PINK SHABBAT®

TOOL KIT 2019



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Dear Moishe House Leader,

Thank you so much for facilitating a Sharsheret Teal and/or Pink Shabbat® or another program to raise awareness about breast cancer, ovarian cancer and cancer genetics during the month of February in your Moishe House.

To help promote your important program, this Tool Kit includes:

- Moishe House/Sharsheret Teal/Pink Shabbat overview
- A step by step guide to program development and how to order Sharsheret resources and giveaways.
- Sharsheret talking points
- Ideas to promote your program – logos and fast facts
- Sample Facebook, Instagram, and Twitter posts
- More information about Sharsheret

As this tool kit includes a great deal of information, feel free to pick and choose what works for your Moishe House.

Individual files are available for download at <https://sharsheret.org/moishe-toolkit>. Please send me information about your program so that we can highlight it on our website.

Finally, if we can be of further assistance in helping you plan or promote your program, please do not hesitate to be in touch.

Best,

Director of Campus and Community Engagement

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P.S. Sharsheret Pink Day is February 13, 2019. This is a perfect time to promote or host your event!



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PART 1: Planning A Program

Moishe House/Sharsheret Teal/Pink Shabbat® Overview

The Moishe House/Sharsheret Teal/Pink Shabbat program is a nation-wide education and empowerment initiative designed to raise awareness about:

- The increased risk of hereditary breast cancer and ovarian cancer among Ashkenazi Jews.
- Breast cancer and ovarian cancer as communal issues, recognizing that it affects Jewish women and men.
- How to better support those facing a diagnosis.
- Sharsheret's tailored, free services and resources.

The **Shabbat program** is completely customizable and we will work with you to develop the best program possible for your community! To get you started, below are some suggested program components:

- Plan a Friday night dinner, oneg or kiddush with a teal theme (the color of ovarian cancer awareness) or pink theme (the color of breast cancer awareness.)
- Feature a presentation by a survivor or a panel discussion.
- Provide a Sharsheret educational resources display.
- Lead a Saturday night havdalah program.
- Include a Sunday morning healthy living activity.
- Wear Pink-tie or teal-tie attire.
- Incorporate a social action project such as a donation drive for our Best Face Forward (makeup) or Busy Box (toys) kits, or create and then deliver packages to local hospitals or breast centers. Contact Sharsheret for details.



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Teal and/or Pink Challah Bake

- Host a challah bake event the Thursday night before your Teal/Pink Shabbat program.
- Invite a community leader to discuss the significance of challah baking and teach new braids.
- Have a breast cancer survivor share her experience.
- Include information about Sharsheret, or show a Sharsheret video. (Check out Sharsheret1 on YouTube)
- Ask about our special giveaway! We also provide pink challah recipe cards.



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Step by Step – A Guide to Planning your Event

Program Development

- Secure a date that works for your house in the month of February. You want to find a time that does not conflict with other programs to maximize attendance.
- Develop a budget and figure out how extensive or elaborate of an event your budget allows. Remember you will receive a \$50 stipend to cover some of your costs.
- Determine what type of Pink or Teal Shabbat program will work best for you. We can suggest program ideas, share information about past programs, answer questions, and work with you to develop the program that makes the most sense.

The Logistics

- Place your order as soon as possible for Sharsheret's FREE giveaways and educational materials for your guests.
- Plan a schedule for the day of your event, leaving time for set up and clean up.

Marketing – Social Media, Print, and Word of Mouth

- Grab your Moishe House community's attention with a captivating and attractive flyer.
- Have your local Jewish newspaper write an article about the upcoming event, stressing the importance of Sharsheret's work and encouraging people to attend. We would provide a template.

The Big Day – Don't Forget To...

- Encourage people to take Sharsheret's giveaways and education materials.
- Be sure to thank your volunteers and attendees for their time.
- Relax and enjoy the fantastic event you have created, knowing that you have helped raise lifesaving awareness.

Follow Up is Key - Keep Them Coming Back for More

- Send a thank you email to your participants or post a thank you message on your website or social media.
- If you have, post pictures on social media, tag @Sharsheret1 on Instagram and send them to us as well!



