



2023-24














Presenting
SHARSHERET
PROGRAMS FOR
YOUR COMMUNITY
ENGAGE.
EDUCATE.
EMPOWER.



SHARSHERET[®]
The Jewish Breast & Ovarian Cancer Community

FOR MORE INFORMATION VISIT [SHARSHERET.ORG](https://www.sharsheret.org)

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Thank you for partnering with Sharsheret and providing life-saving educational programs in your community! Sharsheret staff members are available to guide you through the entire program development process. We can't wait to hear from you.



SHARSHERET

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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, recruiting, and encouraging others to join your program.

2. **Develop your program and find speakers.** Choose an idea and begin to plan the Sharsheret program for your group (pp. 2 - 15). Get details about how Sharsheret can enhance your efforts and suggestions for identifying speakers for your program (p. 16). 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 2/14/24. 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 may also be able to help you find speakers. 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](https://www.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 uses an 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. 20).

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. Share with Sharsheret verbally or by email.

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

NATIONAL COMMUNITY PROGRAMS

SHARSHERET'S NATIONAL COMMUNITY PROGRAMS OFFER VIRTUAL OPTIONS FOR GLOBAL CONNECTION.

Sharsheret hosts several national programs and webinars throughout the year and we are excited to highlight and invite you to participate in two of them. The [2023 Sharsheret Summit: Pink, Teal, and You](#) (p. 3) will take place in-person and virtually during September for Ovarian Cancer Awareness Month (OCAM) and October for Breast Cancer Awareness Month (BCAM). Sharsheret will work with organizations to develop and implement programs specifically for their communities, while simultaneously encouraging participation in Sharsheret's national virtual offerings throughout September and October. [Sharsheret Pink Day](#) (p. 4) will take place on February 14, 2024, and is a worldwide initiative spearheaded by students, communities and organizations. Everyone is invited to wear pink as a way to generate conversations and to engage in Tikkun Olam - repairing the world - through a wide range of educational and fundraising events.

For more information about Sharsheret national programs, contact info@sharsheret.org.



2023 Sharsheret Summit: Pink, Teal and You brings together thousands of people virtually and in-person all across the country from October 13th-31st as part of our marquee event. The Summit includes national virtual symposiums on the latest hot topics in breast cancer and ovarian cancer, in-person education and awareness-raising programs with community partners like YOU, education about the latest screening guidelines and the most up-to-date data and materials.

Q: How can my synagogue or organization participate in the Summit?

A: Local synagogues and organizations can participate in three ways:

1. Sign on as a community partner for the Sharsheret Summit and encourage your congregants to participate in any or all of the national virtual programs.
2. Join the national campaign and host your own event during the Summit. We will highlight you on our Summit events calendar.
3. Distribute our Summit postcard and educational materials in your community.

Q: What link can I share with my community for more information or to register for individual programs?

A: You can learn more about the Summit on our website summit.sharsheret.org, or contact your regional staff for more information.

Q: What kind of program can I plan for my community?

A: Any! The examples in this handbook are a great place to start, but we are happy to work with you to develop a program that works best for your community.

Contact us to obtain the following Sharsheret resources to enhance your community's Summit participation:

- Postcards to promote the Summit
- Summit Digital Resource Packet
- Flyer to promote the Summit and your own program
- Sharsheret talking points for speakers
- Rabbinic talking points and resources
- Resources and giveaways for your programs

Thank you to our generous Summit sponsors:





Sharsheret Pink Day is a worldwide initiative spearheaded by students, communities and organizations in an effort to **empower one another to **raise awareness** about breast and ovarian cancer and **educate** others about increased genetic risk. Everyone is encouraged to wear pink as a way to generate conversation and to host educational and fundraising initiatives.**

Q: When is the next Sharsheret Pink Day?

A: Wednesday, February 14, 2024

Q: How can Sharsheret help me plan for Pink Day?

A: Sharsheret will help with program development and will provide promotional materials, template social media posts, how-to guides, educational materials and giveaways for your event.

Q: Who do I contact to get started?

A: [Click here](#) or email Ellen Kleinhaus, Director of Campus and Community Engagement, at ekleinhaus@sharsheret.org.

Contact us to obtain the following Sharsheret resources to enhance your Pink Day:

- Media Toolkit with social media posts and more
- Educational resources and giveaways to distribute or sell
- Sharsheret talking points for your presentation



SHARSHERET

LOCAL COMMUNITY PROGRAMS

SHARSHERET WILL WORK WITH YOU TO DEVELOP THE PROGRAM THAT WORKS BEST FOR YOUR COMMUNITY.

