



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

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.