

WORSHIP IN PINK WEEKEND TOOLKIT



This toolkit is designed to provide faith-based organizations with ideas and resources to help plan, develop and implement Worship in Pink Weekend and Pink Sunday events.



WORSHIP IN PINK WEEKEND a grassroots initiative that provides the opportunity for congregations of all faiths to spread the life-saving message about breast health and early detection in their respective congregations. The main goal of the program is to provide breast cancer awareness and education, and increase the number of women receiving mammograms, and honor breast cancer survivors. Worship in Pink is a program held in various cities across the country.

As part of **WORSHIP IN PINK WEEKEND**, Komen Central Tennessee will provide limited breast health informational materials to each participating religious organization. Each individual organization is responsible for coordinating the event at their site. Any church, synagogue, mosque or other religious organization within the Affiliate's 25-county service area is able to participate.

Additionally, your congregation is invited to join us for a special 10th Anniversary "Pink Sunday" worship service to "*Celebrate Life, Increase Awareness and Inspire Hope.*" **PINK SUNDAY is the special event culminating WIP weekend.** This city-wide ecumenical faith service will be held at Fairfield Missionary Baptist Church (1004 S. Dickerson Road, Goodlettsville, TN) on Sunday, October 9th at 4pm. This crowning event gathers together Middle Tennesseans to celebrate lives of people affected with breast cancer, encourage their families and caregivers, to increase breast cancer awareness to our religious community and inspire hope to those individuals stricken with the disease.

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

1. **Registration Form:** Please see the attached registration form or register online at komennashville.org to secure free breast health materials for your congregation.
2. **Planning your Event/ Ideas for WORSHIP IN PINK WEEKEND:** Use this document as starting point to plan your event, large or small.
3. **Talking Points and Bulletin Information:** Our talking points and bulletin documents give you the information you need to make an impact your congregation.
4. **Commitment Form:** Encourage your church members to get their yearly mammogram! Set up a Commitment Challenge by having your congregation members sign the commitment form.
5. **Still have questions? Call Komen Central Tennessee at 615.383.0017!**



Worship in Pink Weekend ft. Pink Sunday Registration Form

If you would like to sign up to participate in Worship in Pink Weekend October 7-9, 2016, please fill out the following form and fax 615-383-0067 or email dmoore@komencentraltennessee.org to the Komen Central Tennessee Affiliate. You can also mail the form to the address below. ***Register early as supplies may be limited.** For questions, please call 615-383-0017. The city-wide "Pink Sunday" ecumenical faith service will be held at Fairfield Missionary Baptist Church (1004 S. Dickerson Road, Goodlettsville, TN) on **Sunday, October 9th at 4pm**. All are invited to attend.

Name of Religious Organization _____

Address of Organization _____

City/State/Zip _____

Telephone _____ Website _____

WIP Weekend Coordinator/Contact Name _____

Telephone _____ Email _____

Alternative Contact _____

Telephone _____ Email _____

Pick-Up Location: You will be notified about pick up of your materials.

Ethnic Breakdown of recipients by percentage (%):

Information can be provided in many different languages – please contact the Komen Greater Nashville office for more information.

_____ % African-American _____ % Hispanic/Latina _____ % Caucasian

_____ % Asian/Pacific Islander _____ % Other (Please Specify) _____

Number of Women in Congregation:

Number of women ages 20-40: _____

Number of women ages 40 and over: _____

How did you hear about Worship In Pink/Pink Sunday? (please check one)

_____ Phone Call _____ Website _____ Mailing _____ Radio _____ Friend _____ Other

For more information about joining the "Pink Sunday" city-wide choir, please contact Rev. Pamela Kellar at pamela.kellar@comcast.net



Educational Materials We Will Provide (feel free to make copies).

Up to 1000 “Church” fans with breast health messaging

- 5 _____ Men Can Get Breast Cancer
- 25 _____ Breast Self-awareness Cards
- 25 _____ Mammography Cards
- 10 _____ Komen Nashville Grantee Brochures
- 5 _____ Breast Health Resource Guide
- 1 _____ Questions to Ask Your Doctor Packet



Planning your Event...

1) Get support from your Congregation's Leadership

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

2) Start Planning!

- Meet with health ministry or volunteers to decide on activities to include, what resources your congregation has, and community organization you can collaborate with.
- Create a timeline for your event activities.

3) Spread the Word: Promote your event!

- Strategies you use to promote your event will depend on your target audience
- If your event will be open to your congregation you may want to do a church bulletin announcement; if you invite the community you may want to have flyers or have a Public Service Announcement (PSA).

4) Implement your Activities!

- Be sure all event activities have been approved by congregation leadership.
- Be sure volunteers know their assignments.
- Ensure you have all materials to give out to participants.
- Encourage congregation to get involved!



5) Follow-up

- Conducting a follow-up is important to assist in evaluating your successes and planning for future events. Determine how the audience felt about the event and what were the most effective activities materials.
- Evaluating your event: Count the number of individuals attending your event.
- Keep your congregation and community motivated 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 appointments, assemble a team for the Komen Greater Nashville Race for the Cure®.



Program Ideas...