We are excited to highlight eight interactive ideas to educate about important topics. They can all take place **in-person or virtually** and can be effective for groups of diverse backgrounds and ages. Each program should be paired with an educational topic appropriate for your community (p. 17). For example, you could facilitate a babka bake focusing on "What's Jewish About Breast and Ovarian Cancer?" or convene a panel discussion focusing on cancer genetics.

If you don't see a program that speaks to you, call us, and together, we'll create one that does.



Host a challah or babka bake to bring your community together in-person or virtually and include Sharsheret's educational information and meaningful challah bake resources. Participants will learn in a fun and interactive way.

Q: Who should lead the bake?

A: Anyone! A community member, volunteer, or Sharsheret staff member can take the lead.

Q: Why pink and teal?

A: Pink is the color of breast cancer awareness, and teal is the color of ovarian cancer awareness.

Q: How can we get dough for the event?

A: Contact your local bakeries to see if they will sell you balls of dough for your challah or babka bake. Some may even dye them pink or teal for you. Alternatively, you can invite a group of community bakers to volunteer to prepare the dough in advance of the event, or have everyone make it themselves. Sharsheret can send you a link to our pink challah recipe or mail individual recipe cards if your group wants to make dough from scratch. If you're running the event virtually, share instructions in advance, along with plans for dough to be delivered, picked up by participants at a central pickup site, or for everyone to make or purchase their own dough.

Q: How do we make the dough pink or teal?

A: You can dye it with pink or teal food coloring or use beet juice to make it pink. You can also use regular dough and have participants sprinkle pink or teal sanding sugar or sprinkles on top.

Q: What should we include for program content?

A: It's up to you! You can invite a speaker (p. 16) to address the group, share a Sharsheret video, and/or incorporate *tehillim* (psalms) or blessings for the sick.

Q: What should participants do with the challahs/babkas?

A: Encourage participants to keep the challahs or babkas, sell them and raise funds on behalf of Sharsheret, or give one to a neighbor in need of support and include Sharsheret resources to help spread the word. When friends or family ask why the challah is pink or teal, participants can share what they learned, thereby spreading breast and ovarian cancer awareness, and educating others. If your community is gathering in person, the community can also enjoy the challah or babka at a themed *oneg* or *kiddush* (Shabbat social gathering).

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

- Insights and messages about the challah ingredients
- Challah and babka recipes - the challah recipe cards include the blessings in Hebrew, English, and transliterated English
- Step-by-step challah braiding instructions
- Sharsheret talking points for speakers
- Communal shopping list for in-person events and personalized shopping list for virtual events



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. 16).

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

Sharsheret Teal and Pink Shabbats are 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 and 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 and 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 and 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. 16)
- 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 and/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

**Host a Mah Jongg game or tournament in your community.
Participants will learn in a fun and interactive way.**

Q: Who should coordinate the event and how should one get started?

A: Anyone can coordinate! A Mah Jongg enthusiast, a local Mah Jongg group, a community member looking to learn or a volunteer. Assemble a team of 3-5 people to form a committee to plan the event and share responsibilities.

Q: Where should the event be hosted?

A: Determine size of the venue based on expected number of participants. Consider having the event at a Mah Jongg players home, or in a communal location like a synagogue or party venue. Look for a venue that can be donated.

Q: How should one schedule the event?

A: Schedule a date and time for your event. Allow 3-4 hours. Make sure it does not conflict with any other local events by checking the community calendar.

Q: Should you charge for the event?

A: While it is not mandatory to charge an entry fee it may assuage the cost of the event, and any additional proceeds can be donated to Sharsheret. Suggest a minimum donation of \$18-\$36/person.

Q: How do people register for the event?

A: Encourage friends to sign up as a team using a google doc sign up that you include in your communications or have Sharsheret create a registration page for you! Allow participants to request to play with specific players if they sign up as individuals. When setting up a registration page, include a section where one can bring their own tiles and/or card tables.

Q: Can Sharsheret help with registration?

A: Sharsheret is happy to make a registration page for you. This registration page, or an invitation that you/your organization makes can be displayed on our website.

Q: How do we advertise?

A: Publicize your event and invite friends through social media, flyers, word of mouth and email blasts. Sharsheret can display your event on our website and include it in our communications.

Q: What if you do not know how to play?

A: If you are learning to play Mah Jongg, no problem! Have a dedicated member of your Mah Jongg group teach those that need extra help. Have them walk around the tables during the event to help those who need.



