



SHARSHERET®
The Jewish Breast & Ovarian Cancer Community

2025-2026







**ENGAGE.
EDUCATE.
EMPOWER.**

**SHARSHERET PROGRAMS
FOR YOUR COMMUNITY**





FOR MORE INFORMATION VISIT [SHARSHERET.ORG](https://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. We can't wait to hear from you.

info@sharsheret.org | 866-474-2774 | sharsheret.org





LOCAL COMMUNITY PROGRAMS

In this section you will find guidelines on how to put together a Sharsheret Local Program. Our Sharsheret team will work with you to develop the program that works best for your community.

PINK OR TEAL CHALLAH OR BABKA BAKE

Engage and educate your community with a program that blends tradition with purpose.

HEALTHY LIVING WORKSHOP

Empower your community to learn about healthy living with a nutrition program, a cooking demonstration, or a fitness class.

SHARSHERET TEAL AND PINK SHABBAT®

Educate your community, honor survivors, and celebrate Shabbat together.

MAH JONGG

Plan a game or tournament in your community or with your private Mah Jongg group.

COMMUNITY SERVICE OPPORTUNITIES

Incorporate a service project or awareness event into your b'nai mitzvah celebration, youth organization program, high school, or community program.

INTERACTIVE PANEL PRESENTATION

Delve more deeply into one particular topic with a presentation by experts.

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



PINK OR TEAL CHALLAH OR BABKA BAKE

Overview

Gather your community for a baking event that blends tradition with purpose. Incorporate Sharsheret's educational resources and meaningful challah bake materials to spark important conversations about breast cancer and ovarian cancer.

Program Ideas

- **Education**
 - Invite a survivor from the community to share their cancer experience.
 - Have a Sharsheret representative speak about how the organization supports and educates people.
 - Invite a local expert to educate the community.
 - Distribute Sharsheret educational resources.
- **Prayer and Optional Fundraising**
 - Honor survivors and/or caregivers by "taking challah" and making a blessing for healing and support or say *Tehillim* (Psalms).
 - Arrange a way for members to donate their challahs to a local food bank or sell their challahs for a fundraiser.
- **Theme**
 - Prepare dough ahead of time to braid at the event, or during a longer event, participants can make the dough.
 - Use beet juice or dried beet powder to naturally dye the dough pink.
 - Have pink or teal sprinkles for people to decorate their loafs.
 - Remember, pink represents breast cancer and teal represents ovarian cancer.
 - Encourage people to wear pink or teal attire.



PINK OR TEAL CHALLAH OR BABKA BAKE

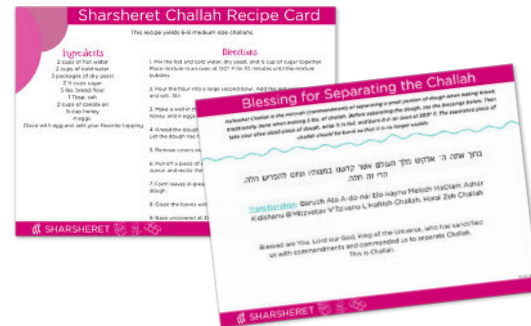
Sharsheret Resources Available Upon Request

- Sharsheret challah insights
- Sharsheret challah recipe card; two sizes to choose from:
 - 6-8 medium sized challahs
 - 1 large challah or 2 medium challahs
- Sharsheret challah bake ideas and games
- *Tehillim* card
- Speaker talking points

SAMPLE SOCIAL MEDIA



CHALLAH RECIPE CARD



CHALLAH INSIGHTS



IDEAS AND GAMES





SHARSHERET TEAL AND PINK SHABBAT®

Overview

Sharsheret Teal and Pink Shabbat® raises ovarian cancer and breast cancer awareness and provides screening education and healing to hundreds of synagogues across the country annually. An awareness Shabbat reaches a large audience of all genders and can be easily incorporated into your Shabbat calendar.

Program Ideas

- **Education**
 - Invite a cancer survivor from your own community to share their story.
 - Share a sermon during services with cancer screening education.
 - Bring a Sharsheret representative to speak.
 - Host a local expert who can educate the community.
 - Distribute Sharsheret educational resources.
- **Prayer and Healing**
 - Honor survivors and caregivers with an *aliyah* or prayer.
 - Incorporate a *misheberach* (prayer) for healing or the mourners' *kaddish* (memorial prayer).
- **Theme**
 - Offer a pink or teal-themed *oneg/kiddush* (collation), or *havdalah* (end of Sabbath) service.
 - Encourage people to wear pink or teal attire.
 - Add a pink or teal challah or babka bake.

Sharsheret Resources Available Upon Request

- Traditional prayers, songs, and poetry focused on healing
- Resource connecting Torah portions to cancer
- Rabbinic talking points
- Ritual Well readings for people impacted by cancer



SHARSHERET®
The Jewish Breast & Ovarian Cancer Community

SHARSHERET TEAL AND PINK SHABBAT®

SAMPLE SOCIAL MEDIA



SAMPLE PRINT FLYER



Photos from Past Events:





HEALTHY LIVING WORKSHOP

Overview

Staying active, eating right, and lowering stress are all ways to reduce your risk of cancer. Programs focused on healthy living are a great way to attract attendees of all ages and interests, especially those who are looking for more experiential social activities.

