



SHARSHERET®

International Peer-Reviewed Healthcare Journal Publishes Sharsheret Manuscript

The Evaluation Showcases Sharsheret Social Media As An Effective Community-Building And Support Tool Among Jewish Women Impacted by Breast and Ovarian Cancer

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New York, NY (January 17, 2022) - Sharsheret, the only national not-for-profit organization dedicated to addressing the needs of women and families, of all Jewish backgrounds, facing breast cancer and ovarian cancer, is proud to announce its manuscript titled: [Can Social Media Be Used as a Community-Building and Support Tool among Jewish Women Impacted by Breast and Ovarian Cancer? An Evidence-Based Observational Report](#), was published in MDPI's International and peer-reviewed *Healthcare Journal*. Sharsheret's social media engagement and satisfaction and feedback from Sharsheret's private Facebook Groups contributed to much of the abstract findings. This manuscript was published in partnership with an evaluation team at Georgetown University's Lombardi Comprehensive Cancer Center.

The Jewish Breast & Ovarian Cancer Community
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The purpose of this effort was to highlight the use and effectiveness of social media as a community-building tool among young breast cancer survivors (YBCS), metastatic breast cancer patients (mBC), and cancer caregivers. Annual evaluation survey (AES) results and key informant interview (KIII) feedback reveal that there is a high level of satisfaction with Sharsheret's social media content among those who follow and engage with the organization's social media. When reaching constituents via social media, Sharsheret provides meaningful content of newsworthy value that helps to benefit and inspire its target audience throughout their cancer journey. Therefore, when using social media, Sharsheret is helping to meet their organization's mission of supporting the needs of Jewish YBCS, mBC patients, and cancer caregivers. There remains opportunity for similar organizations to engage a large number of constituents in online community building efforts through the creation of new sub-population Facebook groups.

This evaluation posits that social media can inform public health cancer outreach and education efforts to impact their target populations and diverse audiences, share new public health information about hereditary breast and ovarian cancer (HBOC), listen and collect meaningful program feedback, and create opportunities for network members to engage directly with the host organization. This evaluation distinguishes itself in the focus on social media as a tool to connect different stakeholders in the community to build greater awareness of HBOC cancer control and prevention more broadly.

“As the United States continues to socialize online through and beyond the COVID-19 crisis, it is critical that we continue to reach women and families facing breast and ovarian cancer virtually,” said Sharsheret’s Chief Services Officer Adina Fleischmann. “We’re proud that by providing platforms and opportunities to connect for different stakeholders, they will be able to share information and personal experiences that will help promote their psychosocial well-being and physical health.”

To read the complete manuscript please visit: [Can Social Media Be Used as a Community-Building and Support Tool among Jewish Women Impacted by Breast and Ovarian Cancer? An Evidence-Based Observational Report](#)

For more information, please contact Sharsheret’s Chief Services Officer Adina Fleischmann at 866.474.2774 or afleischmann@sharsheret.org.

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ABOUT SHARSHERET

Sharsheret, Hebrew for chain, a national cancer organization with five offices (California, Florida, Illinois, New Jersey and New York), serves 250,000 women, families, health care professionals, community leaders, and students, in all 50 states. Sharsheret improves the lives of Jewish women and families living with or at increased genetic risk for breast or ovarian cancer through personalized support and saves lives through educational outreach.

While our expertise is in young women and Jewish families as related to breast cancer and ovarian cancer, 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 University Lombardi Comprehensive Cancer Center. Sharsheret is accredited by the Better Business Bureau and has earned a 4-star rating from Charity Navigator for nine consecutive years.

What We Do

One-on-One Support for women and their families touched by breast cancer and ovarian cancer (all free, confidential, and convenient) featuring

- Online 24/7 Live Chat
- Mental Health Professionals
- Genetic Counselor
- Peer Support
- Customized Beauty Kits
- Busy Boxes for Children
- Specialized Programming for Women Living with Metastatic Cancer
- Financial subsidies for non-medical services
- Education and Outreach for women, families, and community and medical professionals • Healthcare Webinars
- College Campus Programming
- Community Educational Seminars
- Cultural Competency Trainings
- Comprehensive Resource Booklet Series
- Community Action for women and men of all ages
- B'nai Mitzvah Projects
- Team Sharsheret Races and Walks
- Young Professionals Circle
- Teal and Pink Shabbat
- Local Volunteer Opportunities

For more information and to get involved today, visit us online at www.sharsheret.org or call us at 866-474-2774.