



Worship in Pink



This toolkit is designed to provide faith-based organizations with ideas and resources to help plan, develop, and implement Worship in Pink events. The resources in the toolkit are simple to implement and may be used at the discretion of your congregation.

WORSHIP IN PINK is a grassroots effort to partner the Affiliate with places of worship, providing resources to educate the members of their congregations on breast health and breast cancer. We encourage your congregation to join us in the fight against breast cancer and honor community survivors. All congregations are encouraged to participate in spreading the life-saving message of early detection at any time during the year, not only on Sundays. Many congregations hold events in May around Mother's Day, in October in honor of Breast Cancer Awareness Month or near the dates of the two Affiliate Race for the Cure® events in March (Wilmington) and June (Triangle). Choose the date best for you and your congregation.

As part of **WORSHIP IN PINK**, the Komen North Carolina Triangle to the Coast Affiliate will provide breast health information materials and/or promotional items to each participating religious organization. Each individual organization is responsible for coordinating the event at their site. ANY religious organization in the Affiliate's 29-county service area is encouraged to participate in spreading the life-saving message of early detection.

We have provided resources to help you plan and execute a successful event:

1. **Registration Form:** Please [click here and use the online registration form](#). Please register at least two weeks before your Worship In Pink event.
2. **Planning Your Event/ Ideas for Worship in Pink:** Use this document as a starting point for planning your Worship in Pink event, large or small. Feel free to create your own unique Worship in Pink signature activities.

3. **Talking Points and Bulletin Information for Worship in Pink:** Our talking points and bulletin document gives you the information you need to make an impact on your congregation about breast health and cancer awareness. This information can be put in a bulletin insert format or used as a guide for talking about breast cancer awareness during your service or other event.
4. **Commitment Form (optional):** Would you like to encourage your church members to get their yearly mammogram? Set up a Commitment Challenge by having your congregation members sign the commitment form. Consider recruiting volunteers to send out reminders or give your participants a call during the year to remind them to get those mammograms done.
5. **Still have questions?** Call 919.493.2873 or toll free (866)971-2873 or e-mail us at grants@kومنnctc.org.

Thank you for your interest in **WORSHIP IN PINK** and be sure to let us know how your event turned out. **Send us pictures!!**

PLANNING YOUR EVENT....

1) Get Support from your Congregation's Leadership

- Meet with the leadership and/or health ministry to share the importance of educating the congregation and community on breast health and screening for early detection of breast cancer
- Identify the clergy and members of the congregation to commit to planning/implementing this event.

2) Start Planning

- Meet with health ministry or volunteers from the congregation to decide which activities you would like to include, what resources your congregation has, and what community organizations you can collaborate with.
- You may want to start simple for your first event and host a bigger event in the future.
- Create a timeline for your event activities. This includes: planning meetings, flyer distribution, event set-up, etc.
- Contact Komen office for ideas

3) Spread the Word: Promote your event

- Strategies you use to promote your event will depend on your target audience and the size of the crowd you would like to attend the event.
- If the event will be open to your congregation you may want to do a church bulletin announcement; if you want to invite the public you may want to have flyers and/or partner with community groups and local media to do a Public Service Announcement (PSA)

4) Implement your Activities

- Be sure all event activities have been approved by congregational leadership, i.e. date, event, location, event flyers/handouts
- Be sure volunteers know their assignments
- Ensure that you have all materials to give out to participants
- Make sure speaker(s) have been approved and are prepared for your event
- Confirm outside partners and their role during your event
- Contact media or designate individuals to take photos to document your activities and/or event

- Implement activity and encourage congregational members to get involved with a call to action

5) Follow-Up

- Conducting follow-up is important to assist evaluating your successes and planning for future events. Determine how the audience felt about the event, how smooth planning went, and what were the most effective activities and materials.
- Evaluating your event: Count the number of individuals attending your event; document the number and titles of materials distributed; collect contact information of your partners and speakers; hold a post event meeting with leadership and volunteers; send event recap and pictures to the Affiliate.
- Keep your congregation and attendees motivated and empowered throughout the year; start a support group for survivors and women diagnosed with cancer, implement a transportation assistance program for women to get to screening/treatment appointments, hold workshops to educate the community on breast health and breast cancer, assemble a team to participate in the Race for the Cure®

You may contact the Komen Affiliate if you need more assistance in planning your event

BUILDING A HEALTH MINISTRY/COMMITTEE....