Program Ideas

- **Culinary Experience**
 - Invite a dietitian or chef influencer as your expert.
 - Offer a cooking tutorial or demonstration.
 - Focus on essential foods to help reduce your cancer risk.
 - Suggest easy, healthy meals or healthy Jewish holiday alternatives.
 - Share how to cook with pantry staples.
 - Create a fun and healthy bake-off.
- **Fitness Class**
 - Invite an instructor or community member to lead yoga or Pilates.
 - Organize a spin or Zumba class in a local studio or community center.
 - Guide mindfulness exercises and meditation.
 - Lead a community-wide walk to raise awareness about Sharsheret and discuss measures participants can take to start living a healthy lifestyle.
- **Team Sharsheret**
 - Make your miles meaningful and participate in coveted races worldwide.
 - Plan a race of your own to promote healthy living and help Sharsheret support, educate, and empower others.

Sharsheret Resources Available Upon Request

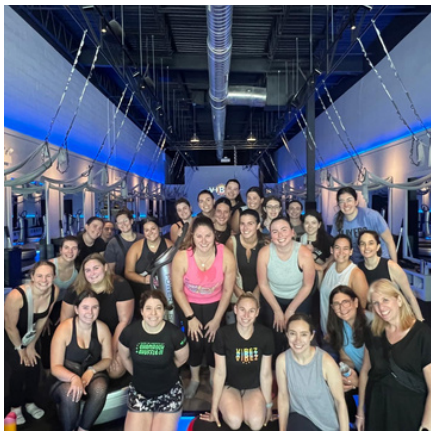
- Healthy recipes from Sharsheret
- Healthy Living Guide on Sharsheret's website with nutrition, exercise, and wellness resources
- Support in identifying a Sharsheret volunteer speaker and talking points



Examples of Previous Virtual Events:



Photos from Past In-Person Events:





MAH JONGG

Overview

Host a Mah Jongg game or tournament as a way to raise awareness about breast cancer and ovarian cancer. Through your weekly game or community-wide event, empower and educate participants about Sharsheret.

Program Ideas

- **Getting Started**
 - Find a venue such as a home, or a communal location like a synagogue or party venue that can be used free of charge.
 - Check your community calendar and schedule a date and time for your event. Allow for 3-4 hours.
 - Consider an entry fee to lessen the cost of the event with additional proceeds supporting Sharsheret.
 - Ask a member of your Mah Jongg committee to teach those who need extra help.
 - Coordinate with Sharsheret to design a registration page where participants pay, donate, sign up to play either as individuals or with specific players.
- **Make it Meaningful**
 - Encourage attendees to wear teal and pink and decorate the space in teal and pink decorations.
 - Invite a cancer survivor or local expert to speak during the event.
 - Raffle off a Mah Jongg set as a prize.

Sharsheret Resources Available Upon Request

- Flyer to publicize your event
- Help identifying a Sharsheret volunteer speaker and talking points
- Free Mah Jongg giveaways and educational resources to share as part of your program
- Sharsheret videos to explain what we do and how we help.

Reminder: Sharsheret sells Mah Jongg cards yearly in the fall. Look for the 2026 Mah Jongg card for sale on our website Fall 2025.



SAMPLE FLYER



MAH JONGG CARD SALE



Photos from Past Events:





COMMUNITY SERVICE OPPORTUNITIES

Overview

Incorporate a meaningful service project or awareness event into your community program, celebration, or organizational initiative. Opportunities are designed to help practice *tikkun olam* (repairing the world) — giving back to your community, raising awareness, and taking action to help save and improve lives.

Program Ideas

- **Assemble Care Packages**
 - Organize a drive using Sharsheret's care package packing list and work with your local hospital to arrange drop-off for cancer patients.
- **Host a Fundraiser**
 - Ask friends and family to pledge to sponsor your athletic achievements.
 - Plan a bake sale or a crafts market.
 - Create a personalized fundraising page on Sharsheret's website to share with friends and family.
- **Organize a Drive**
 - 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.
 - Best Face Forward®(BFF) Makeup Drive - BFF Kits include safe and paraben-free makeup and tips to help with the cosmetic side effects of treatment.
 - Sharsheret can set up an Amazon wish list specifically for your project.

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

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

Sharsheret Resources Available Upon Request

- Personalized fundraising pages or promotion on Sharsheret's website
- Coloring Pages
- Busy Box®, Best Face Forward®, and hospital collection guidelines
- Hospital care package collection guidelines



SAMPLE FLYERS



Photos from Past Events:





INTERACTIVE PANEL PRESENTATION

Overview

Hosting a panel of experts is your best opportunity to provide detailed and life-saving healthcare information to your community. This type of program works well if you have a built-in audience that regularly attends educational programs. A panel of speakers can also be added to any of the programs in this toolkit.