Q: What should the program include?

A: Contact Sharsheret for help securing a speaker (p. 16) or to share our latest informational video. We can make your event more meaningful.

Q: How can Sharsheret help to bring awareness to the event?

A: Pink is the color of breast cancer awareness, and teal is the color of ovarian cancer awareness. Have attendees wear pink/teal and decorate the space in pink/teal decorations. Contact Sharsheret to receive free giveaways and brochures as part of your program.

Q: What else should we do to make this a successful event?

A: Ask participants to bring a Mah Jongg card, if they have one. Consider having snacks and refreshments, or even raffle off a Mah Jongg set as a prize! Make a welcome speech at the beginning of the event and thank all of your volunteers. Take plenty of pictures and send them to Sharsheret to share nationally. (We can send you a photo disclaimer form or QR code for your registration table.)

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

- Brochures and giveaways
- Sharsheret Talking Points
- Video to show at your event

Reminder: Sharsheret sells Mah Jongg cards yearly in the fall. Look out for the 2024 Mah Jongg card for sale on our website fall 2023.



Incorporate a **service project or awareness event** into your **b'nai mitzvah celebration or youth organization program, high school or community program. Celebrate/host in-person or virtually with friends and family all over the world.**

Q: What kinds of community service projects could we do for a bat/bar mitzvah student, b'nai mitzvah class, or teen group?

A: Some ideas include:

- Make a video to tell your family and friends about what Sharsheret means to you.
- Lead a virtual or in-person program such as:
 - "How to Be a Changemaker," an interactive program about leadership designed for use with your class, family, or group of friends.
 - Screen Sharsheret's film "My Second Backpack: How to Best Support Your Friends in Meaningful Ways" and help teenagers learn how they can best help friends who are facing difficult situations. After watching the film, your trained mental health professionals or educators can facilitate discussion with the accompanying guide.
 - Challah bake, babka bake, or cooking demo
 - Cupcake/cookie wars decorating contest
 - Sharsheret Teal and Pink Shabbat®
- Host a fundraiser such as:
 - Ask friends and family to pledge to sponsor your athletic achievements (e.g., donate \$5 for every basket scored, \$10 for each lap swam, \$15 per mile ran).
 - Plan a bake or crafts sale.
 - Create a personalized fundraising page on Sharsheret's website to share with friends and family explaining why you're raising money for Sharsheret.
- Coordinate a Busy Box™ toy collection (Busy Boxes are sent to the children of parents going through treatment and are filled with age-appropriate toys and resources, and often include Sharsheret coloring pages) and/or Best Face Forward® (BFF) makeup drive (BFF Kits include non-toxic makeup and tips to help with the cosmetic side effects of treatment). We can set up an Amazon wish list specifically for your project.
- Assemble care packages for cancer patients staying in local hospitals.
- Post your Pink and Teal (the colors of breast and ovarian cancer awareness) campaign: launch a social media campaign highlighting Sharsheret as a community resource. Ask others to join you to help spread the word about Sharsheret and its resources. Choose a special hashtag for your community project so you can see all their posts.
 - Post pink and teal challah, pink and teal outfits, Sharsheret coloring pages, and educational information, etc.
 - Tag @Sharsheretofficial on Instagram and @Sharsheret on Facebook.

Q: Can we do a different project that isn't listed here?

A: Absolutely. Please call us to discuss any ideas you have or brainstorm something new.

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

- Promote your project on Sharsheret's website
- Personalized fundraising pages
- Coloring pages
- Busy Box, Best Face Forward, and hospital collection guidelines



SHARSHERET

Have

The Talk™

IN YOUR FAMILY OR COMMUNITY

Focus your in-person or virtual program on genetics and educate others on how to 'Have The Talk' with family members about their **family health history and ways to safeguard their health. Learn how to map your family tree and the next steps for understanding your cancer risk.**

Q: Who should "Have The Talk"?

A: Everyone! Adults, young professionals, students on college and university campuses, healthcare professionals, and communal leaders.

Q: Who would lead this program?

A: A Sharsheret staff member could present, or we can provide talking points and train someone in your community to facilitate.

Q: What would happen during the program?

A: Participants would learn how to map their family tree using Sharsheret's family pedigree chart, role play having the talk with family members, learn important genetics information, and/or watch a video from Sharsheret's genetic counselor.

Q: What should participants do after the event?

