

**LEARN. SPEAK OUT.**  
**SAVE LIVES.**



# **CRASH COURSE & TOOLKIT**

**Contact Ellen Kleinhaus | [ekleinhaus@sharsheret.org](mailto:ekleinhaus@sharsheret.org)**

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Dear Sharsheret Ambassador,

Welcome to your crash course on Sharsheret and ideas and details to bring our programs to your campus! Here you will find:


- A basic introduction to Sharsheret
- Important facts about breast cancer and ovarian cancer
- What this means for you as a young adult
- Program ideas to help bring Sharsheret to your campus
- Resources and materials for your events

Thank you so much for including us in your college experience. We know that by learning about your cancer history and DNA, and speaking with friends and family about breast cancer and ovarian cancer, you will save lives! Knowledge is power.

As you plan events on campus, contact us so that we can support your efforts and provide you with educational resources and free giveaways.

Be sure to join our Sharsheret on [Campus Facebook group](#) –for important information!

Best,



Ellen Kleinhaus  
Director of Campus and Community Engagement  
[ekleinhaus@sharsheret.org](mailto:ekleinhaus@sharsheret.org)

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## About Sharsheret

Sharsheret, Hebrew for chain, is the only national organization supporting Jewish women and families, of all backgrounds, facing breast and ovarian cancer—those who are diagnosed and those at high risk. To date, we have served more than 150,000 women, families, health care professionals, community leaders, and students from all 50 states. We offer tailored resources, information, and support to caregivers, family members, and friends of women facing breast and ovarian cancer to guide them through the cancer journey. With callers and programming in every state, and regional offices in California, Florida, Illinois, New Jersey, and New York **we are where you are.**

## Sharsheret's Programs and Services



### 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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## 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 **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 resources, its 8 social workers and genetic counselor are available to all women and men. 20-25% of the families we serve are not Jewish.

### What if I don’t know if I am at an increased risk?

Participate in our **Have The Talk™ - Cancer Genetics Campaign** (download the PDF under our On Campus resources at Sharsheret.org) or connect with Sharsheret’s **genetic counselor** who can guide you.

### What if I have more questions?

Visit our **website** for more information and resources or use our live **online chat** feature and ask one of our social workers.

### Who do I contact to get started as a Sharsheret Ambassador on my campus?

Call or email **Ellen Kleinhaus**, Director of Campus and Community Engagement at 866.474.2774 or [ekleinhaus@sharsheret.org](mailto:ekleinhaus@sharsheret.org) – she’s waiting to hear from you!

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## What's In Your Genes?



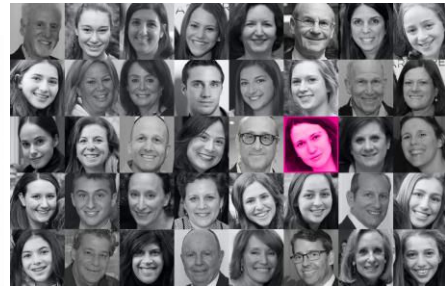
1 in 8

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  
(Ashkenazi) descent, both men and  
women, carry a gene mutation in  
either BRCA1 or BRCA 2.

- A woman who carries a BRCA gene mutation has a 50% to 85% risk of developing breast cancer and a 15% to 44% risk of developing ovarian cancer in her lifetime.
- 1 in 1,000 men will be diagnosed with breast cancer in their lifetime.
- Studies show a link between a BRCA mutation and an increased risk of skin, colon, pancreatic, and prostate cancers.
- Other genetic mutations, such as CHEK2 or PALB2, can also 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.
- When you learn about your cancer history and if you are at an increased risk, you can take measures to protect your health and reduce your likelihood of developing cancer. Ask your doctor and visit [sharsheret.org](http://sharsheret.org).

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## My Next Steps

### How this knowledge can save my life:

- Knowing my genetic history allows me to be proactive about my health.
- I can take measures to lower my risk including:
  - Taking control of my health
  - Knowing my body and the signs and symptoms
  - Talking to my doctor about my family history
  - Notifying my doctor if I notice any changes

### What I can do right now to protect my health:

- Commit to living a healthy lifestyle. Try to exercise regularly and eat well!
- Download Sharsheret's "What I Need To Know About My Healthy Living On Campus" and learn:
  - Ideas for healthy living on campus
  - Healthy food options and easy recipes
  - My family medical history so I am prepared for my next doctor visit
  - Questions to ask the doctor

### Ways to take action and help others:

- Spread the word about Sharsheret! Knowledge is power and the more people that we reach, the more lives we can save.
- Host an event on campus to raise breast cancer and ovarian cancer awareness.
- Send an email to family and friends to raise awareness about Sharsheret and create a fundraising page to support our programs and services (We have a template for you).
- Follow Sharsheret on social media and share, post and tag

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## What Kind of Event Can You Host to Raise Awareness?

- **Sharsheret Club.** Start a club with like-minded students interested in promoting breast and ovarian cancer awareness and become a Sharsheret Ambassador.
- **Sharsheret Teal/Pink Shabbat® and Pink Challah Bake®.** Coordinate a Shabbat or challah bake using Sharsheret's step-by-step guide.
- **Sport Tournament.** Lead a 3 on 3 basketball tournament, hockey game or shoot-out, ping pong contest or any athletic event.
- **Ribbons on the Runway.** Host your very own fashion show and get the community involved. Have a Sharsheret volunteer share her story.
- **Campus Sale.** Organize a sale in your student union and have a percentage of the proceeds benefit Sharsheret. Ex. Bake sale, trunk show, grilled cheese midnight midterm snack sale etc.
- **Sharsheret Cake Wars.** Arrange a cake war competition where students compete to design and decorate cakes with a designated theme.
- **Health and Education Fairs.** Manage an information table to educate your peers. We will provide you with educational resources and giveaways.
- **Peer-To-Peer Fundraising Pages.** Create a fundraising page on Sharsheret's platform to raise funds to support your event and Sharsheret's programs and services. We have a template email all ready for you!

Contact Ellen Kleinhaus, Director of Campus and Community Engagement, to receive guidance, discuss your ideas, and order FREE materials.

### Important Dates:

**September** is Ovarian Cancer Awareness Month and marked by the color teal.

**October** is Breast Cancer Awareness Month and marked by the color pink.

**Sharsheret Pink Day: February 12, 2020**

There are so many ways to show your support and join our worldwide movement!  
Wear pink, host an event, and more!

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## HOW TO PROMOTE YOUR EVENT



@sharsheret1



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Facebook/Sharsheret.org

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## Find More On Our Website

Access to these can be found at  
[Sharsheret On Campus](#) section with **Program and Ideas** or requested at  
[ekleinhaus@sharsheret.org](mailto:ekleinhaus@sharsheret.org)

- *What I Need To Know On My College Campus* Toolkit – for emerging adults like you!
  - Sharsheret healthy living guide
  - My food grocery list
  - Recipes
  - Have the talk® cancer genetics campaign
  - What my family medical history looks like
  - Questions to ask the doctor
- How To Organize A *Sharsheret Teal/Pink Shabbat®* and *Challah Bake*
  - Pink challah recipe card
  - Challah insights
  - Conversation starters
- Have The Talk Genetics Campaign Information
  - Have The Talk brochure and family history chart
  - Have The Talk posters
- New Sharsheret Awareness Campus Poster
- Campus Giveaways – mints, cell phone card holders, pens and more!
- Tips For A Successful *Cake Wars* Event
- Sharsheret *Resources Booklet/Materials*

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