



# Worship in Pink

## Toolkit

Ambassador Name: \_\_\_\_\_



Dear Worship in Pink Ambassador,

Thank you so much for volunteering for Susan G. Komen® as a Worship in Pink Ambassador. Your leadership efforts will bring your friends, family, and community together in the fight against breast cancer.

Komen supports breast cancer survivors and promotes breast cancer education, awareness, and early detection. We need Ambassadors like you to help us reach more people with life-saving information. In addition to providing breast health information at your local organization or church, you are helping to build a new relationship between your community and Komen.

Again, we really appreciate your time and dedication to this cause and to the health of your community. We hope you are able to volunteer throughout the year and join us at our Race for the Cure on November 1, 2015 at Balboa Park.

Please feel free to call or email us if you have any questions, need help with your Worship in Pink event, or would like to get involved in other ways.

With heartfelt thanks,

Wendy Shurelds

Circle of Promise Advocate

San Diego County Affiliate of Susan G. Komen®

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# *Worship in Pink Toolkit*

## *What Do You Get?*

1. What is Worship in Pink?
2. Worship in Pink Presentation
3. How to Organize a Successful Worship in Pink Event
4. 10 Great Ideas for Worship in Pink Events
5. Breast Cancer: What You Should Know
6. Breast Cancer: Impact in San Diego County
7. Frequently Asked Questions
8. Low-Cost or No-Cost Mammogram Resource Guide
9. Sample Worship in Pink Ambassador Script

## *What is Worship in Pink?*

Worship in Pink is a collaboration between local faith-based organizations and the San Diego Affiliate of Susan G. Komen. Our goal is to increase breast health awareness and decrease breast cancer in the community by working with you, our Worship in Pink Ambassadors. We hope each Ambassador will organize a breast health awareness event at her church during the month of October in honor of Breast Cancer Awareness Month.

This Worship in Pink Toolkit and training will provide you with the necessary tools and information to become breast health Ambassadors. We hope you will be empowered to serve as breast health educators and organize a breast health education event.

Worship in Pink is a powerful way to help advance Komen's promise to save lives and end breast cancer forever by empowering people, ensuring quality of care for all, and energizing science to find the cures.

By becoming Ambassadors today, you will join us in this movement to motivate and empower the community. Komen recognizes the strength and power of local organizations and churches as a platform for breast health education.

*Thank you for helping raise awareness!*

### **About Susan G. Komen**

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen® and launched the global breast cancer movement. Today, led by more than 100,000 survivors and activists, Komen is the world's largest and most progressive grassroots network fighting against breast cancer.

### **About Komen San Diego**

Since 1995, the Komen San Diego Affiliate has raised more than \$11.5 million for local uninsured women and their families. Through a rigorous granting process, we fund everything from free diagnostic mammograms and surgeries to meal delivery, child care and temporary financial aid; everything a qualified woman and her family need to be diagnosed, get treated and thrive. We are the only breast cancer foundation with this scope.

### **Our Promise**

To save lives and end breast cancer forever by empowering people, ensuring quality care for all, and energizing science to find the cures.

# Organizing a Successful Worship in Pink Event

## Step 1: Retrieve your Worship in Pink Toolkit and go to a Worship in Pink Luncheon

- ┆ This toolkit will provide you with all the necessary information on Worship in Pink and your role as a Worship in Pink Ambassador.

## Step 2: Develop your idea for a Worship in Pink event at your church

- ┆ See 10 great ideas for Worship in Pink events for inspiration.

## Step 3: Get permission to hold a Worship in Pink event at your organization or church

- ┆ Once you have become a Worship in Pink Ambassador, you will need to get permission from your congregation leaders to hold your Worship in Pink event.
  - Your congregation's Ministry of Health, Ministry of Women, First Lady, or Pastor might be great places to start.

## Step 4: Plan and organize an event

- ┆ Organize a team of volunteers to help you.
- ┆ Define your Worship in Pink Event.
- ┆ Decide where and when to hold your event.
  - Your event can be during or outside of religious services. Many past successful events have taken place right after the service.
  - If you decide to hold your event during service, you will probably only have a few minutes to speak, play a video, or honor survivors.
- ┆ Recruit participants from your congregation to attend the event via flyers, bulletin, news- letter, and pulpit announcements.
- ┆ Collect RSVPs for the event (if applicable).
- ┆ Utilize the talents from within your congregation to get creative!
- ┆ Submit Komen's online *Material, Speaker, or Representative Request Form* for assistance securing speakers, educational materials, and event planning expertise.

## Step 4: Host a Worship in Pink event

- ┆ Encourage participants to wear pink on the day of the event (if applicable).
- ┆ Coordinate with your speakers to ensure things go smoothly (if applicable).
- ┆ Providing food at the event is always a great way to increase participation!
- ┆ Remember to take pictures at your event.
- ┆ Take a head count, so we can document your success.