A: Connect with Sharsheret's genetic counselor to schedule a personal conversation or family conference call. Participants can also promote that they 'Had The Talk' on social media to raise awareness about the importance of learning about family medical history. Tag us on Instagram @Sharsheretofficial #havethetalk and @Sharsheret on Facebook.

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

- Sharsheret's family pedigree chart to guide you in mapping your family tree
- Sharsheret's genetics conversation starters and resources (e.g., Know The Facts, How Do I Tell My Children About My Cancer Gene, Have The Talk, and Have The Talk 2.0 guide)
- Breast and ovarian cancer genetics information
- Informational video from our genetic counselor about the importance of learning your family cancer and health history



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. 18) 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



An in-person or virtual panel discussion or presentation is an excellent way to delve deeply into information about men's health.

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 (including Sharsheret's genetic counselor), oncologists, rabbis, urologists, gastroenterologists, and/or others. You may want to invite a male breast cancer survivor to speak as well.

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. 18) such as men's health, hereditary risk for cancer in males and the impact on their families, or the latest in cancer research.

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.

NOTE: BRCA and other gene mutations impact the whole family. They can be passed down from fathers to their children. When men carry a mutation, they may also be at increased risk for male breast cancer, melanoma, pancreatic, and/or prostate cancer.

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

- Questions developed specifically for your panel
- Sharsheret talking points for speakers
- Videos of men impacted by BRCA gene mutations
- Talking points specifically about men's health
- Know the Facts for Men resource

The Men's Leadership Council advises and promotes initiatives at Sharsheret to more deeply engage men. The Council helps coordinate hereditary cancer educational events and fundraising events that appeal to a male audience. Council members are invited to share their personal stories at events, on Sharsheret's active blog, email marketing campaigns and social media platforms. Contact Ellen Kleinhaus, Director of Campus and Community Engagement, at ekleinhaus@sharsheret.org for more information.

**Don't see exactly what you're looking for?
Contact Sharsheret to **create the perfect program** for your community.**

Q: What are some examples of programming that we could do?

A: Past activities included events such as a tennis tournament, Mah Jongg tournament, mixology, and virtual golf.

Q: How can we make a program more meaningful?

A: Consider including the following:

- Include a Sharsheret speaker or presentation (p. 16)
- Show an informational video about Sharsheret
- Share Sharsheret talking points
- Recite a prayer for those who are sick
- Invite someone personally affected to share his/her story
- Invite an expert in the community (rabbi, Jewish communal professional, social worker, genetic counselor, etc.) or a Sharsheret staff member to discuss an educational topic (p. 17)
- Make (or share a recipe for) a food or beverage that complements your event

NOTE: If this is for a series of events like a book or knitting club, you can do something different each time the group convenes.

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

- Contact your Sharsheret staff member to help you coordinate (p. 21)



SHARSHERET

OPPORTUNITIES FOR TEENS AND YOUNG ADULTS

There are many ways for Teens or Young Adults to get involved with Sharsheret!

YAD: Sharsheret's Young Adult Caring Corner

YAD supports young adults ages 18-25 whose family members are diagnosed with breast or ovarian cancer and lets them know that Sharsheret is here to support them, as they support a loved one. Sharsheret offers a Buddy Program where you are matched with a mentor who shares a similar experience, and access to a comprehensive website that offers guidance on how you can better understand the diagnosis and take care of yourself while still caring for a loved one (even from afar).

My Second Backpack

My Second Backpack is an initiative to provide professional development training to administrators and supervisors of teen programming with the objective to then lead the program with their teens and young adults. The film, My Second Backpack: How to Best Support Your Friends in Meaningful Ways in conjunction with a discussion guide was designed to help teenagers learn how they can effectively help friends who are facing difficult situations. The discussion guide was created by Sharsheret staff with guidance from school psychologists.

B'nai Mitzvah

Sharsheret provides meaningful ways for b'nai mitzvah to include a chessed component in their celebrations. As they reach this important milestone in their lives, Sharsheret works with b'nai mitzvah individually to develop a tikkun olam project that meets their specific interest and needs.

Have The Talk

Include the Have The Talk initiative in your programs and educate others on how to Have The Talk with family members about their family health and cancer history. Learn ways to safeguard your health, map your family tree and the next steps for understanding your cancer risk. (Page 12)

Pink Day

Sharsheret Pink Day is a worldwide initiative spearheaded by students, communities and organizations in an effort to empower one another to raise awareness about breast and ovarian cancer and educate others about increased genetic risk. Everyone is encouraged to wear pink as a way to generate conversation and to host educational and fundraising initiatives. (Page 4)



OPPORTUNITIES FOR TEENS AND YOUNG ADULTS (CONTINUED)

Sharsheret on Campus

Students on hundreds of campuses across the country are joining the Sharsheret on Campus program developing events and programs to raise awareness about breast health, genetics, breast cancer and ovarian cancer in Jewish families. Coordinate awareness events and remember to order our great giveaways!