Program Ideas

- **Topics** (See page 24 for more details)
 - Healing and Resilience After Cancer
 - What's Jewish about Breast Cancer and Ovarian Cancer?
 - Women's Health and Empowerment
 - Cancer Genetics: How do you Wear Your Genes?
 - Men's Health: Facts and Figures
 - Creating a Caring Community and Supporting Loved Ones Facing Cancer
 - Torah Study on *pikuach nefesh* (saving a life) or Other Jewish Values
 - Advances in Cancer Research
- **Panel Format**
 - We suggest no more than 3-4 speakers for a 45min-1hr program.
 - Expert speakers will vary depending on your topic but could include:
 - Sharsheret professional
 - Genetic counselor
 - Oncologist, radiologist or surgeon
 - Rabbi
 - OBGYN, urologist or gastroenterologist
 - Mental health professional
 - Dietitian
 - Book Author
 - Always include a cancer survivor speaker on the panel to help ground your topic in lived experience. We can help you find and train someone.
 - Pro Tip: Invite experts from your own community. Local heroes drive better attendance.





INTERACTIVE PANEL PRESENTATION

Mastering the Q & A

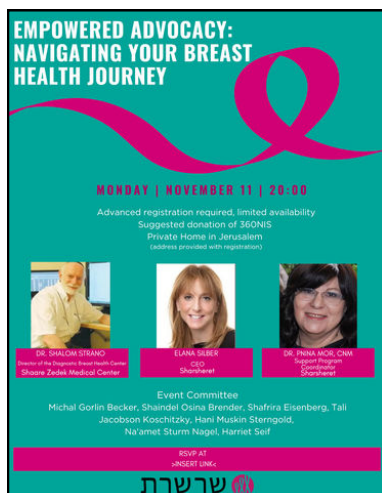
- Invite a community leader, local celebrity, or Sharsheret representative to moderate.
- Sharsheret will work with you to tailor questions for your panel and prepare your speakers.
- Leave at least 10-15 minutes for Q & A.
- Encourage participants to ask questions that are more general (not about their specific health concerns.)

Sharsheret Resources Available Upon Request

- Questions tailored for your panel
- Talking points for speakers - healthcare professionals and male and female survivors
- Videos of men and women impacted by hereditary cancer
- Know the Facts Educational Resources - customized for women, men, and/or the LGBTQ+ community

Interested in bringing genetic testing to your event? Sharsheret works with genetic testing partners to help bring testing (when appropriate) to your community.

SAMPLE FLYER



SAMPLE SOCIAL MEDIA





NATIONAL COMMUNITY PROGRAMS

Participate in one of Sharsheret's annual, national initiatives that can be tailored for your community. In this section you will find guidelines on how to put together or get involved with a Sharsheret National Program.



Sharsheret Pies For Prevention is a worldwide Thanksgiving bake sale founded by two sisters, Sharon Wieder and Adeena Sussman, in support of Sharsheret's Ovarian Cancer Program. Visit sharsheret.org/pies for more information or to arrange a bake sale in your community.



Sharsheret hosts several national programs and webinars throughout the year and our headline event is the Sharsheret Summit. The 2025 Sharsheret Summit will bring together thousands of people virtually and in-person all across the country from September 26 - October 31. Visit summit.sharsheret.org for more information.



Sharsheret Pink Day, February 11, 2026, 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* through a wide range of educational and fundraising events. Visit sharsheret.org/pinkday for more information.



Sharsheret provides meaningful ways for b'nai mitzvah to include a *chesed* (acts of loving kindness) 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* (repairing the world) project that meets their specific interests and needs. Visit sharsheret.org/bnai-mitzvah-celebrations to learn more.

SHARSHERET PIES FOR PREVENTION® THANKSGIVING BAKE SALE

Overview

Sisters Adeena Sussman and Sharon Wieder launched the Pies For Prevention® Thanksgiving Bake Sale® in 2008 in memory of their mother and grandmother, whom they lost to ovarian cancer.

Organize a sale in your own community and support our efforts to raise awareness about ovarian cancer. Every pie shared at your Thanksgiving meal is accompanied by educational resources about ovarian cancer. This is the perfect opportunity to have an important conversation and learn about your family health and cancer history.

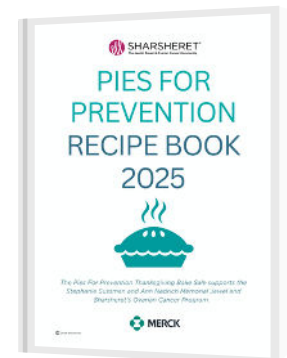
Contact Talia Lerner at tlerner@sharsheret.org for more information.