## Step 5: Wrapping up your Worship in Pink event

- ┆ Thank everyone who helped with the success of your event.
- ┆ Congratulate yourself for all of your hard work!
- ┆ Follow-up with anyone who needed more information or a local referral.
- ┆ Submit Komen's online *Event Recap Form* to share your success stories and photos!

# 10 Great Ideas for Worship in Pink Events

## 1. Speakers

- Have an expert present breast health information during or after a service

## 2. Educational Materials

- Distribute breast health educational and resource materials

## 3. Book Club

- Start a book club and read a book about breast cancer, such as Dr. Susan Love's Breast Book

## 4. Wear Pink!

- Invite congregation members to wear pink (such as hats and ties)

## 5. Survivors

- Feature survivor or co-survivor testimonials during a service

## 6. Act it out

- Have a youth group put on a skit

## 7. Remembrance

- Dedicate a service to those that have been touched by breast cancer

## 8. Song and Dance

- Have the choir and/or praise dancers perform in honor of Breast Cancer Awareness Month

## 9. Films

- Show a short educational film during service

## 10. Newsletter

- Include breast health information in your newsletter and on your website

# Breast Cancer: What You Should Know

## What is Susan G. Komen?

- Susan G. Komen is the world's largest grassroots network of breast cancer survivors and activists.
- Komen is the only breast cancer organization where 75% of the net proceeds stay in the communities where they were raised. The other 25% of funds go directly to national research.
- The San Diego Affiliate was founded in 1995 and has raised over \$11.5 million to date for advocacy, education and outreach, and community grants.

## What is Breast Cancer?

Breast cancer is a type of cancer where cells in the breast change and grow out of control. This extra cell growth forms a mass or lump called a tumor.

It is important to remember that cells can grow out of control before you see any symptoms. That is why regular breast screening to find early signs of cancer is so important. Susan G. Komen recommends that women over 40 years old have a mammogram every year. All women should have clinical breast exams at least every three years starting at age 20 and every year after age 40.

## Breast Cancer Facts:

- In the United States, a woman has a 1 in 8 lifetime risk of developing breast cancer.
- Breast cancer is second only to lung cancer deaths among African American women in the U.S.
- Early stage diagnosis is associated with a better chance of survival; the 5-year survival rate when breast cancer is found early and confined to the breast is 98%.
- Anyone can develop breast cancer. Factors that may increase your risk of developing breast cancer include:
  - ◇ Being a woman
  - ◇ Getting older
  - ◇ Mutations in the breast cancer genes (BRCA1 or BRCA2)
  - ◇ A family history of breast cancer
  - ◇ Starting menopause after 55
  - ◇ Never having children
  - ◇ Being overweight or obese
- Despite these known risk factors, 80% of women who develop breast cancer have no known risk factors except for being a woman and getting older.
- There are over 2.5 million breast cancer survivors alive in the US today, the largest group of

cancer survivors in the country.



# *Breast Cancer: Impact of Breast Cancer in San Diego County*

## San Diego County:

- In San Diego County alone, approximately 2200 new cases are diagnosed each year.
  - Six women a day are told they have breast cancer
  - One woman dies each day.
- In 2013, there were 128 per 100,000 females newly diagnosed with
- This is higher than the State of California (122) and US as a whole (122).

## African Americans in San Diego County:

- Breast cancer is the most commonly diagnosed cancer among African American women in San Diego County.
- While the overall breast cancer incidence rate for African American women is about 10 percent lower than for white women, the mortality rate is 41% higher.
- African American women have higher rates of distant stage breast cancer than white women.
- African American women with breast cancer in the U.S. are less likely than white women to survive five years: 77 percent vs. 90 percent respectively.
- 81.9% of women between the ages of 50 and 74 in San Diego report not having a mammogram within the past two years

For more information about breast cancer and local resources, go to

[www.komensandiego.org](http://www.komensandiego.org)

# Frequently Asked Questions

As a Worship in Pink Ambassador, people will be coming to you with all kinds of questions. We want you to be as prepared and as comfortable as possible in responding. Please remember that if you are unsure of an answer to a question, do not be afraid to say that you do not know and refer them to Komen for the answer.

## Question 1: What are the signs of breast cancer?

Answer: The signs of breast cancer are not the same for all women. In fact, some women have no signs. If you experience any of the following symptoms, you should see a doctor right away:

- A lump, hard knot, or thickening in the breast
- Swelling, warmth, redness, or darkening
- Change in breast size or shape
- Dimpling or puckering of the skin
- 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

## Question 2: So generally what do you recommend in terms of breast health?

Answer: We recommend the following guidelines:

- Know your risk
  - ◊ Talk to your family to learn about 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
  - ◊ Have a clinical breast exam at least every 3 years starting at age 20 and every year starting at 40
  - ◊ Have a clinical breast exam followed by a mammogram every year starting at age 40
- Know what is normal for you
  - ◊ See your health care provider if you notice any changes mentioned in Question 1
- Make healthy lifestyle choices
  - Maintain a healthy weight

- Add exercise into your routine
- Limit alcohol intake

### Question 3: What types of breast health resources are available to me?

Answer: There are many resources available to you. There are free and low-cost services for screening, diagnostics, treatment and support. To learn more about resources in your area, call the Komen office at (858) 573-2760 or [www.komensandiego.org](http://www.komensandiego.org)

### Question 4: What is a mammogram?

Answer: A mammogram is an X-ray of the breast. It is the best screening tool to detect breast cancer at its earliest stages. A screening mammogram is for women who do not currently have any breast problems. Starting at age 40, women should have annual screening mammograms.

