

Susan G. Komen Virginia Blue Ridge October 2019 Toolkit



Worship in Pink

October 2019

Susan G. Komen Virginia Blue Ridge
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Worship in Pink Toolkit

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Worship in Pink Overview

Worship in Pink (WIP) is a grassroots effort to partner with local faith-based organizations to educate the members of their congregations on breast health and cancer. Register your faith-based organization to take part in Worship in Pink, where Komen Virginia Blue Ridge will provide breast health information materials and/or promotional items to each participating faith-based organization. We have provided resources to help you plan and execute a successful Worship in Pink program!

When is WIP?

WIP will be the month of October in 2019; your faith-based organization can participate any date(s) it would like. Contact the Komen Virginia Blue Ridge office at 540-400-8222 ext. 3 to register your organization for WIP, or go to: komenvablueridge.org/worship-in-pink

Who can participate in WIP?

All faith-based organizations within the following cities and counties are encouraged to register and participate in Worship in Pink: the cities of Buena Vista; Bristol; Covington; Danville; Galax; Lexington; Lynchburg; Martinsville; Norton; Radford; Roanoke; and Salem, and the counties of Alleghany; Amherst; Bath; Bedford; Bland; Botetourt; Campbell; Carroll; Craig; Dickenson; Floyd; Franklin; Giles; Grayson; Henry; Lee; Montgomery; Patrick; Pittsylvania; Pulaski; Roanoke; Rockbridge; Russell; Scott; Smyth; Tazewell; Washington; Wise; and Wythe.

What exactly does my organization have to do?

Design a program that works best for your organization. You can do as little or as much as it would like. Most organizations hand out the education material at their weekly service and invite their members to wear pink. Some organizations invite members to speak about how breast cancer has impacted them and their faith. Other ideas include honoring survivors and fighters in your congregation, creating a memory wall for those you have lost to the disease, having a candlelight vigil, or hosting a women's brunch.

Does Komen provide speakers?

Komen recommends each faith-based organization find a congregation member to serve as a WIP speaker. Komen has trained volunteer breast health awareness speakers; however, speakers are limited and will be scheduled based on availability. To request a speaker for your WIP service, please contact the Komen office **at least three weeks in advance** by calling 540-400-8222 ext. 3 or emailing info@komenvablueridge.org.

How will my Faith-Based Organization Participate in Worship in Pink?

Register online at komenvablueridge.org/worship-in-pink or by calling 540-400-8222 ext. 3. Komen will work with you to coordinate a time to pick up education packets when they become available.

Worship in Pink Registration Form

October 2019



To participate in the Worship in Pink (WIP) program, please submit this completed registration form by:

1. Emailing to ezimmerman@komenvablueridge.org;
2. Mailing to 4910 Valley View Blvd., Suite 212, Roanoke, VA 24012; or
3. Completing online at komenvablueridge.org/worship-in-pink/

It is highly recommended that your WIP program is registered by September 20, 2019.

*****The WIP Coordinator will be the MAIN point of contact for questions and updates about each organization's WIP registration, including educational packet pick-up and speaker requests. Please ensure that the WIP Coordinator is able to respond to emails and phone calls about WIP registration in a timely manner. Please note the preferred method of communication for each WIP Coordinator*** **Phone** **Text** **Email**

Name of Faith-Based Organization _____

Address of Organization _____

City/Zip _____ County _____

Organization Telephone _____ Website _____

Main Contact: (WIP Coordinator) Name _____

Relationship to Faith-Based Organization _____

Phone: _____ **Email** _____

Address _____

Secondary Contact (optional): Name _____

Phone: _____ **Email** _____

Address _____

Total Number of People Who Will Receive Education: _____

Total Number of Education Packets Requested (limit of 3 per organization): _____

***The educational packets come in packs of 50 and are limited. Packets will be dispersed on a first-come-first-served basis. Please return any remaining education packet material after WIP.*

Ethnic Breakdown of Recipients:

_____ Black _____ Hispanic/Latino _____ Caucasian
_____ Asian/Pacific Islander _____ Other (Please Specify) _____

Language Breakdown of Recipients:

_____ English _____ Arabic _____ Hebrew _____ Hindi _____ Korean _____ Nepali
_____ Spanish _____ Vietnamese _____ Other (Please Specify) _____

*** Information can be provided for different ethnic groups and in different languages-please contact the office to learn more***