How to Participate

- **Who can participate**
 - Anyone can participate in this initiative, bringing together home cooks and professional bakers from around the world.
- **Resources for your sale**
 - Ovarian cancer awareness resources and materials.
 - Specialized Toolkit with everything you need for a successful sale.
 - Digital recipe guide with ideas for what to bake.
 - Sharsheret WhatsApp group with all bakers.
 - Zoom session to share tips, connect, and build community.
- **Running your sale**
 - Once you register, your page will be created and the sale will go live.
 - Your page will include your items, important allergens, and other info you would like to share.
 - All proceeds support Sharsheret's Ovarian Cancer program.



The Pies For Prevention® Thanksgiving Bake Sale supports the Stephanie Sussman and Ann Nadrich Memorial Jewel and Sharsheret's Ovarian Cancer Program.



SHARSHERET SUMMIT 2025

Overview

The 2025 Sharsheret Summit will bring together thousands of people virtually and in-person all across the country from September 26 - October 31. Join our national, virtual symposiums on the latest hot topics in breast cancer and ovarian cancer, attend or host in-person education and awareness-raising programs with community partners around the country, learn about the latest screening guidelines, and access the most up-to-date data and materials in our digital resource packet.

However you choose to participate, our Sharsheret Summit is the Jewish community's source for the latest information on breast cancer and ovarian cancer. Visit summit.sharsheret.org for the latest updates.

How to Participate

- Signing on as a partner for Sharsheret Summit is a great way for your synagogue or community to promote education during September's Ovarian Cancer Awareness Month and October's Breast Cancer Awareness Month.
- **Participation can include:**
 - Promoting, hosting, and sharing the virtual symposiums on your organization's listserv.
 - Host any of the local programs highlighted in this toolkit during the Summit and Sharsheret will highlight it on our events calendar.
 - Share cancer screening and genetics information on social media or in your newsletter.

Sharsheret Summit Resources Available (Upon Request)

- Postcards promoting the virtual symposiums
- Summit digital resource packet
- Flyer templates to promote the Summit and your local program
- A media toolkit with screening information to share on social media or in your newsletter

Thank you to our generous Summit sponsors:





SHARSHERET®
The Jewish Breast & Ovarian Cancer Community

SHARSHERET PINK DAY

February 11, 2026

Overview

Sharsheret Pink Day is a worldwide initiative spearheaded by students, communities, and organizations to empower one another, raise awareness about breast cancer and ovarian cancer, and educate others about increased genetic risk.

Everyone is encouraged to wear pink as a way to generate conversations and to host educational and fundraising initiatives.

[Click to register for Sharsheret Pink Day today!](#)

Program Ideas

- **Middle School and High School**
 - Host a bake sale.
 - Have an athletic tournament.
 - Put on a craft fair.
 - Pack care packages for patients.
 - Bring a speaker to speak to the students students sharing age-appropriate content.
- **College and University**
 - Organize a wellness event.
 - Lead a Teal and Pink Shabbat® or challah bake.
 - Coordinate an event or merch sale.
 - Partner with campus organizations for a large scale event.
 - Promote on social media and tag Sharsheret @SharsheretOfficial.
- **Community Organizations, Synagogues, Companies**
 - Host a challah bake or Sharsheret Teal and Pink Shabbat®.
 - Organize a lunch and learn or genetics awareness program.
 - Host a Sharsheret wellness event or walk.
 - Share life-saving information on social media and tag @SharsheretOfficial.
 - Partner, share resources, and donate a percentage of sales to Sharsheret.





SHARSHERET PINK DAY

Sharsheret Pink Day Resources Available (Upon Request)

- Pink Day Toolkit
- Pink Day Marketing Guide
 - Includes social media templates and informational posts
- Sharsheret Volunteer or Sharsheret Staff Speaker
- Sharsheret Flyer Templates
- Pink Day 2026 Swag Giveaway

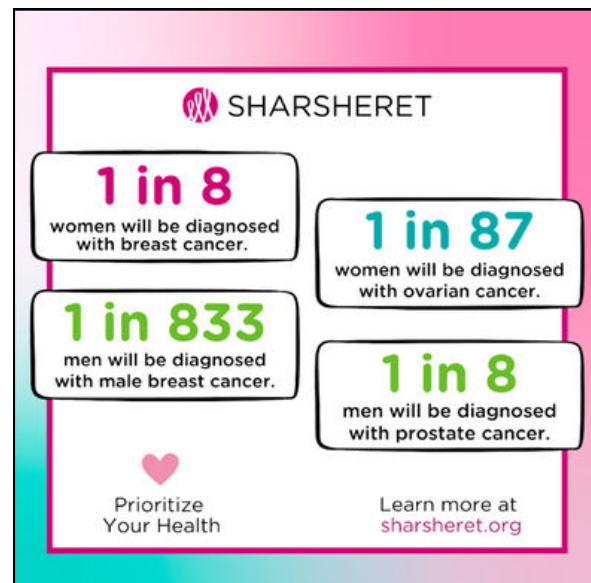
SAMPLE SOCIAL MEDIA



SAMPLE EVENT FLYER



SAMPLE INFOGRAPHICS





SHARSHERET B'NAI MITZVAH PROGRAM

Overview

Sharsheret provides meaningful ways for B'nai Mitzvah to include a *chesed* component in their celebrations. A Sharsheret liaison works individually with the B'nai Mitzvah to develop a *tikkun olam* (repairing the world) project that meets their specific interests and needs.

