



KOMEN NORTH CENTRAL ALABAMA

Worship in Pink

AMBASSADOR TOOLKIT

WELCOME!

Thank you for participating in Worship in Pink!

Worship in Pink is a great opportunity for churches, mosques, synagogues and other places of worship throughout north central Alabama to spread the life-saving message of early detection and honor their communities' survivors. Our goal is to increase breast health awareness and decrease barriers to care by partnering with you.

We encourage you to make the day, or weekend, a celebration of survivors and co-survivors. Some ambassadors decide to host a special luncheon for survivors, encourage their congregation to wear pink, or invite survivors to speak about their experiences. This toolkit will provide you with the necessary tools and information to present an educational Worship in Pink presentation at your place of worship. We hope you will be empowered to serve as a breast health educator in your community and coordinate a successful program!

Komen North Central Alabama also provides places of worship with a Worship in Pink event kit containing everything you'll need to put together your event - educational material, pink ribbon pins, exclusive Worship in Pink hand fans and two large pink bows to decorate your event venue.

We thank you for your partnership and support...good luck with your event!

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GETTING STARTED

1. **Planning Your Event:** Use this toolkit as a starting point for planning your Worship in Pink event! Feel free to develop your own Worship in Pink event ideas and activities as well.
2. **Materials:** Use the educational materials included in your free Worship in Pink kit to educate your members and community - helping Komen North Central Alabama to raise awareness and empower the communities we serve to overcome barriers to quality breast health care.
3. **Sample Script & Bulletin Blurb:** Use the templates in this guide to help you place Worship in Pink messages in your announcements or newsletters, place signage around your place of worship, and more. Talking points are also included to help leaders share messaging on breast health and why it is important to your congregation.
4. **Worship in Pink Pledge:** Help us encourage your members to get their annual mammograms, share their experience to empower others, and join Komen North Central Alabama in the local fight against breast cancer! Set up a commitment challenge by having your members sign the pledge sheet before or after your Worship in Pink service or throughout October. Return the pledge sheet(s) to Komen North Central Alabama and we will send information about general breast health information and local resources to those who make the commitment.
5. **Invite a representative from Komen North Central Alabama to join you at your Worship in Pink event and speak about breast cancer, breast health, and what Komen North Central Alabama is doing locally in the fight against breast cancer!**
6. **Share your feedback:** Follow up with a brief survey, send photos to our Affiliate, and let us know if we can make changes to improve the Worship in Pink program in the future.
7. **Join us again next year!**

PLAN YOUR EVENT

How you implement Worship in Pink is completely up to you! There is no specific way to host a Worship in Pink event but below are some program ideas to help you get started with your event:

PLAN YOUR EVENT

- Set aside time during your service to share Komen breast self-awareness messaging or have a survivor share their story.
- In your weekly bulletin or announcements, share breast self-awareness messaging or breast health statistics to educate your congregation.
- Pass out educational materials from your Worship in Pink kit as they enter the service or leave materials in the seating areas.
- Start a commitment challenge - ask members to make a commitment to their health or the health of their loved ones by signing the Worship in Pink pledge sheet provided in this toolkit. Komen North Central Alabama will send out breast health and local resources information, and provide additional assistance as needed.
- Host a moment of silence or prayer in honor of those who have been affected by breast cancer.
- Set up a table for educational materials.
- Organize a fundraiser benefiting Komen North Central Alabama - check out the Worship in Pink Fundraising Guide in the Worship in Pink section of www.komenNCAlabama.org.
- Have a pink reception for social time and the sharing of breast health information.
- Invite a Komen North Central Alabama speaker to attend your event or create an event where the speaker can provide the congregation with breast health information. Please contact the Komen Community Office at 205.263.1700 for more information on requesting a speaker.
- Come up with your own unique way of spreading the messaging and honoring those affected - then share it with us!

SAMPLE BULLETIN ANNOUNCEMENT

You can customize the sample announcement below and publish it in your bulletin leading up to the event to build interest.

Join Us for Worship in Pink!

This year, Worship in Pink Weekend is [enter date]!

Join your fellow church/synagogue/mosque members in celebrating Worship in Pink Weekend as we raise awareness about breast cancer. Members and guests who attend this special service will learn about the importance of early detection and how they can become involved in spreading this life-saving message.

Make sure to stop by the education table for more information!

In addition, there will be a moment of silence as we honor our survivors for their strength and pray for those who have lost their battle with breast cancer.

Please share this event with your friends, family members, and neighbors!

We ask that you wear pink to celebrate this special occasion!

SAMPLE AMBASSADOR WELCOME

You can customize the sample welcome below and use it to kick off your Worship in Pink event.

Hello! My name is [enter name] and I stand before you as a Worship in Pink Ambassador for Susan G. Komen North Central Alabama. Please allow me a few minutes to share some valuable information with you that could save your life or the life of someone you love. Women in Alabama are diagnosed with breast cancer at later stages and die from the disease at higher rates than the U.S. average.

Komen believes in empowering women by providing reliable and accurate 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. If you do not have insurance or need assistance with breast health services such as getting a mammogram, free options do exist. Please don't let finances be a barrier for taking care of yourself in this way. For more information, please contact the Komen Community Office at 205-263-1700.

TALKING POINTS

To build momentum, try adding one or two of the talking points listed below in your bulletin each week leading up to the event and throughout October, and post signage around the building so people can begin learning about breast health. Additionally, use these talking points to create a short presentation of facts to your entire congregation.

BREAST CANCER BASICS

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. Women over 40 years old should have a mammogram every year. Women should have clinical breast exams at least every three years starting at age 20, and every year after age 40. There is no screening recommendation for men, but men should be aware that they can also get breast cancer, though it is rare. If something is suspicious, they should ask their doctor.