Planned Educational Activity (Please check at least one):

- Guest Speaker*
- Bulletin board featuring educational material and other information
- Health fair
- Other educational event (please explain) _____

**Please note: Susan G. Komen Virginia Blue Ridge recommends each faith-based organization find a congregation member to serve as their WIP speaker. The Affiliate has trained volunteer breast health awareness speakers; however, speakers are limited and will be scheduled based on availability.*

Other Activities Planned (Check all that apply)

- Special tribute to survivors and co-survivors
- Special tribute to those who have lost their lives to breast cancer
- Pink treats, i.e. pink cupcakes, punch, flowers, ribbons
- Members will wear pink
- Other (please list) _____

If you would like to speak in further detail about WIP education activities, such as requesting a speaker, please contact Community Engagement Manager, Elizabeth Zimmerman: email ezimmerman@komenvablueridge.org or call 540-400-8222 ext. 3.

Additional Comments (Please use the remainder of this form to add any additional comments):

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Sample Bulletin Announcement

Join your fellow community members in celebrating the Susan G. Komen Virginia Blue Ridge program, **Worship in Pink**, taking place throughout the month of October! Worship in Pink raises awareness for breast cancer and breast health. Wear something pink to show your support. Join us and Komen Virginia Blue Ridge as we honor survivors and fighters for their courage and pray for those who have lost their lives or been affected by breast cancer.

Sample Unified Prayer - created by Rabbi Kathy Cohen

We pray to you for strength, healing and a cure.
Breast cancer has ravaged so many of our women.
Hear our prayer and ease our anxieties.

We pray for those who devote themselves to research for a cure.
Give them insight and wisdom.
Let their labor be productive and rewarding.

We pray for those who are stricken with breast cancer.
Give them strength and complete healing.
Let us provide them with comfort and caring.

We pray for those who have survived breast cancer.
Give them confidence and faith.
Let them continually experience the gift of renewed health.

We pray for those who will one day fall ill with breast cancer.
Give them new treatments and protect them from pain.
Let them not experience fear and doubt.

We pray to You for strength, healing and a cure.

Worship in Pink Program Suggestions

Invite a breast cancer survivor or medical professional to speak to the congregation

We encourage participants to identify a survivor among their organization to speak as a way to give the congregation a personal connection to the importance of breast health. The medical professional will be able to answer any medical questions your congregation might have. He or she will also be able to dispel any myths and can also explain various breast cancer screenings and procedures.

Have a moment of silence, prayer in honor of those who have been affected by breast cancer, or host a candlelight vigil for breast cancer survivors and co-survivors

This is a special time for the congregation to show support for those affected by breast cancer. It is often a moving event that rarely leaves a dry eye in the crowd. This will give those affected by the disease time to reflect and will also allow time to remember those who have passed away from the disease.

Serve pink lemonade and pink cake at a reception before or after services

This is a way to show appreciation to those in attendance and also a way to continue the pink theme throughout the program.

Hand out pink flowers, ribbons, or other articles of pink clothing

These are ways to show unity, support, and appreciation for those in the congregation who may have been affected by the disease.

Host a women's only educational event

This is an opportunity to let women ask personal questions and learn health facts they may not feel comfortable discussing in front of the entire congregation.

Recognize survivors and/or co-survivors during the service/ceremony

This is a way to honor those who have struggled with breast cancer, have overcome the disease or know someone who has. It sends a message of hope to those who may be diagnosed with breast cancer in the future.

Create a Wall of Hope with names, pictures, and stories of congregation members who have been affected by breast cancer. In addition, facts and educational material can be displayed.

This is a way to visually honor or remember those who have been affected by the disease.

Speaking Points

The information below is intended as suggested talking points. Please use those points that are appropriate for your congregation. Sources for US statistics can be found online at <http://ww5.komen.org/>

Information about Susan G. Komen Virginia Blue Ridge and Virginia breast cancer statistics can be found in the 2015-2019 Komen Virginia Blue Ridge Community Profile available online at www.komenvablueridge.org

About Susan G. Komen Virginia Blue Ridge

- Serves 42 cities and counties in Virginia, including yours
- Provides grants to local non-profits providing free and low cost breast cancer services
- Advocates for women's health and improves access to care
- Supports research to find the cures and better screening methods
- Money raised here stays here... Programs like Worship in Pink are funded by your donations

About Breast Cancer

- Most women with breast cancer have no family history of the disease.
- The most common risk factors for breast cancer are being a woman and getting older.
- Men can get breast cancer too.
- We do not know the exact causes of breast cancer but we do know ways to reduce personal risk of the disease.