1) Recruiting Health Ministry Members

- A health ministry can consist of at least 3-5 volunteers to address congregational health and well-being. These volunteers do not need to have a medical background but need to be respected members who are willing to share knowledge.

2) Health Ministry Leadership

- Designate one individual to serve as the Health Ambassador (Coordinator). This individual will lead committee meetings and act as the liaison between the committee, the congregation, and the congregational leader(s).

3) Congregational Leadership

- Congregational leader(s) play a significant role in the success of the health ministry. She/he should serve as a role model to the congregation and actively participate in living a healthy lifestyle.

4) Health Ministry Role

- The committee will plan health education activities, provide health education information, and encourage healthy lifestyles among members of the congregation
- We encourage your committee to identify other health issues in the congregation and use this tool kit to address these as well.

Ideas for Celebrating **WORSHIP IN PINK with Your Congregation**

- Ask your congregation to wear "pink." You may provide pink ribbons, flowers or bracelets.
- Encourage women to take the COMMITMENT CHALLENGE!
- Celebrate survivors in your congregation with pink ribbons, flowers, bracelets, or scarves.

- Honor those who have lost their battle with breast cancer with a prayer or a moment of silence.
- Create Walls of Hope with the names of survivors and those who have lost their battle with breast cancer.
- Conduct a candlelight prayer service.
- Ask a survivor and family to share her/his story during the service so others may benefit from her/his experience.
- Include Breast Cancer Awareness Facts in the bulletin or announce throughout the service.
- Perform a skit about breast health.
- Ask the Congregational leader to deliver a health focused message.
- Invite a health educator, radiologist, or oncologist to speak to the congregation.
- Invite local breast health and/or women's health organizations/clinics to set-up an educational booth before/after worship service.
- Host a reception after the service with pink lemonade and pink cupcakes, cookies or other pink treats.
- Collect a special donation from members of the congregation to be made to the North Carolina Triangle to the Coast Affiliate of Susan G. Komen.
- Have the congregation make donations in memory of or in honor of a member of the congregation who has battled breast cancer.
- Encourage the congregation to participate in the Komen Triangle Race for the Cure on June 13, 2015 at Meredith College in Raleigh, NC. http://nctc.info-komen.org/site/TR?fr_id=5228&pg=entry
- Order items from our website www.shopkomen.org to provide to survivors or your congregation.

KOMEN NORTH CAROLINA TRIANGLE TO THE COAST TALKING POINTS AND BULLETIN INFORMATION

How to use this information:

- Include this information in bulletin inserts or to create bulletin boards.
- Have representatives of your congregation use this information as a script for talking during your service or events.

About Worship in Pink (Sample church announcement)

Our congregation has designated today as "Worship in Pink" day to increase breast cancer awareness by distributing educational material throughout our community. As a faith based community, we have partnered

with Susan G. Komen North Carolina Triangle to the Coast Affiliate (& ***insert any other partners you are working with***) to open the lines of communication about breast health, promote breast cancer education and celebrate the lives of those who have fought breast cancer. In 2015, it is estimated that 231,840 women and 2,350 men will be diagnosed with breast cancer nationwide. We want to share the message that ***early detection saves lives***. While the 5-year survival rate for late stage, distantly spread breast cancer is only 27%, early stage breast cancer (when treated) has a 99% 5-year survival rate.

About Susan G. Komen

Susan G. Komen was established in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died from breast cancer in 1980 at age 36. Known as the leading catalysts in the fight against breast cancer, Susan G. Komen Affiliates continue to lead the fight against this disease. Komen has more than 75,000 volunteers working through a network of 118 U.S. and international Affiliates, making it one of the most progressive grassroots organizations in breast cancer today.

About Komen NCTC

Since 1997, the North Carolina Triangle to the Coast Affiliate has invested more than \$14 million to provide breast health and breast cancer services to the medically underserved in our service area and local researchers have received 122 research grants totaling more than \$30 million since 1982. These programs help ensure that women in North Carolina are getting the education, screenings, treatment assistance, post-diagnosis support, and survivor support they need.

In addition to offering grants to local non-profits and health care organizations, we offer opportunities for program development and capacity building in hopes of realizing our vision of a world without breast cancer.

Community Focused

Seventy-five percent of net funds raised, through events like the Race for the Cure[®], individual donations, and corporate philanthropy are returned to our service area to help the people of North Carolina.