Community Service Opportunities

Incorporate a service project or awareness event into your b'nai mitzvah celebration or youth organization program, high school or community program. Celebrate/host in-person or virtually with friends and family all over the world. (Page 11)

OneTable Friday Night Dinner

Sharsheret is proud to partner with OneTable[®] to empower participants and hosts and to share life-saving information. Through Friday night dinner discussions, you can learn the tools to improve lives and save lives.

For more information or to participate in any of these programs, please contact Ellen Kleinhaus at ekleinhaus@sharsheret.org.



IDENTIFYING A SPEAKER FOR YOUR PROGRAM

There are several types of speakers you may want to include in your program, such as health care or mental health professionals, those personally touched by breast or ovarian cancer, and Sharsheret staff members. Speakers can participate both in-person and virtually, and Sharsheret can help you secure and train a speaker.

1. Think about your own community resources.

Reach out to health care or mental health professionals in your own community to present about their areas of expertise (e.g., OBGYN, oncologist, genetic counselor, chaplain, psychologist, or radiologist). You'll want to include people who have important content to share, would be great speakers, and could attract a crowd.

2. We can train you.

Sharsheret can provide personalized trainings for individuals in your community to speak about their experiences, their expertise, and about Sharsheret.

3. Request a Sharsheret volunteer.

Sharsheret has trained peer supporters and volunteers all across the country who share their personal stories and represent Sharsheret. Ask us if we can find someone to join you.

4. Call Sharsheret to discuss and find the right keynote speaker, expert panelist, or workshop leader for your event or staff training.

Our speakers inspire audiences across the country and speak on a variety of topics (p. 17). Speaker fees and travel costs may apply for in-person programs.



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. 12).

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 18.)

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.



SHARSHERET

ZOOM TIPS

Sharsheret has been coordinating and leading webinars using virtual platforms for years. Recently, we have been leading as many as three a week. Here are a few tips we put together to help you get started:

- Download [Zoom](#) or any other video communication platform to your computer or tablet.
- Check your settings and make sure the meeting length and maximum number of people permitted at once will work for your program.
- Schedule the Zoom meeting in advance and then share the link and password with those who wish to participate.
- Send out a reminder with the details a couple of hours before your event to recruit more participants.
- Assign roles to ensure you know who will be launching the Zoom event and who will be monitoring the chat box where individuals can post questions.
- Have speakers arrive a few minutes before the program starts to check that their technology is working. Giving speakers "co-host" privileges will allow them to unmute and share their screens.
- You can record the webinar for those unable to attend or for reference later. Just remember to click the record button before you begin.
- Discuss Zoom etiquette with attendees at the beginning of your meeting. For example, ask them to stay on mute, suggest they watch on speaker view (if appropriate), explain how to rename yourself, discuss that questions should be asked in the chat box, etc.
- Make sure you have clicked "Mute participants upon entry" and "Don't allow participants to unmute" so that participants are not able to share during the program.
- It can be helpful to set up a waiting room that can be disabled so you don't have to continuously let in participants throughout the meeting.
- It's helpful to prepare a few questions in advance in case of technical issues or to get the conversation started.
- After the program, you can download the list of registrants or unique zoom logins for reference.



HELP US HELP YOU: EVALUATE THE IMPACT ON YOUR COMMUNITY

Sharsheret has launched a national evaluation project to help us understand the longer-term impact of our educational programming. We are reaching out six to twelve months after each program to gather information from participants.

Toward that end, we ask you to please **collect and save the contact email addresses for everyone who registers for and participates in your program.** We are not asking you to share participant contact information with us, but we will ask you to reach out to your participants to share a link to an online survey that we hope they will complete. Of course, we will share our learnings with you.

Thank you in advance for helping us ensure that our educational programs are as effective as possible!



WE ARE HERE TO HELP SUPPORT YOU AS YOU EDUCATE AND SAVE LIVES IN YOUR COMMUNITY.

Thank you for partnering with Sharsheret.

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Sharsheret, a national non-profit organization, 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, regardless of background, race, gender, sexual orientation, age, or religion.



SHARSHERET SPONSORS

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*For more information about sponsorship opportunities, contact Dina Muskin
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