- Ask your congregation to wear “pink”. You may provide pink ribbons, flowers, bracelets, or scarves.
- Encourage women to take the COMMITMENT CHALLENGE!
- Celebrate breast cancer survivors.
- Honor those who have lost their battle with a moment of silence and prayer.
- Ask a survivor and/or family member to share his/her story.
- Include breast cancer awareness facts in the bulletin or share them throughout the service.
- Ask the Congregational leader to deliver a health focused message.
- Host a reception with pink lemonade and pink treats.
- Collect a special donation from members of the congregation to be made to Komen Central Tennessee to help support local women receive mammograms.
- Encourage the congregation to participate in the Komen Central Tennessee Race for the Cure ® on October 1st.



WORSHIP IN PINK SAMPLE BULLETIN #1

Join us for Worship in Pink Weekend, October 7-9, 2015

Join your fellow community members in celebrating **Worship in Pink (WIP)** weekend Friday, October 7, Saturday, October 8 and Sunday, October 9 to raise breast cancer awareness. WIP participants will receive a FREE educational materials which discuss breast cancer risk factors and the critical role of early detection in saving lives, as well as resources for free and reduced cost screening locations. Wear something pink [OR INSERT OTHER PROGRAM IDEA HERE] to show your support. Join us as we honor survivors for their courage and pray for those who have lost their lives or been affected by breast cancer.

WORSHIP IN PINK SAMPLE BULLETIN #2

What is a Mammogram?

A mammogram is an X-ray of the breast. It is the best screening tool we have today to find breast cancer early, when it is most treatable. It can find breast cancer when it is very small, even too small to feel. It can also detect abnormal changes to the skin and calcifications. Mammography does a good job of finding cancer for most women. However, it is most accurate when used with another screening test called clinical breast exam.

Questions & Answers about Mammography

Are mammograms painful? To get a good picture, the technologist needs to flatten the breast. You may feel some pressure, but it only lasts a few seconds. It shouldn't hurt. Let the technologist know if you feel any pain.

Is the radiation in mammography harmful? A woman is exposed to a small amount of radiation during a mammogram. While the radiation exposure during mammography can increase the risk of breast cancer, this increase in risk is very small. Studies show that the benefits of mammography far outweigh the risks.

How can I get a mammogram? Call your doctor for a referral.

What if I cannot afford a mammogram? Most insurance plans, including Medicare, cover the cost of mammograms. If you do not have insurance, contact Komen Atlanta at 404-459-8700.



About Susan G. Komen Central Tennessee...

Komen Central Tennessee has invested over \$5.5 million in community breast health programs in our 25 county area with priority for the uninsured and underserved population in Middle TN.

Through events like the Komen Race for the Cure, we invested over \$400,000 in local breast health and breast cancer awareness projects in our 25 county service area in 2016 alone.

Thanks to the great efforts for our 2016-2017 grantees, we were able to help fund a multitude of programs that assisted in providing over 3200 mammograms right here in Middle TN.

Our grantees have also provided breast health educational programs to over 6100 Middle TN women and men.

One of these exciting programs the Greater Central Tennessee has been able to help fund is Our Mission in Motion mobile mammography unit that provides mammograms the uninsured and underinsured women of Middle Tennessee.

We're proud that 75% of net proceeds generated by the Greater Nashville Affiliate stay in Middle TN.

Breast Health Talking Points...

Breast Health Basics

Know the facts:

- ☐☐ 1 in 8 women will be diagnosed with invasive breast cancer in her lifetime.
- ☐☐ Approximately 1 in 35 women will die from breast cancer
- ☐☐ In 2016, it is estimated that approximately 232,340 U.S. women will be diagnosed with invasive breast cancer and approximately 39,620 will die as a result of the disease.
- ☐☐ In the U.S., one woman is diagnosed with breast cancer every two minutes and one woman dies from the disease every 13 minutes.
- ☐☐ Except for skin cancers, breast cancer is the most common type of cancer among women today.
- ☐☐ The chance for survival is greatest when breast cancer is found early and only within the

4009 Hillsboro Pike, Suite 209, Nashville, TN 37215 | komencentraltennessee.org Phone: 615.383.0017



breast.

Susan G. Komen recommends that you:

- Talk to your family to learn about your family health history.
- Talk to your health care provider about your personal risk of breast cancer.
- Ask your doctor what screening tests are right for you and if you are at a higher risk.
- Have a mammogram every year starting at age 40 if you are at average risk.
- Have a clinical breast exam at least every three years starting at age 20 and every year starting at age 40.
- Know how your breasts look and feel and report any changes to your health care provider immediately.
- Make healthy lifestyle choices that may reduce your risk of breast cancer.

What affects my risk of getting breast cancer?

The causes of breast cancer are not fully known. However, researchers have identified a number of factors that increase one's risk of getting the disease.

- All women are at risk for breast cancer.**
- Being a woman is the number one breast cancer risk factor. Your risk factor increases as you get older.**
- Most women who get breast cancer have no other known risk factors.
- Although breast cancer is more common in women over 40, younger women can also develop the disease.
- Men can also get breast cancer, but it is rare. It is almost 100 times more common in women.

Are there steps I can take to prevent breast cancer?

Because no one knows exactly what causes breast cancer, there are no sure ways to prevent it. However, there are steps you can take which may lower your risk and increase your chances of early detection. These include:

1. Knowing your risk
2. Getting screened
3. Knowing what is normal for you
4. Making healthy lifestyle choices