Since 1997, the NC Triangle to the Coast Affiliate has funded more than 250 community-based programs through partnerships with free clinics, faith based organizations, health departments, hospitals, universities, and community coalitions that have made a difference in the lives of uninsured and underserved women and men in our service area.

The North Carolina Triangle to the Coast Affiliate has granted funds that have paid for more than 20,000 mammograms for medically underserved woman in our 29 county service area.

Breast health programs and materials have been translated in dozens of languages to educate more than 150,000 people throughout or community.

“Angel funds” have covered rent, utilities, prescription costs, wigs and lymphedema sleeves for hundreds of patients.

Breast Cancer Facts

- Breast cancer is the most frequently diagnosed cancer among women in the U.S.
- Breast cancer is second only to lung cancer in cancer deaths among women in the US.
- 1 in 8 women will develop the disease in their lifetime.
- Breast Cancer affects families... not just the person diagnosed. Co-survivors including family, friends, and co-workers can also feel the effects.
- One woman is diagnosed with breast cancer every two minutes.

- In 2015, it is estimated that 231,840 American women will be diagnosed with invasive breast cancer, and 40,290 will die of the disease. That's 1 death every 13 minutes.
- In 2015, it is estimated that 2,350 men will develop breast cancer and 440 will die.
- 99% is the probability of survival – but only for women who get early detection and treatment before the cancer has spread.
- There are more than 3.1 million breast cancer survivors alive in the U.S. today, this is the largest group of Cancer survivors.

Breast Cancer Facts in North Carolina

- In the North Carolina Triangle to the Coast Service Area, African-American women are dying of breast cancer at a much higher rate than African-American women statewide and throughout the U.S.
- The death rate for African-American women far exceeds the death rate for Caucasian women even though Caucasian women are much more likely to get the disease.
- The higher death rate is attributed to African American women being diagnosed at later stages than Caucasians when it is less treatable, thereby making early detection even more critical.
- African- American women tend to get breast cancer at an earlier age, when it is more aggressive, than Caucasian women. Early detection saves lives.

Easy Steps to Breast Self-Awareness

- Know your risk.
 - Talk to your family to learn your family health history.
 - Talk to your doctor about your personal risk of breast cancer.
- Get screened
 - Ask your doctor which screening tests are right for you if you are at higher risk.
 - If you are at average risk, have a mammogram every year starting at age 40.
 - Have a clinical breast exam at least every 3 years starting at 20, and every year starting at 40.
- Know what is normal for you. See your health care provider right away if you notice any of these breast changes:
 - A new, hard lump or thickening
 - Swelling, warmth, redness or darkening
 - Change in the size or shape of the breast
 - Dimpling or puckering of the skin on the breast
 - Itchy, scaly sore or rash on the nipple
 - Pulling in of your nipple or other parts of the breast
 - Nipple discharge that starts suddenly
 - New pain in one spot that does not go away
- Make healthy lifestyle choices.
 - Maintain a healthy weight
 - Add exercise into your routine
 - Limit alcohol intake

What You Can Do Now

- Get a mammogram during your birthday month each year. Schedule it now!
- Remind 5 friends to get a mammogram.
- Offer to help a friend schedule their mammogram appointment.
- Ask your doctor to post a reminder for patients to schedule a mammogram.
- Get a speaker for your women's group to speak about breast cancer.



SAMPLE PRESS RELEASE

(PLACE OF WORSHIP) Holds 'Worship in Pink' for Breast Cancer Awareness

(Date)

(City, State)— (PLACE OF WORSHIP) participated in the "Worship in Pink" program to help spread the message of breast cancer awareness and breast health to its congregation. The members were encouraged to wear pink to commemorate the congregation's survivors, (insert any other activity you had and would like to highlight).

The "Worship in Pink" program is a partnership with the Susan G. Komen North Carolina Triangle to the Coast Affiliate in an effort to educate faith based communities on the importance of breast health and healthier lifestyles. The Affiliate supplied (NAME OF CONGREGATION) with printed materials containing information on (Breast Self- Awareness, Mammography, Being A Co-Survivor, and Resources in the Community) to the attendees.

(QUOTE FROM CONGREGATION LEADERSHIP ABOUT IMPORTANCE OF PARTICIPATING IN WORSHIP IN PINK)

Worship in Pink

Faith based groups that are interested in the “Worship in Pink” Program: Contact Julie McQueen, Director of community Health at Susan G. Komen North Carolina Triangle to the Coast Affiliate, jmcqueen@komeennctc.org or 919-493-2873.



