



## TOOLKIT

Komen Atlanta's Worship in Pink program invites Atlanta's churches, mosques and synagogues, and all other faith based organizations to come together to spread the lifesaving message of breast cancer early detection, and fundraise to help support Komen's mission of reducing breast cancer deaths by meeting the most critical needs in the community and investing in breakthrough research to prevent and cure breast cancer. 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 while raising money for a great cause.



# IMPORTANT INFORMATION

- The Worship in Pink virtual event will take place Saturday, October 3 at 1:00pm.
- Please share photos of your Worship in Pink festivities, decorations, and events that you host with us! Email pictures to us at [tross@komenatlanta.org](mailto:tross@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!
- The cost of a Komen-funded mammogram is \$140. We are asking you to consider fundraising a mammogram on behalf of your organization by making a minimum contribution of \$140. This is not a requirement for participation in Worship in Pink, but it'd surely make a difference to the women and men in metro Atlanta who depend on our help.



**Susan G. Komen Greater Atlanta**



**@komenatlanta**



**@komenatlanta**



# PROGRAM SUGGESTIONS

- **Host a Women's Health Education Event**

This is a great opportunity for women to receive educational materials which will help them learn more about women's health, breast cancer, and enable them to ask personal questions.

- **Ask for a special love offering in support of Komen's initiatives**

Take five minutes at the end of your organization's service to share information about breast cancer. Request that congregants sow a special seed in support of funding mammograms for women and men who are uninsured and cannot afford a screening.

- **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 other educational materials can be displayed. This is a wonderful way to visually honor and remember those who have been affected by the disease.

- **Create a team for the [2020 Komen Greater Atlanta Virtual MORE THAN PINK Walk](#).**

Our Walk has also gone virtual and will take place Saturday, October 10. Registration is free and we would love to have your organization join us.

- **Invite a medical professional to speak to the congregation**

A 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. Komen Atlanta cannot provide this person but they may already be in your own congregation.



# 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 the U.S. in 2020, it is estimated that there will be 276,480 new cases of invasive breast cancer diagnosed in women, and 2,620 cases diagnosed in men.
- Most women who are diagnosed with breast cancer in the U.S. have no family history of the disease.
- The 5-year survival rate for all women with breast cancer found at a local stage in the U.S. is 99.
- 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.
- 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 US. among women ages 20 to 59.
- More than 40,050 women and more than 400 men are expected to die from breast cancer each year in the U.S.
- Today, there are more than 3.5 million breast cancer survivors in the U.S.



# BREAST CANCER DISPARITIES IN ATLANTA

- Each day two African American women in Greater Atlanta are diagnosed with breast cancer.
- African American women in the Greater Atlanta area are more likely to die of breast cancer than women in the U.S. as a whole.
- Women in the U.S. who do not have health insurance are almost four times as likely to be diagnosed with advanced breast cancer compared to women with health insurance.
- African American and Hispanic/Latina women are more likely than white women to be diagnosed with more advanced stages of breast cancer.
- African American women younger than 40 are twice as likely to be diagnosed with breast cancer as white women of the same age.
- African American and Hispanic women are more likely to develop triple negative breast cancer (TNBC), an aggressive subtype of breast cancer associated with shorter survival.
- African American women in Greater Atlanta are 45% more likely to die from breast cancer than white women.
- In the Greater Atlanta area, African American women are 30% more likely to be diagnosed with late stage breast cancer than white women.
- Fulton County has the highest breast cancer mortality rate for African American women in the Greater Atlanta area.
- Dekalb County has the highest late stage breast cancer diagnosis rate for African American women in the Greater Atlanta area.
- Clayton Country is on the worst trajectory for breast cancer mortality for African American women in the Greater Atlanta area.



# SAMPLE SCRIPT 1

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](http://komenatlanta.org). You can also make a donation online or by calling (404) 814-0052.



# SAMPLE SCRIPT 2

Good Morning! My name is \_\_\_\_\_ and I am a Worship In Pink Ambassador or Breast Cancer Survivor here on behalf of Susan G. Komen Greater Atlanta. Please allow me to take a few minutes to share some valuable information with you that could save the life of someone you know or love. African American women are disproportionately affected by breast cancer. In fact, our women have one of the lowest 5-year survival rates of populations in our service area. African American women are more likely to die from breast cancer. In keeping with the mission Susan G. Komen Greater Atlanta Affiliate is offering the 2019 Worship in Pink program for breast cancer action by distributing breast cancer educational materials through churches, synagogues, temples, mosques, and all other faith-based organizations in Greater Atlanta.

Today, we as a faith community have partnered with the Greater Atlanta Affiliate 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.

After today's service, we will be accepting donations to help us fund mammograms for people right here in Atlanta. Checks should be made payable to Komen Atlanta. We will also be handing out breast health educational material. Once you have read this material, please pass along these lifesaving messages to a friend or family member. 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](http://komenatlanta.org) or call (404) 814-0052.



# BULLETIN ANNOUNCEMENTS

Breast Cancer may be overwhelming, but there is strength in faith. Susan G. Komen Greater Atlanta invites faith-based organizations across the Atlanta area to join forces against breast cancer this October and we are excited to participate. Join us in celebrating survivors, promoting breast health awareness, and spreading the importance of early detection! When you sow a seed by financially supporting this program, you are helping save lives.

Visit [komenatlanta.org](http://komenatlanta.org) to make a donation.



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