Contact [Chana Fisher](mailto:cfisher@sharsheret.org) at cfisher@sharsheret.org for more information.

Project Ideas

- Pack care kits for local hospitals.
- Run a collection drive for Sharsheret Busy Box® or Best Face Forward® makeup kits.
- Host a sale for baked goods, crafts, jewelry, or clothing.
- Organize a pink challah/babka bake or Sharsheret Teal and Pink Shabbat®.
- Have an athletic tournament or fitness activity.
- Run a maniCURE for Sharsheret event.
- Create a fundraising page for Sharsheret.

How Sharsheret can help

- Provide guidance on choosing and organizing a project.
- Recognition on social media and Sharsheret website.
- Assistance in creating a Sharsheret donation page.
- Send educational giveaways and resources, plus a thank you package.



B'NAI MITZVAH

MAKE YOUR MILESTONE
meaningful

Are you celebrating your Bar/Bat Mitzvah and looking for a meaningful project that offers you the opportunity to contribute to the community?

Take on a Mitzvah project, or donate money to Sharsheret, and help save lives!

Celebrate With Us!

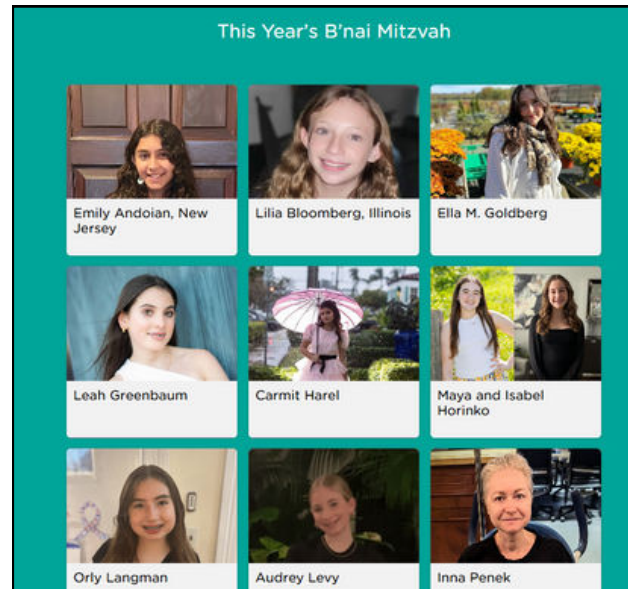
Sharsheret's B'nai Mitzvah are featured on Sharsheret's website, social media, blog and in our newsletter, provided with educational resources and giveaways and receive a special gift in celebration of their milestone events.



B'NAI MITZVAH FLYER



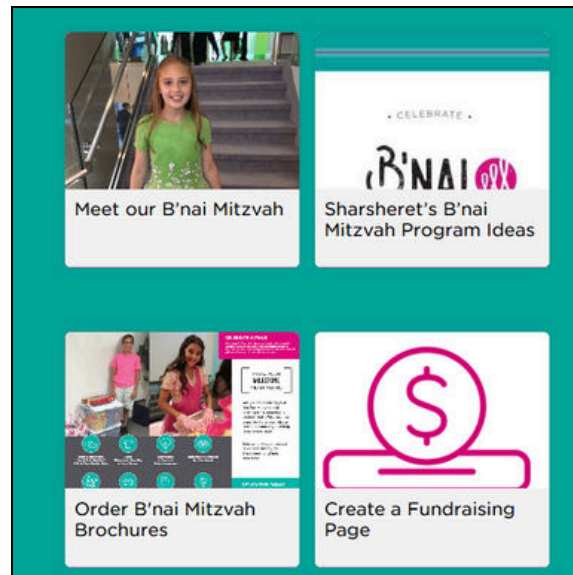
WEBPAGE HIGHLIGHT



SAMPLE INSTAGRAM SPOTLIGHT



B'NAI MITZVAH WEBPAGE





PRE-PROGRAM CHECKLIST

Use the checklist below as a guide to help plan your program.

- ☐ Pick a date and time.
- ☐ Book a venue.
- ☐ Create marketing materials using Sharsheret graphics and Canva templates, or design your own.
- ☐ Create a registration page or have Sharsheret make it for you.
- ☐ Order Sharsheret educational materials.
- ☐ Book expert speakers and/or invite a survivor to share their story.
- ☐ Map out a timeline for your program.
- ☐ Order pink or teal decor.
- ☐ Encourage participants to wear teal or pink.
- ☐ Send out a reminder email to all registrants the night before.
- ☐ Collect contact information from participants who have questions about genetics and screening or are looking for support and share their information with Sharsheret.
- ☐ Send out Sharsheret's evaluation 6 months - 1 year after your event to measure impact.

Sharsheret team members are available to provide support for your program every step of the way.