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Program Topics

Education and awareness programs are meant to educate community members and share information about Sharsheret. Below are topics you can focus on at your programs. Call Sharsheret for help designing your program and use our conversation starters during a meal or just to get people talking. They are available for download at <https://sharsheret.org/moishe-toolkit>

1. What's Jewish about Breast and Ovarian Cancer?
2. Cancer Genetics: How Do You Wear Your Genes?
3. Women's Health and Empowerment
4. Creating a Caring Community
5. How to Best Support a Loved One Facing Cancer
6. Trends in Women's Health



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Sharsheret Talking Points

We have prepared the following talking points so that you can introduce Sharsheret to your audience, and ensure they are familiar with the organization, should they ever know someone in need of support.

What does Sharsheret mean?

- Sharsheret is Hebrew for 'chain' or 'connection'.

What does Sharsheret do?

- Sharsheret is a national not-for-profit organization that supports women and families of all Jewish backgrounds, before, during and after a diagnosis of breast or ovarian cancer.
- All programs are **free of charge, confidential, and tailored** to caller's unique concerns.
- Founded in 2001, Sharsheret has responded to more than 120,000 inquiries.

What's Jewish about breast cancer? Why do we need our own organization?

Genetics

- 1 in 40 women and men of Ashkenazi Jewish descent carries a mutation on the BRCA1 or BRCA2 gene, compared to approximately 1 in 500-800 in the general population.
- BRCA mutations trigger up to an 88% lifetime risk for breast cancer and up to a 45% lifetime risk for ovarian cancer.
- Risk of melanoma, pancreatic, and prostate cancers are also increased.
- Additional genetic mutations (ATM, CHEK2, PALB2) also carry higher risk of diagnosis.



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Cultural and Religious Issues

- Culturally-meaningful support has a strong impact. Studies have indicated that patients whose non-medical needs are met, have better medical outcomes.
- Cancer can change a person's relationship with religion, spirituality, and community, whether someone seeks it out, or suddenly pushes it away. No matter the role religion played prior to diagnosis, shifts in spirituality can be confusing.

Can you tell me a little more about Sharsheret and what the organization does?

Sharsheret's clinical support programs improve lives by:

- Providing direct support through our national programs.

Peer Support Network
 Genetics for Life
 Best Face Forward (cosmetic effects)
 Busy Box (families with children)

Ovarian Cancer Program
 Thriving Again (survivorship)
 Family Focus (for caregivers)
 Embrace (metastatic)

- Trained social workers and a genetic counselor answer questions, make connections, offer support.
- Programs can be accessed by phone, email, Facebook, Livechat, or Sharsheret Supports Partners (organizations that provide in-person, local support) across the USA.

Sharsheret facilitates educational programming to save lives, including:

- Training for health care professionals on the impact of breast cancer, ovarian cancer, and genetic predispositions for those cancers in the Jewish community. This allows them to provide patients the best possible care.
- Training for rabbis, chaplains, Jewish professionals, and mikvah attendants to help them best support women and families facing breast cancer or ovarian cancer.



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- Raising awareness in Jewish communities-at-large about breast cancer and ovarian cancer, genetic predisposition, and how to be proactive and protect one's health.

Sharsheret collaborates with government organizations, national cancer and women's organizations, and local social service agencies. Our expertise and our programs are unique.

What can I do to help, for myself and others?

Personal Health and Lifestyle

- Know your family history. Breast cancer and ovarian cancer are not exclusively Jewish women's issues; but rather Jewish communal issues. Men carry and pass down BRCA mutations at the same rate as women.
- Eat healthfully, move more, reduce stress, and commit to appropriate screenings. Speak with your doctor and a genetic counselor to create a personalized screening plan.

Support Sharsheret

- "Like" Sharsheret on Facebook, Follow us on Twitter and Instagram - @Sharsheret1. Share our posts.
- Tell 2 friends about Sharsheret.
- Share information about Sharsheret with local health care providers to display in waiting rooms or to share as appropriate.
- You never know who might need our support or resources. Keep spreading the word!
- Make a donation to Sharsheret. Every gift matters.



