



Worship in Pink Toolkit



Komen Atlanta's Worship in Pink program invites Atlanta's churches, mosques and synagogues to come together to spread the lifesaving message of breast cancer early detection. Worship in Pink is a program designed to open the lines of communication about breast health, promote breast cancer education and celebrate the lives of those who have fought against breast cancer.



THANK YOU for coordinating your organization's participation in our Worship in Pink program this year. This toolkit contains information and resources designed to help you get started, but the plan for the event is up to you! We encourage you to use the event to celebrate the breast cancer survivors and co-survivors in your community and to bring awareness to breast cancer for your congregation. For more information or to download breast health educational materials, go to www.komenatlanta.org/WIP.

Important Information:

- The Worship in Pink materials will be available for pick-up from the location that you selected during registration.
- If you registered after September 19th, you must pick-up your materials from the Komen Atlanta office in Buckhead.
- Please share photos of your Worship in Pink festivities, decorations, and events that you host with us! Email pictures to us at info@komenatlanta.org or follow us and tag us on social media. We would love to see the amazing things you are doing in your community through this program!
 - **Facebook** – Susan G. Komen Greater Atlanta
 - **Twitter** - @komenatlanta
 - **Instagram** - @komenatlanta

If you have any questions about Worship in Pink, please do not hesitate to contact Theru Ross at tross@komenatlanta.org or (404) 814-0052. Thank you.

Worship in Pink Program Suggestions:

- **Invite a breast cancer survivor to speak to the congregation**
We encourage participants to identify a member of their organization to share her story to give congregants a personal connection to the importance of breast health.
- **Have a moment of silence or prayer in honor of those who have been affected by breast cancer**
This will give those affected by the disease time to reflect, and will also provide time to remember those who have passed away from the disease.
- **Recognize survivors and/or co-survivors during the service/ceremony**
This is a great 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. Another option is to host a candlelight vigil for breast cancer survivors/co-survivors.
- **Distribute pink flowers, ribbons, or other items**
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 Health Education Event**
This is a great opportunity for the women to receive educational materials which will help them learn more about women's health, breast cancer and to enable women to ask personal questions that they may not feel comfortable discussing in front of the entire congregation.
- **Create a Wall of Hope**
A wall of hope with names, pictures and/or stories of congregation members who have been affected by breast cancer, facts and educational materials can be displayed.
This is a wonderful way to visually honor or remember those who have been affected by the disease.
- **Distribute Appointment Reminder Cards**
Encourage the women to schedule mammogram appointment reminders for women over the age of 40 and clinical breast exams for women over the age of 20.
- **Serve pink lemonade, pink cake, or other pink items at a reception before or after services**
This will show appreciation to those in attendance, and will help to continue the pink theme throughout the program.
- **Invite a medical professional to speak to the congregation**
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 explain various breast cancer screenings and procedures.

Congregations may select as many or as few activities as they like.

More information and breast health educational materials are available at www.komenatlanta.org/WIP.



Worship in Pink Sample Bulletin Announcement

Join us for Worship in Pink, October 2018

Join us for **Worship in Pink** in October to raise awareness about breast cancer and learn more about your own breast health. You will receive lifesaving breast health information and other statistics about the impact of breast cancer. *[INSERT PROGRAM IDEAS HERE TO EXPLAIN TO CONGREGATION WHAT WILL BE HAPPENING]*. Join us and Komen Atlanta as we honor survivors for their courage, and pray for those who have lost their lives or have been affected by breast cancer.



Sample Script

Nancy 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 the Susan G. Komen® organization. Today, Susan G. Komen® is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Komen has invested more than \$2.6 billion to fulfill that promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.

Susan G. Komen Greater Atlanta is reaching out to the metro Atlanta community through the Worship in Pink program to raise breast cancer awareness by distributing breast cancer educational materials to local faith-based organizations. Today, we as a *church/synagogue/mosque* community have collaborated with Komen Atlanta to open the lines of communication about breast health, to promote breast cancer education, and to honor those who have been impacted by breast cancer.

It has been discovered that women in metro Atlanta have significantly higher breast cancer incidence, death and late-stage diagnosis rates when compared to the rest of the state of Georgia and the U.S. as a whole. Due to these alarming statistics, we know that metro Atlanta is at a higher risk. Our focus is to educate our community about the need for breast health, and provide lifesaving screenings to find breast cancer early. When cancer is diagnosed at an early stage and treated, there is a 99% 5-year survival rate.

After today's service, we will share materials that contain lifesaving breast health educational information. Please share these messages to your friends and family who are not here today and encourage those you love to get screened and "Know Your Normal".

Together we can end breast cancer forever.

Thank you for participating! If you are interested in learning more about Komen Atlanta and what they do here in our local community, please visit their website at komenatlanta.org or call (404) 814-0052.

Breast Cancer Facts

- Except for skin cancers, breast cancer is the most common cancer among women in the U.S. It is second only to lung cancer in cancer deaths among women in the U.S.
- The two most common risk factors for breast cancer are being female and growing older.
- One woman is diagnosed with breast cancer every two minutes, and one woman will die of breast cancer every 13 minutes in the U.S.
- In 2017, it is estimated that there will be more than 252,710 new cases of invasive breast cancer and 61,000 cases of non-invasive breast cancer among women in the US.
- More than 40,050 women and more than 400 men are expected to die from breast cancer each year in the U.S.
- Most women who are diagnosed with breast cancer in the U.S. have no family history of the disease. Approximately five to ten percent of breast cancers in women are thought to be due to inherited genetic mutations while up to 40 percent of breast cancers in men may be related to genetic mutations.
- The 5-year survival rate for all women with breast cancer found at a local stage (cancer that has not spread) in the U.S. is 99%.
- Although rare, young women can also get breast cancer. Less than 5% of breast cancers occur in women under age 40. However, breast cancer is the leading cause of cancer death among women ages 20 to 59.
- Today, there are more than 3.5 million breast cancer survivors in the U.S.

For more breast cancer facts and figures, visit www.komen.org.