EDUCATIONAL TOPICS TO INCORPORATE INTO YOUR EVENT

Overview

Below are the most common topics that can be presented by a Sharsheret professional, local expert, or volunteer trained by Sharsheret. They can be paired with one of the interactive programs outlined in this handbook and can be tailored to fit the health concerns of the broader community (beyond breast cancer or ovarian cancer).

Topic Ideas

Healing and Resilience After Cancer

Members of our communities facing cancer or other illnesses face difficult challenges. Create a program that brings medical, mental health, or rabbinic insight into the healing journey and offer spiritual and tangible support to community members in need of healing.

What's Jewish about Breast Cancer and Ovarian Cancer?

Explore why these cancers are Jewish issues, highlight life-saving cancer genetics information, and teach how to provide culturally meaningful support.

Cancer Genetics: How do you Wear Your Genes?

Learn how hereditary cancers impact all people in the Jewish community and what you can do to protect your family's health.

Women's Health and Empowerment

Create a supportive setting in which women can come together to discuss the many ways they can be proactive about personal and family health. This program can include discussions on screening, risk mitigation, body awareness, menopause, nutrition, etc.

Men's Health: Facts and Figures

Learn how hereditary cancers impact men, their families, and what you can do to take action to manage and mitigate personal and familial cancer risk.

Creating a Caring Community and Supporting Loved Ones Facing Cancer

Explore the ways in which individuals and communities can provide tangible support for someone facing illness. Learn practical tips and common roadblocks to care.

Torah Study on Pikuach Nefesh (Saving a Life) or Other Jewish Values

Delve deeper into the Jewish connection with the cancer experience and organize a text study with your learning group.

Advances in Cancer Research

Highlight the latest research and technology advances in the US and Israel. Speakers can include renowned scientists or even researchers within your own community.

If you have another topic in mind or would like a specialized presentation, please contact Sharsheret for a personalized presentation that meets your community needs.



ENGAGING TEENS AND COLLEGE STUDENTS

Overview

Sharsheret programming can be tailored to offer age-appropriate education and awareness for teens and college-aged young adults. Incorporate any of our program models in this toolkit to fit your youth group.

Tips for Programming

- Find out if any of the young adults have a personal relationship with cancer and include them in the planning.
- Assess the maturity of the group before determining content.
- Be clear with guest speakers about student maturity.
- Brainstorm with Sharsheret about what has worked for other groups.

Educational Topics to Include

My Second Backpack

- Screen the Sharsheret film, *My Second Backpack*, and utilize the accompanying discussion guide. Designed by Sharsheret, with guidance from school psychologists, the film helps teens learn how they can support their friends.

Changemakers

- Perfect for teens, this curriculum teaches kids about *bikkur cholim* and how they can make a difference for people facing cancer.

Have the Talk®

- Follow Sharsheret's talking points to teach young adults about how to talk with their parents about their family cancer history.

YAD: Young ADult Caring Corner

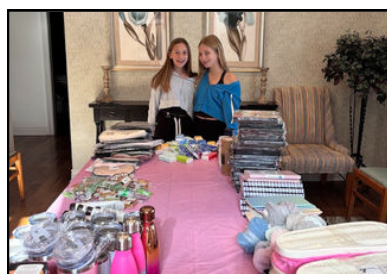
- Highlight Sharsheret's *YAD: Young ADult Caring Corner* initiative (geared towards 18-25 year olds) to support them, as they support their loved ones diagnosed with cancer, ensuring that they know they are not alone.
 - [Click here to learn more](#)

Sharsheret National Initiatives

Pink Day (Page 19)



B'nai Mitzvah (Page 21)





ENGAGING YOUNG PROFESSIONALS

Overview

Targeting young professionals provides opportunities to educate and empower individuals entering adulthood to take charge of their health. Sharsheret programming can be tailored to meet their needs.

Tips for Programming

- Determine if a young professional group already exists within your community.
- Find out if any of the members have a personal connection to cancer and include them in the planning.
- Brainstorm with Sharsheret about what has previously worked well for other organizations.

Programming Ideas

- **Activities**
 - Organize a Sharsheret Teal and Pink Shabbat® program. (page 06)
 - Lead a Sharsheret Pink Challah Bake. (page 04)
 - Coordinate an athletic event raising awareness about healthy living, such as a pickleball or 3-on-3 basketball tournament, Zumba, or yoga. (page 08)
 - Host an evening of awareness in your home or community center.
- **Educational programs or topics to include**
 - Invite a survivor from the community to share their cancer journey and/or a local expert to address and educate the community.
 - Focus on cancer risk assessment, genetic testing, and awareness.
 - Highlight Sharsheret's *YAD: Young ADult Caring Corner* initiative (geared towards 18-25 year olds) to support them, as they support their loved ones diagnosed with cancer, ensuring that they know they are not alone.
 - [Click here to learn more](#)
 - Distribute *Have the Talk*® resources - Follow Sharsheret's guide on how to talk with family members about one's family cancer history.