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PART II: Promoting Your Program

Sharsheret Logos

The following logos can be used on any promotional materials for your programs. As with all parts of this tool kit, the logos can be downloaded at

<https://sharsheret.org/moishe-toolkit>



SHARSHERET®

Your Jewish Community Facing Breast Cancer

SHARSHERET

PINK

SHABBAT®

SHARSHERET

TEAL

SHABBAT®

SHARSHERET

TEALPINK

SHABBAT®



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Sample Posts for Social Media

Below is suggested text to post on the social media platforms used by Moishe House or individuals involved in the planning. **Note that any pink text is meant for you to customize.** Please link to a flyer, webpage or email for access to additional information.

Did you know that 1/40 Ashkenazi Jewish women and men has a BRCA gene mutation? Come find out more on **date** at our Moishe House/Sharsheret Pink Shabbat®.

Learn what's Jewish about breast cancer at **Moishe House's** panel discussion on **date**.

Breast cancer affects not just women, but men, their families, friends, and the entire community. Learn why on **date**.

Know someone facing #BreastCancer or #OvarianCancer? Learn simple ways to best support her at **Moishe House/Sharsheret Teal/Pink Shabbat** on **date**.

Join us at **Moishe House/Sharsheret Pink Challah Bake** and learn why your challah should be pink on **date!**

Education and awareness saves lives! Join us for **Moishe House's @Sharsheret Teal Challah Bake** in honor of ovarian cancer awareness month on **date**.

Help @Sharsheret education and awareness programming save more lives. Join us for a **@your house name @Sharsheret** program on **date**, and help spread the word about the increased risk of hereditary breast and ovarian cancer in the Jewish community.



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Cancer Genetics Fast Facts

The following Fast Facts are available for you to or use on social media. They can be used in conjunction with the social media text on the previous page or by themselves. As with all the items in this tool kit, they can be downloaded at <https://sharsheret.org/moishe-toolkit>



CANCER GENETICS
FAST FACTS

Individuals who carry mutations in the BRCA1 or BRCA2 genes **HAVE THE OPPORTUNITY** to make choices about high risk screening and risk-reducing surgery and treatment that can **SAVE THEIR LIFE.**

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CANCER GENETICS
FAST FACTS

Multi-gene panel testing can **IDENTIFY MUTATIONS** in genes other than BRCA1 or BRCA2, such as CHEK2 or PALB2, that predispose you to a variety of cancers.

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CANCER GENETICS
FAST FACTS

EVERYONE who carries a cancer gene mutation has a **50%** chance of passing it on to the **NEXT GENERATION.**

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CANCER GENETICS
FAST FACTS

1 in 40 Ashkenazi Jews, **BOTH MEN AND WOMEN,** carries a BRCA1 or BRCA2 gene mutation.

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CANCER GENETICS
FAST FACTS

If the results of genetic testing in a family are negative, it is **STILL POSSIBLE** that the cancer in the family is **INHERITED,** resulting from genetic mutations that we do not yet know how to identify.

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More About Sharsheret

Sharsheret, Hebrew for chain, a national cancer organization with five offices (California, Florida, Illinois, New Jersey and New York), serves more than 120,000 women, families, health care professionals, community leaders, and students, in all 50 states. Sharsheret creates a safe community for women facing breast cancer and ovarian cancer and their families at every stage of life and at every stage of cancer - from before diagnosis, during treatment and into the survivorship years. While our expertise is focused on young women and Jewish families, more than 20% of those we serve are not Jewish. All Sharsheret programs serve all women and men.

As a premier organization for psychosocial support, Sharsheret is a member of the Federal Advisory Committee on Breast Cancer in Young Women, works closely with the Centers for Disease Control and Prevention (CDC), and participates in psychosocial research studies and evaluations with major cancer centers, including Georgetown Lombardi Comprehensive Cancer Center. Sharsheret is accredited by the Better Business Bureau and has earned a 4-star rating from Charity Navigator for four consecutive years.



One-On-One Support

- Mental health professionals
- Genetic counselor
- Peer support
- Online 24/7 Live Chat
- Customized beauty kits
- Busy Boxes for children



Education & Outreach

- Healthcare webinars
- Campus outreach
- Community events
- Trainings for medical professionals
- Resource booklets



Community Action

- B'nai Mitzvah projects
- Team Sharsheret races
- Young Professionals Circle
- Volunteer opportunities
- Local fundraisers



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