SAMPLE BULLENTIN INSERT

Early Detection is the KEY to survival. Together we can SAVE lives...

Did You KNOW???

- 1 in 8 women will develop breast cancer in her lifetime.
- In 2015, it is estimated that 231,840 American women will be diagnosed with invasive breast cancer, and 40,290 will die of the disease. That's one every 13 minutes.
- Breast Cancer affects families not just the person diagnosed. Family, friends, and co-workers can feel the effects as well.
- There is a 99% is the probability of survival – but only in cases of early detection and treatment before the cancer has spread.

What You Can Do Now

- Get a mammogram during your birthday month each year. Schedule it now!
- Remind 5 friends to get a mammogram.

- Offer to help a friend schedule to their mammogram appointment.
- Ask your doctor to post a reminder to patients reminding them to get a mammogram.
- Request a speaker for your women's group to speak about breast cancer.

Visit the Komen NCTC website www.komennctc.org for more information about breast health resources in your community.

Guide to Breast Health

Know your body...

Recognize how your breasts look and feel. Report any changes to your doctor, if you notice any lumps, redness, dimpling, or puckering tell your doctor.

Talk to your doctor about reducing your risk for breast cancer...

Discuss your personal risk factors with your doctor. Also, talk with your family to learn about your family health history.

Know the risk factors for breast cancer...

Although being female and getting older are the greatest risk factors for developing breast cancer, there are other things you can do to reduce your risk.

Do not smoke cigarettes or use other tobacco products...

If you smoke try and quit.

Get regular physical activity...

30 min. of moderate physical activity most days of the week is a great goal to set.

Eat a healthy diet...

A diet comprised of foods low in saturated and trans fat but high in whole grains, fruits, and vegetables have been shown to lower your risk of breast cancer.

Aim for a healthy weight...

If you are overweight, talk with your physician about a balanced diet and exercise program.

Know the signs and symptoms of breast cancer...

Common signs include lumps, warmth, dimpling, redness, or puckering.

Get clinical breast exams...

Clinical breast exams are recommended at least every 3 years starting at age 20 and every year starting at age 40.

Get mammograms when appropriate...

Have a mammogram every year starting at age 40. Ask your doctor which screening tests are right for you if you are at higher risk of breast cancer.



SAMPLE PROGRAM EVALUATION

Please circle your answer to the following questions about the program.

1) I am able to share with others the steps to Breast Self – Awareness?

Strongly Disagree Disagree Agree Strongly Agree

2) The guest speaker(s) demonstrated knowledge of the subject matter?

Strongly Disagree Disagree Agree Strongly Agree

3) Are you satisfied with the quality of materials provided?

Very Dissatisfied Dissatisfied Satisfied Very Satisfied

4) Would you attend another “Worship in Pink” event?

Yes No

5) Would you be interested in volunteering with the Health Ministry?

Yes No

6) Do you know where you can go to receive a Mammogram?

Yes No

7) Would you like additional information on breast health resources available in your community?

Yes No

If yes, please provide contact information:

8) Would you like information about participating in the Race for the Cure?

Yes No

If yes, please provide contact information:

HEALTH RESOURCES

➤ **Susan G. Komen North Carolina Triangle to the Coast**

Website: www.komennctc.org

Phone: 1-866-971-2873

➤ **American Cancer Society**

Website: www.cancer.org

Phone: 1-800-227-2345

➤ **North Carolina Breast and Cervical Cancer Control Program**

Website: <http://bcccp.ncdhhs.gov/index.htm>

Phone: 919-707-5300

➤ **Sisters Network, Inc.**

Website: <http://www.sisterstriangle.org/>

Phone: 919-490-1571

➤ **Eat Smart, Move More NC**

Website: <http://www.eatsmartmovemorenc.com/index.html>

Phone: 919-707-5224

➤ **American Heart Association- Triangle and Eastern NC**

Website: www.heart.org

Phone: 919-463-8300

➤ **QuitlineNC**

Website: <http://www.quitlinenc.com/>

Phone: 1-800-QUIT-NOW

Materials for this toolkit came from:

- FDA Office of Women's Health www.fda.gov/womens
- Susan G. Komen for the Cure www.komen.org
- Susan G. Komen for the Cure, North Carolina Triangle to the Coast Affiliate www.komennctc.org