ENGAGING TEENS, COLLEGE STUDENTS, AND YOUNG PROFESSIONALS

Sharsheret Resources Available Upon Request

- Know the Facts Brochure
- Teen Resources Brochure
- Have The Talk® Brochure
- YAD: Young ADult Caring Corner Brochure



Photos from Past Events:





CONSIDERATIONS FOR MEN AND LGBTQ+ COMMUNITY MEMBERS

Overview

Sharsheret recognizes and embraces the full spectrum of diversity within the communities we serve. We recognize that breast cancer and ovarian cancer are often seen only as women's issues. The reality is they affect people across many gender identities. Men can develop breast cancer, and individuals across the gender spectrum—including transgender men, transgender women, and nonbinary people—can be diagnosed and/or at elevated risk due to genetic and biological factors.

Framing these cancers solely as women's health issues can lead to gaps in awareness, screening, and care. Recognizing that breast cancer and ovarian cancer impact people of all gender identities, it is essential to take into account *your community* and consider inclusive messaging that will ensure that all members at risk will be seen and heard.

Tips for Inclusive Programming:

- Use gender-inclusive language in all materials and outreach. E.g., replace “women facing breast cancer” with “people facing breast cancer.”
- Audiences beyond sisterhoods and men's groups can participate in these programs - do your best to not limit invitations.
- Bring in voices that represent a diverse range of identities (i.e., women, men, nonbinary people, cis and trans, etc) in your planning, marketing, and programming as experts and as participants.
- Prepare all healthcare speakers in advance to address the cancer and genetic risks associated with men and LGBTQ+ people.
- Ask yourself whether the use of “pink” to represent breast cancer will dissuade your target populations from attending.

The LGBTQ+ community uses affirming terms to self-identify.

[Click here to learn about some of these terms with Keshet](#)

Sharsheret Resources Available Upon Request

- Know the Facts - Gender Non-Binary Hereditary Cancer Risk Pamphlet
- Know the Facts - Male Hereditary Cancer Risk Pamphlet
- Men's Hereditary Cancer and Your Genetic Legacy



FINDING THE RIGHT SPEAKER FOR YOUR PROGRAM

Overview

Bringing an expert or cancer survivor speaker to your program elevates the content and ensures your program is grounded in life-saving education. Sharsheret can help guide you in finding a speaker that meets your needs.

Speaker Types (need will vary based on topic)

- Sharsheret professional
- Cancer survivor or previvor
- Genetic counselor
- Oncologist, radiologist, or surgeon
- Rabbi or spiritual leader
- OBGYN, urologist, gastroenterologist, or cardiologist
- Mental health professional
- Dietitian or nutritionist
- Integrative Medicine Doctor

Tips for inviting a speaker into your community

- Invite a community leader or local celebrity to help increase attendance.
- Identify talent within your organization first before looking outside of it.
- Be clear about how much time is available for each speaker.
- Ask to review remarks in advance.
- Provide any requests for remarks up front (e.g. gender inclusive language).

How Sharsheret can help

- Review remarks and train your volunteers to share their personal story.
- Provide local experts, Sharsheret volunteers, or staff to speak and table.
 - Speaker fees and travel costs may apply.
- Brainstorm topic and speaker ideas with you and help find the right expert for your community through our network.
- Identify panelists and develop program content.



