



SHARSHERET **HEALTHY LIVING: NUTRITION/COOKING DEMONSTRATION/FITNESS CLASS**

Staying active, eating right, and reducing stress are all ways to lessen your cancer risk. Host an engaging cooking demonstration, a presentation about the importance of nutrition, a fitness class, or lead a virtual Team Sharsheret initiative in your community to emphasize the importance of **maintaining a healthy lifestyle. All of these can be done both in-person or virtually.**

Q: Who should present?

A: Ask a local registered dietitian, physical therapist, certified personal trainer, yoga or Pilates instructor, meditation guide, or other expert to share their knowledge. Contact Sharsheret for potential speaker suggestions.

Q: What topics could the registered dietitian discuss?

A: Some topics may include:

- Essential foods to help reduce your cancer risk
- Easy, healthy meals
- How to cook with pantry staples
- What it means to have a balanced diet

Q: How do we make the presentation an interactive program?

A: Incorporate:

- Fun, healthy bake-off activity
- Cooking tutorial or demonstration
- Fitness class (e.g., Zumba® or yoga)
- Meditation exercises

Q: How can we incorporate Sharsheret into the event?

A: We are happy to help you find a survivor to share their story or a volunteer/staff person who can speak about Sharsheret and educate participants in order to make your event even more impactful (p. 14).

Q: How do we create a Team Sharsheret virtual fundraising event and help promote healthy living through exercise?

A: Determine if you want participants to fundraise individually or as a group. Whether you dance, run, walk, swim, or ride, we can set up a page for you or your community.

Contact us to obtain the following Sharsheret resources to enhance your event:

- Healthy recipes from Sharsheret
- Healthy Living Guide on Sharsheret's website with nutrition, exercise, and wellness resources
- Sharsheret talking points for speakers
- Team Sharsheret information

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 - 13). Get details about how Sharsheret can enhance your efforts and suggestions for identifying speakers for your program (p. 14). 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 Men's Health Awareness Month, and Sharsheret Pink Day is on 2/15/23. 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 @Sharsheretofficial 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. 18).
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.