



SHARSHERET

INTERACTIVE PANEL DISCUSSION/ GENERAL PRESENTATION

An in-person or virtual panel discussion or presentation is an excellent way to **delve deeply into a particular topic and often draws a diverse crowd.**

Q: How do we coordinate a panel discussion?

A: Decide what you want the discussion to focus on and bring together three or four speakers for a community conversation. Panelists can include a wide variety of experts including Sharsheret staff members, genetic counselors, oncologists, rabbis, and OBGYNs. We recommend including a cancer survivor speaker on the panel as well. We can also help you find and train someone to speak on your panel.

Q: Who can moderate the panel?

A: Sharsheret staff can serve as panel moderators, or you can choose a notable leader from your own community.

Q: What could the presentation be about?

A: Any number of topics (p. 15) such as hereditary risk for cancer in men and women, the latest in cancer research, men's and women's health, or risk reduction strategies.

Q: How do we develop the panel questions and create an interactive program?

A: Sharsheret has extensive experience developing community health panel discussions. We can work with you to tailor questions for your panel and help prepare your speakers. We will coach you to prepare an engaging and interactive panel.

Q: How can we coordinate a Q & A period at the end of the program?

A: You can ask people to submit questions in advance. If you are gathering virtually, questions can be submitted through the chat box. If you are meeting in-person, you can have people ask the questions live or ask people to write down their questions and the moderator can pose them. You might even want to prepare a few questions in advance in case you have a quiet group.

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

- Questions developed specifically for your panel
- Sharsheret talking points for speakers

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.



SHARSHERET EDUCATIONAL TOPICS TO INCORPORATE

These topics can be presented in-person or virtually by a Sharsheret professional, local expert, or volunteer trained by Sharsheret. They can be paired with one of the interactive programs discussed above. For example, you could host a Sharsheret Pink Shabbat focused on healing or convene a cooking demonstration educating about health and empowerment. While Sharsheret staff presents through the lens of breast and ovarian cancer, each topic can also be applied more broadly to other health concerns.

1. Keep Healing

Members of our communities are facing cancer, other illnesses, and difficult situations of all kinds. The collective acknowledgement of suffering can be an important step in the healing process. Remind everyone about the impact of community and that we are not alone in difficulties or in healing.

2. What's Jewish about Breast and Ovarian Cancer?

Explore why these cancers are Jewish communal issues, highlight lifesaving cancer genetics information, teach how to provide culturally meaningful support, and review how to be proactive about health in general.

3. Cancer Genetics: How Do You Wear Your Genes?

Learn how hereditary cancers impact men and women in the Jewish community and what you can do to protect your family's health. This pairs particularly well with the "Have The Talk" program (p. 10).

4. Women's Health and Empowerment

Join together online or in-person to explore the many ways we can be proactive about personal and family health. Learn how to determine breast or ovarian cancer risk and how to manage and mitigate it. Discover some of the easy ways to reduce risk for not only breast cancer, but other cancers and illness in general. Most importantly, learn some of the unexpected reasons that caring for yourself is so very important. Please note that this program can be adapted for co-ed audiences and family audiences.

5. The Facts, the Figures, and Men's Health

Learn how hereditary cancers impact men, their families, and the Jewish community, and what you can do to protect your family's health. Take action to manage and mitigate personal and familial cancer risk.

(Additional topics on page 16.)



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EDUCATIONAL TOPICS TO INCORPORATE (CONTINUED)

6. Creating a Caring Community and Supporting a Loved One Facing Cancer

For someone facing illness, support from friends and family is critically important, as is support from the greater community. Explore how to ensure inclusion of members facing difficult circumstances where both the individual member and community benefit. Furthermore, learn practical tips and the best ways to support a friend or loved one facing serious illness.

7. Torah Study

Delve deeper into the Jewish connection with cancer screening and prevention and organize a text study with your learning group. Contact Sharsheret for a pikuach nefesh text study or work with your clergy to explore your own.

If you have another topic in mind or would like a specialized presentation for those personally impacted by heightened risk, breast cancer, ovarian cancer, or advanced cancer, please contact Sharsheret for a curated list of topics. We are eager to discuss and personalize a presentation for your community needs.