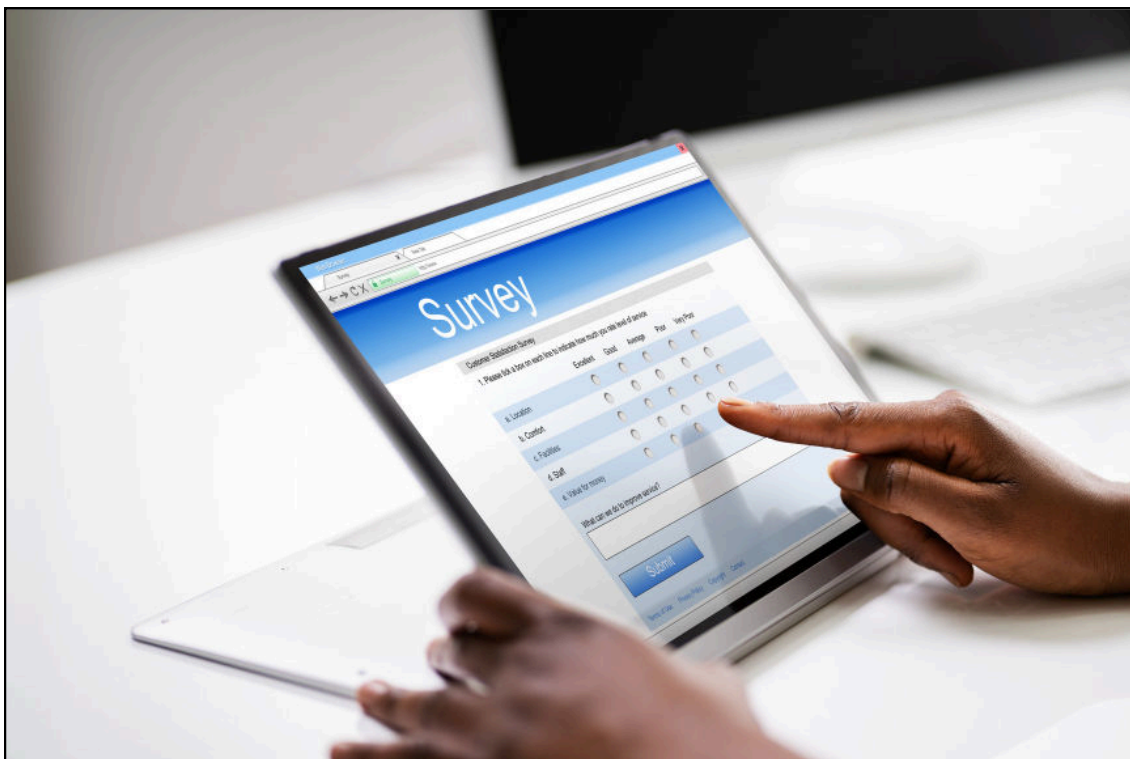
HELP US HELP YOU

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

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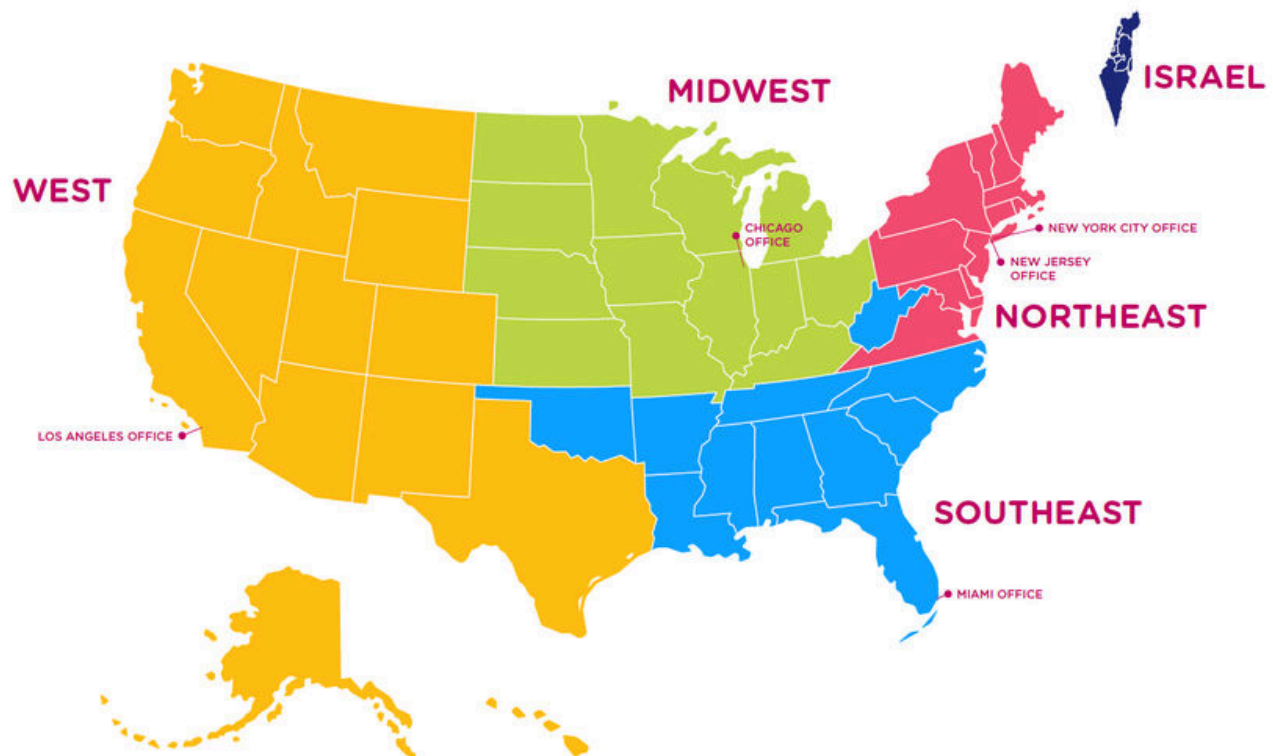
NORTHEAST:

Ellen Kleinhaus

Director, National Outreach

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Sharsheret, a Jewish not-for-profit organization, provides personalized support, life-saving education, financial assistance and genetic counseling to empower those faced with or at increased genetic risk of breast cancer and ovarian cancer.

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.



SHARSHERET®
The Jewish Breast & Ovarian Cancer Community

SPONSORS

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Max and Anna Baran, Ben and Sarah Baran, and Milton Baran Endowment
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The Marcus Foundation

Erwin Rautenberg Foundation

*For more information about sponsorship opportunities, contact Dina Muskin
Goldberg, Chief Development Officer, at dgoldberg@sharsheret.org.*