

Sharsheret Teal or Pink Shabbat is a national education and empowerment initiative taking place in hundreds of communities across the country. Shabbat is a time for individual and communal healing. Facilitate a Sharsheret Teal or Pink Shabbat, in-person or virtually, to jump-start healing for those personally affected by cancer, other illnesses, or any difficult circumstance.

Q: What themes and topics should a Teal or Pink Shabbat program highlight?

A: Sharsheret has developed resources focused on healing (talking points, prayers, and poems); these resources are relevant for people affected by cancer, other illnesses and challenging circumstances. We also provide educational materials focusing on what's Jewish about breast and ovarian cancer, cancer genetics, how to best support family members, friends or community members facing cancer, or proactive healthy living.

Q: When should we schedule the program?

A: Consider what would work best for your community and whether you are convening in-person or virtually. It could be on Shabbat - Friday night, Saturday morning or afternoon, or a *havdalah* (end of Shabbat) program. Alternatively, perhaps it would work better as a Shabbat preparation program on a Wednesday or Thursday evening or Friday afternoon before Shabbat.

Q: What, specifically, could our Sharsheret Teal or Pink Shabbat include?

A: Some suggestions are:

- A sermon during services with information about cancer in the Jewish community
- A survivor can share their personal cancer journey
- A pre-vivor can share their personal genetics experience
- Survivors can participate in the service
- Incorporate a *mishaberach* (prayer) for healing or a mourner's *kaddish* (memorial prayer) to honor those no longer with us
- A Sharsheret staff member can speak to the community
- A local expert can address the community (p. 14)
- Offer a pink or teal-themed (the colors of breast and ovarian cancer awareness) *oneg* or *kiddush* (Shabbat social gathering)
- Drop off or organize a drive-by pick-up of pink or teal-themed *kiddush* packages before Shabbat (with Sharsheret information) for the community to enjoy
- Decorate the Zoom screen in theme for live-streamed services
- Encourage people to wear pink or teal attire
- A challah or babka bake
- Display Sharsheret resources in a prime location

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

- Traditional prayers, songs, and poetry focused on healing
- Talking points about healing
- Resource connecting *Torah* portions to healing themes
- Rabbinic talking points
- Ritualwell readings for people affected by cancer or other illnesses

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.