- Lots of changes occur in the breast throughout a lifetime that are normal (they become less dense with age, which is why mammography doesn't work as well with young women. They have denser breasts that make getting a useful image difficult).
- Approximately 5-10% of breast cancers in women in the U.S. are due to inherited genetic mutations (much less than 1% of the general population).
- Early detection and effective treatment have resulted in a 34% decline in breast cancer deaths in the U.S. since 1990.
- There are many different kinds of breast cancer, each with different combinations of treatment options. Many people's treatments are personalized based on the genetics of their cancer.

What is a mammogram?

- A mammogram is an x-ray of the breast. It is the best screening tool to detect breast cancer at its earlier stages.

BREAST SELF-AWARENESS MESSAGING

Susan G. Komen wants every woman to be breast self-aware through the following messages:

Know Your Risk

- Talk to both sides of your family to learn about your family health history.
- Talk to your doctor about your personal risk of breast cancer.

Get Screened

- Talk with your doctor about which screening tests are right for you if you are at 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 3 years starting at age 20, and every year starting at age 40.

Know What is Normal for You

See your health care provider if you notice any of these changes:

- Lump, hard knot, or thickening inside the breast or underarm area
- Swelling, warmth, redness or darkening of the breast
- Change in the size or shape of the breast
- 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 that does not go away

Make Healthy Lifestyle Choices

















- Maintain a healthy weight and add exercise to your routine
- Limit alcohol intake
- Limit menopausal hormone use
- Breastfeed, if you can

OTHER MESSAGES

- Except for skin cancers, breast cancer is the most common cancer among women in the U.S., accounting for nearly 29% of newly diagnosed cancers.
- The most common risk factors for breast cancer are being female and growing older.
- Most women who are diagnosed with breast cancer have no family history.
- Mammograms can find breast cancer before they are big enough to be felt through an exam.
- Breast cancer affects more than just the patient -- co-survivors (friends, family, and co-workers) need support too.
- Making healthy lifestyle choices may reduce your risk for breast cancer.
- Early detection and effective treatment have resulted in a 34% decline in breast cancer mortality in the U.S. since 1990.
- There are many different kinds of breast cancer, each with different treatment options. Cancer treatments are personalized based on cancer diagnosis.
- In 1980, the 5-year survival rate for women diagnosed with early stage breast cancer was about 74%. Today, that number is 99%.
- Caucasian women are currently more likely to get breast cancer than other races, though the gap between Caucasian women and African American women is closing. African American women, however, are more likely to be diagnosed with breast cancer at a younger age and are more likely to die from a breast cancer diagnosis.

BREAST HEALTH MYTH BUSTERS

We do not know what causes breast cancer yet, but we are always learning more about risks associated with the disease. These factors don't cause breast cancer and not everyone who has these risk factors gets the disease, but the presence of a risk factor may increase a person's chance of getting the disease compared to someone with out that factor.

	Is it a risk factor?	Risk of breast cancer for people with the factor compared to those without the factor
Age		Strong increase in risk as we age
Deodorant/antiperspirant use		No increase or decrease in risk
Being female		Strong increase in risk for women compared to men
Electromagnetic fields (from utility wires, microwave ovens, fluorescent lighting, etc.)		No increase or decrease in risk
BRCA1 or BRCA2 gene mutation		Strong increase in risk for women with this mutation
Plastics/ BPA		No increase or decrease in risk
High breast density		Strong increase in risk for women with dense breast tissue
Aspirin use	?	No increase or decrease found yet, but needs more study
Postmenopausal weight gain		Moderate increase in risk when weight is gained after menopause
Soy intake		No increase or decrease in risk, but needs more study
Childbearing		Not having children means a moderate increase in risk
		Having a first child after 35 means a moderate increase in risk
Trauma or injury to the breast		No increase or decrease in risk
Breastfeeding		Weak decrease in risk if you breastfeed
Hair dyes		No increase or decrease in risk
Breast implants		No increase or decrease in risk
Vitamin D intake	?	Weak decrease in risk, but needs more study
Bras or underwire bras		No increase or decrease in risk

For more information about potential risk factors for breast cancer and the evidence that behind them, visit www.komen.org/riskmatrix. It's important to know your own risk, so be sure to talk to your family about their medical history and talk to your doctor about your individual risk.



WORSHIP IN PINK PLEDGE

I commit to:

- Educate three women in my life by sharing breast health information with them.
- Getting my clinical breast exam and mammogram as recommended by my health care provider.
- Share a breast health message from educational materials received in this toolkit on social media (Facebook, Instagram, Twitter, etc.).
- Volunteer for the cause -- please contact me to learn more about how to get involved!
- Make a healthy lifestyle commitment -- maintain a healthy weight, exercise, and limit alcohol intake.

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MATERIALS

Use the materials in your Worship in Pink kit to make your event a success! The educational materials will help to reinforce the messaging you share, while the pink ribbon pins and exclusive Worship in Pink hand fans will add a little something extra to your event!

HOST YOUR EVENT

After you finish planning your event, enjoy the fruits of your labor! Host your event with your place of worship, take pictures, and enjoy knowing you are sharing important health information with your community -- including with those members who have never heard the message before!

FOLLOW UP

After your event, you will receive a brief survey from the Komen North Central Alabama Worship in Pink Committee. Please take some time to complete this evaluation and let us know what you did during your event, how many people you reached, and provide us with any feedback that could help make this program better in future years.

JOIN US AGAIN

Be on the look out for information about next year's Worship in Pink program, as well as other educational programs and events Komen North Central Alabama offers throughout the year.

Thank you for your support of Worship in Pink and Komen North Central Alabama...we look forward to working with you again in the future!