Breast Cancer in Komen Virginia Blue Ridge Service Area

- 1,039 women and men are diagnosed with breast cancer each year in our region.
- 20 new cases of breast cancer are diagnosed each week in our region.
- 4 women and men die each week from breast cancer in our region.
- 226 women and men die each year from breast cancer in our region.

Breast Cancer in Virginia

- 5,420 women and men are diagnosed with breast cancer each year in Virginia.
- 104 new cases of breast cancer are diagnosed each week in Virginia.
- 21 women and men die each week from breast cancer in Virginia.
- 1,074 women and men die each year from breast cancer in Virginia.

Breast Cancer in the U.S.

- Breast cancer is the leading cause of cancer death for young women (20-59) in the U.S.
- In 2019, it is estimated that among U.S. women there will be 252,710 new cases of invasive breast cancer and more than 41,000 breast cancer deaths.
- There are over 3.8 million breast cancer survivors alive in the U.S. today.
- Early detection and effective treatment have resulted in a 40 percent decline in breast cancer deaths in the U.S. between 1989-2014.

Speaking Points Continued

Breast Cancer in African American Women

- Breast cancer is the most common cancer among African-American women. It is also the second leading cause of cancer death among African-American women (lung cancer is first).
- In 2018, almost 31,000 new cases of breast cancer were expected to occur, and over 6,300 deaths were expected to occur.
- Breast cancer mortality is nearly 40 percent higher in African-American women than in white women.
- There are many possible reasons for this difference in survival including:
 - Biologic and genetic differences in tumors
 - Prevalence of risk factors
 - Barriers to health care access
 - Health behaviors
 - Later stage of breast cancer at diagnosis

How Can You Reduce Your Risk?

- **Komen Virginia Blue Ridge provides resources for free and low-cost breast cancer screening, diagnostic and treatment support services for eligible women and men.**
 - Visit www.komenvablueridge.org or call **540-400-8222** for more information.
- Know the four basic steps of breast self-awareness:
 1. **Know your risk** by learning about your family health history and talking to your health care provider about your own personal risk.
 2. **Get Screened:** Talk with your doctor about your personal risk factors and which screening tests are right for you.
 3. **Know What is Normal for You:** Know how your breasts look and feel and report any changes to your health care provider.
 4. **Make healthy lifestyle choices** that may reduce your risk of breast cancer.



www.komenvablueridge.org
540-400-8222

Additional Resources

Below are links to free material to enhance your Worship in Pink Program. Please feel free to download them and make copies as you see fit! Links can also be found by visiting www.komenvablueridge.org/worship-in-pink

[Breast Cancer Detection](#)

[Breast Cancer in Men](#)

[Breast Cancer Resources](#)

[Healthy Living](#)

[Breast Cancer Among the Ashkenazi Jewish Heritage](#)

[Lesbian, Gay, Bisexual and Transgender People](#)

[Racial & Ethnic Differences](#)

[What is Breast Cancer?](#)

[Young Women & Breast Cancer](#)

[Getting The Support You Need](#)

[Talking With Your Children](#)

[Talking With Your Partner](#)

[Worship In Pink Logo](#)

Completing the Survey

Program surveys will be included in each faith-based organization's educational packet. Surveys should be completed by each congregation member who takes part in the Worship in Pink program. An online version of the survey can also be found here: komenvablueridge.org/worship-in-pink/. Completing the survey is highly encouraged as it provides valuable feedback in order to improve this program for the future.

After your congregation's Worship in Pink program, WIP Coordinator should gather the completed surveys and return to the Affiliate.

Donations

Please consider making a donation or collecting donations for Komen Virginia Blue Ridge! For every donation, 75% stays in our community to support community health programs that focus on education and outreach, screening and treatment. The additional 25% funds groundbreaking breast cancer research.

Visit komenvablueridge.org to learn how you can donate today!

Contact Information

If you have any questions specific to this program, please visit komenvablueridge.org or contact Elizabeth Zimmerman, Community Engagement Manager - (540)-400-8222 ext. 3.

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