### Question 5: What are the risk factors for breast cancer?

Answer: All women are at risk for breast cancer; the most significant risk factors are being a woman and getting older. The majority of women diagnosed have no other known risk factors. Some factors that put a woman at higher risk include:

- A personal history of breast or ovarian cancer
- A family member who had breast cancer before menopause
- Starting your first period before the age of 12
- Starting menopause after 55
- Having the mutated breast cancer gene BRCA1 or BRCA2

### Question 6: What is the treatment for breast cancer?

Answer: All women with breast cancer should consult with a medical oncologist to determine their specific treatment needs. There are two main types of breast cancer treatment: local and systemic. Surgery and radiation therapies are local treatments. Chemotherapy and hormone therapies are systemic therapies. Local and systemic treatments are usually used together to provide the best chance of recovery.

### Question 7: When is the Race for the Cure and how do I register?

Answer: This next Race is on November 1, 2015 at Balboa Park. You can register online at [www.komensandiego.org/race](http://www.komensandiego.org/race)

Question 8: How can I help my friend/family member who has breast cancer?

Answer: Helping someone with cancer can be as easy as writing a letter, cooking a meal, or driving them to the doctor. Simply asking, “What can I do for you today?” may be the best way you can help and support a friend or family member with cancer.

# 2015-2016 Community Services

## *Free Mammograms*

### **2-1-1 San Diego**

Dial 2-1-1 to talk with a Breast Health Specialist. For English, press 2-2-3-1, For Spanish press 1-1-3-1 or go to [www.211sandiego.org](http://www.211sandiego.org)

### **Every Woman Counts**

800.511.2300

Women 40 years or older, at or below 200% of the federal poverty level, and uninsured or under-insured are eligible for free breast cancer screening and diagnostic services.

### **San Diego County Medical Society Foundation**

858-300-2777 or [SDCMS@SDCMS.org](mailto:SDCMS@SDCMS.org)

Mobile mammography program to reach women in our target communities-where they work, live, pray or play.

## *Cancer Diagnostic Services*

### **Community Clinics Health Network**

619-542-4342 or [info@ccc-sd.org](mailto:info@ccc-sd.org)

Provides diagnostic mammography, surgical consultations, breast biopsies, ultrasounds and ancillary services to qualified low income, uninsured or underinsured individuals (women and men) under the age of 40 living in San Diego County and who don't qualify for the State program Every Woman Counts.

## *Financial & Food Assistance*

### **Jewish Family Service of San Diego**

858-637-3000

This program evaluates patients' circumstances, stabilizes crises, and provides referrals, advocacy, emergency food, and/or financial assistance if needed and as appropriate.

### **Mama's Kitchen**

619-233-6262 or [clientservices@mamaskitchen.org](mailto:clientservices@mamaskitchen.org)

Meal delivery for eligible individuals affected by breast cancer. This service provides 100% of the nutrition patients need to gain or maintain essential weight, strengthen their immune systems and properly metabolize breast cancer medications.



# Sample Ambassador Script for Congregation Presentation

Good Morning!

My name is \_\_\_\_\_ I stand before you as a Worship in Pink Ambassador for Susan G. Komen. Please allow me a few minutes to share some valuable information with you that could save your life or the life of someone you know and love.

The San Diego Affiliate of Susan G. Komen has made breast health education a priority because of the impact of breast cancer in our community. 1 in 8 women in the United States will be diagnosed with breast cancer in her lifetime. Although African American women are at less risk for developing breast cancer than other women, they are more likely to die from the disease.

Breast cancer is the most commonly diagnosed cancer among African American women in San Diego. But nearly 81.9% of women between the ages of 50 and 74 in San Diego report not having a mammogram within the past two years, despite the fact that early detection saves lives.

We can help by promoting early detection and screening, a healthy lifestyle, and getting involved with Komen. I am available to share free and low-cost breast health resources that are available in our community. Please feel free to reach out to me or Susan G. Komen if you ever need information, support, or resources.

Komen believes in empowering women by providing reliable breast health information so you can take charge of your health. It is important to discuss any breast health questions or concerns with your health care provider.

Make your appointment to get screened today!

# NOTES



# *Worship in Pink Event Planning Worksheet*

Name: \_

Phone Number: \_

Email: \_

Church/Organization Name: \_

1. What type of event are you interested in planning?

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2. What do you plan on doing first in planning your event?

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3. What can Komen do to help you host a successful event?

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