



PINK DAY 2019 TOOLKIT

Beatrice Milberg^{ATM} Campus Program
Dedicated By Sherry & Neil Cohen





Dear Sharsheret Representative,

Thank you for leading a Sharsheret Pink Day event on your campus!

Sharsheret Pink Day, is a worldwide initiative to raise awareness about breast cancer and cancer genetics and help save lives. Individuals, students on campus, organizations and company employees wear pink as a way to generate conversations and mark this day with a wide range of educational and fundraising events. As many individuals know someone directly affected, we ask that you be mindful of those participating in your programs as the day approaches. Feel free to contact Sharsheret directly for information on how you can provide support.

By participating in this worldwide movement on February 13, 2019, you will join thousands of others sharing information about Sharsheret's vital programs and services. You can make a difference!

In this tool kit and available for download on our website you will find:

- A basic introduction to Sharsheret;
- Important facts about breast cancer and ovarian cancer;
- Pink Day program ideas
- Promotional tools including the official Sharsheret Pink Day logo, flyers, social media memes and more.

Remember to sign up at www.sharsheret.org/pinkday and post on social media by tagging @sharsheret1 on your Instagram and use #sharsheretpinkday. For more information or if you have any questions, please contact me at ekleinhaus@sharsheret.org.

Thank you for being our partner in this worldwide initiative connecting thousands of students together on a single day.

Regards,

Ellen Kleinhaus

Director of Campus and Community Engagement

ekleinhaus@sharsheret.org





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All collaterals available for download at <https://sharsheret.org/pinkday-toolkit/>





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 six 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
- Teal and Pink Shabbat®
- Volunteer opportunities
- Local fundraisers





What's In Your Genes?



1 in 8

women will be diagnosed with breast cancer in their lifetime.



1 in 75

women will be diagnosed with ovarian cancer in their lifetime.



1 in 40

individuals with at least one grandparent of Eastern European descent, both men and women, carries a gene mutation in either BRCA1 or BRCA2.

- ♦ A woman who carries a BRCA gene mutation has up to an 85% risk of developing breast cancer and a 44% risk of developing ovarian cancer in her lifetime.
- ♦ Studies have shown a possible link between a BRCA mutation and an increased risk of skin, colon, pancreatic, and prostate cancers.
- ♦ 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.
- ♦ Everyone who carries a cancer gene mutation has a 50% chance of passing it on to the next generation.





Sharsheret FAQs

What does Sharsheret mean?

Sharsheret means “chain” in Hebrew. It symbolizes the connections we make among women, families, and communities facing breast cancer and ovarian cancer.

How is Sharsheret different than other cancer organizations?

Sharsheret is the Jewish community’s response to breast cancer and ovarian cancer and the **only national organization that addresses the unique concerns of Jewish women and families facing breast and ovarian cancer.** Sharsheret offers culturally-relevant and tailored support to those who are newly diagnosed, in treatment, post-treatment and at high risk.

Who can call Sharsheret for support?

Everyone! Sharsheret’s programs are open to all women and men. 20-25% of the families we serve are not Jewish.

Does Sharsheret only focus on breast and ovarian cancer?

Yes, Sharsheret offers support and resources to women and families who are facing breast cancer and ovarian cancer. We also make appropriate connections to other organizations that specialize in other cancers.

Why teal and pink?

Teal is the color used for ovarian cancer awareness and **pink** is the color used for breast cancer awareness.

Does Sharsheret help men?

We offer **resources and guidance to men** supporting women touched by breast or ovarian cancer. Men who are concerned about their own genetic risks may speak with Sharsheret’s genetic counselor and find genetics resources.





Ideas For Pink Day

There are so many ways to show your support and join our worldwide movement!

Wear pink, host an event, post on social media, and more!

- **Host a Sharsheret Teal/Pink Shabbat® and Pink Challah Bake®.** We will provide the pink challah recipe and educational materials!
- **Sports Tournament.** Anything from a 3 on 3 basketball tournament to *Saving Second Base*.
- **Ribbons on the Runway.** Host your very own fashion show and get the community involved. Have a Sharsheret volunteer share their story.
- **Campus Sale.** Organize it and have a percentage of the proceeds benefit Sharsheret. E.g. bake sale, *Jewelerry* trunk show, grilled cheese midnight midterm snacks sale, etc.
- **Sharsheret Cake Wars.** May the best cake win!
- **Health and Education Fairs.** Participate on campus to educate your peers.
- **What I Need To Know.** Download our [tool kit](#) geared towards emerging adults and learn about the **Have The Talk®** cancer genetics initiative, important questions to ask your parents before going to the doctor and what to ask while you are there, recipes for healthy eating, and the many ways to safeguard your health.
- **Why All The Pink Presentation.** Present Sharsheret's PowerPoint presentation.

Contact Ellen Kleinhaus ekleinhaus@sharsheret.org , Director of Campus and Community





Promotional Tools

- **Instagram** - Post on social media by tagging @sharsheret1 on your Instagram and use #sharsheretpinkday.
- **Events on Sharsheret's website** - Send us details about your event including: the type of event and name, date, location, a two line write-up about your program with links to any websites or social media and a contact person.
- **Sharsheret Voices** - As part of Sharsheret's work to share more stories, we are inviting you to share your Pink Day story over a new video platform. In 45 seconds, we want to know why you are coordinating Sharsheret Pink Day, what Pink Day means to you, or what you have planned for Pink Day.

It's really simple - Email ekleinhaus@sharsheret.org to get the link. Read through the talking points, decide what you want to share, and hit record! You'll be able to record your video as many times as you want. Once you're happy with it, hit upload.

- **Logos, flyers, template, memes and more** - Included in this tool kit are many Sharsheret Pink Day collaterals for you to download at <https://sharsheret.org/pinkday-toolkit/>





Sharsheret Logo For Pink Day



The logo is available for download at
<https://sharsheret.org/pinkday-toolkit/>





Social Media Memes For You To Use Leading Up To and On Sharsheret Pink Day



The logo is available for download at
<https://sharsheret.org/pinkday-toolkit/>





Cancer Genetics Fast Facts

The following Fast Facts are available for you to print in your bulletins 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/pinkday-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.**



CANCER GENETICS FAST FACTS

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



CANCER GENETICS FAST FACTS

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



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.



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.



PINK DAY

SHARSHERET 02.13.2019

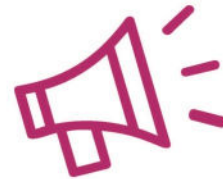
Sharsheret Pink Day, is a global awareness and educational program, where students have the opportunity to give back and make a difference while raise awareness about breast cancer and cancer genetics. **Honor, recognize or celebrate** a special person in your life who has faced breast cancer.



Wear **PINK** on **February 13, 2019** to show your support



Lead a breast cancer awareness or fundraising **event**



Distribute free Sharsheret resources and giveaways, and help us **raise awareness**

Show us how you are participating in Pink Day. **#sharsheretpinkday**

Sharsheret, Hebrew for “chain,” is a national organization supporting Jewish women and families, of all backgrounds, facing breast and ovarian cancer.



866.474.2774 | info@sharsheret.org | www.sharsheret.org

Beatrice Milberg A”H Campus Program Dedicated By Sherry & Neil Cohen

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