



2018 WORSHIP IN PINK TOOLKIT

Dear **Worship in Pink** churches,

As I enter my third year with Komen Baton Rouge and the **Worship in Pink** program, so many thoughts and feelings come to mind. I am humbled by your participation and how you incorporate **Worship in Pink** at your churches! I remember my first year of **Worship in Pink**, I used the kickoff party as a meet and greet so that I could get to know you and learn about the incredible ways you share this information. I was in tears by the end of the night after hearing about each of your programs and all the ways you celebrate the survivors in your congregations. My mother, who passed away from metastatic triple negative breast cancer in 2011, would have LOVED everything you are doing just as much as I do! And, isn't that why we're doing this...so we don't have to lose our mothers, grandmothers, sisters, aunts, or any family or friend to this horrible disease!

I am also excited by how our program has expanded. Last year, we almost doubled the number of participating churches from the year prior! We distributed our local card, information about metastatic breast cancer, and pink ribbons to OVER 11,000 people last year. This means that over 11,000 people received information on where to access free local screenings in the community or gained a better understanding of metastatic breast cancer.

Last, but not least, I am encouraged by all of you! Thanks to your feedback over the last two years, the educational materials offered for the program as well as the information in the toolkit have been updated. In fact, this year alone, the breast cancer fact sheet and statistics related to health disparities in the African American community were added based on your feedback.

With many local cancer centers offering clinical trials, our clinical trials fact sheets are being shared with your congregations this year. The biggest take away about clinical trials is that research, which is funded by Komen, must have already proven that this treatment works at least as well as the typical treatment given to patients for it to be offered as a clinical trial.

Thank you again for joining us in the fight against breast cancer by participating in **Worship in Pink**! **Worship in Pink** may have the Komen Baton Rouge logo on it, but make no mistake – this is YOUR program and we cannot do it without you! Your participation and feedback will ensure we continue to meet the needs of our community.

The **Worship in Pink** page on our website is a great resource to print more copies of the provided materials or find new information to share. If you have any questions or need any additional information, please feel free to call me at 225-615-8740 or email mission@komenbatonrouge.org. Thank you again for the opportunity to share breast health education with your congregation!

Yours in Service,

Jennifer Cortes

Mission and Strategic Outreach Coordinator
Susan G. Komen Baton Rouge

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WORSHIP IN PINK OVERVIEW

By participating in **Worship in Pink** on a day of your choice in October (National Breast Cancer Awareness Month), you will make an important contribution to the health of women (and men) in your congregation and community.

Susan G. Komen® Baton Rouge provides free breast health educational materials for you to share with your congregation. 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.

FREQUENTLY ASKED QUESTIONS

1. What is provided by the Komen Baton Rouge office?

- up to 150 Local Resources Cards
- up to 75 Clinical Trials Facts for Life sheets
- pink ribbons and safety pins
- free educational materials on our website (available to download)

2. What do I have to do?

Register for Worship in Pink on our website and then do as little or as much as you'd like. The primary activity is distributing the educational

materials provided by Susan G. Komen Baton Rouge.

3. Do I have to pick-up materials?

Yes, materials may be picked up from the Komen Baton Rouge office at 6120 Perkins Road, Suite 300 in Baton Rouge. You will be notified when your materials are ready for pick-up. The designated pick up day is Friday. We will also have one Saturday pick up on September 29, 2018 from 10-4 at The Springs at Juban Crossing in Denham Springs. The address is 10077 Juban Crossing Blvd. Denham Springs, LA, and it is located across from Movie Tavern in Denham Springs.

4. Will Komen Baton Rouge provide a speaker for my Worship in Pink event?

We have sample speaking scripts in this toolkit. We also suggest that you have someone from your congregation, such as a health professional, survivor, or co-survivor speak. You may request a speaker from the affiliate through the speaker request page on our website; however, a speaker cannot be guaranteed for your service as all requests are fulfilled on a first come first serve basis.

5. Who can I contact if I have questions?

Our Mission and Strategic Outreach Coordinator, Jennifer Cortes, at (225) 615-8740 or by email at mission@komenbatonrouge.org.

Thank you for participating in Worship in Pink. Together we can save lives and end breast cancer!

UPCOMING EVENTS

Perfectly Pink Luncheon - October 7, 2018

Komen Baton Rouge Race for the Cure® - February 9, 2019

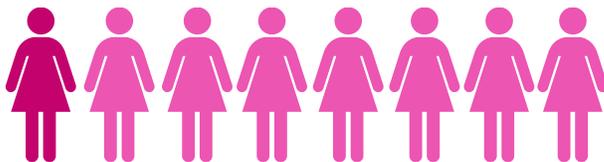
*For more information visit www.komenbatonrouge.org
or call 225-615-8740.*

Breast Cancer Fact Sheet



In The United States

- Breast cancer is the **most common** cancer among women in the U.S.
- **One in 8 women** in the U.S. will be diagnosed with breast cancer in her lifetime.
- **Every 2 minutes**, a woman in the U.S. is diagnosed with breast cancer.
- In 2018, more than **260,000** new cases of invasive breast cancer are expected to be diagnosed among women and more than **2,500** cases in men in the U.S.
- In 2018, more than **40,000 women** and more than **400 men** in the U.S. are expected to die from breast cancer.
- Improvements in early detection and treatment have contributed to a **39 percent decline** in breast cancer deaths in the U.S. between 1989-2015.
- It's estimated that **over 154,000 people** in the U.S. have metastatic breast cancer.
- Today, there are more than **3.5 million breast cancer survivors** in the U.S.



The most common risk factors for breast cancer are being a woman and getting older.

Every 2 minutes a woman in the U.S. is diagnosed with breast cancer.

Around The World

- Breast cancer is the most frequently diagnosed cancer in women around the world, with an estimated **1.7 million new cases** recorded in 2012.
- Breast cancer is the **leading cause** of cancer death in women around the world.
- Every minute, somewhere in the world, a woman dies from breast cancer. That's more than **1,400 women** every day.
- Today, there are more than **6 million** breast cancer survivors around the world.



Visit komen.org • Call 1-877 GO KOMEN (1-877-465-6636) • For more information on Susan G. Komen, contact news@komen.org

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Breast cancer is the most common cancer among African-American women.

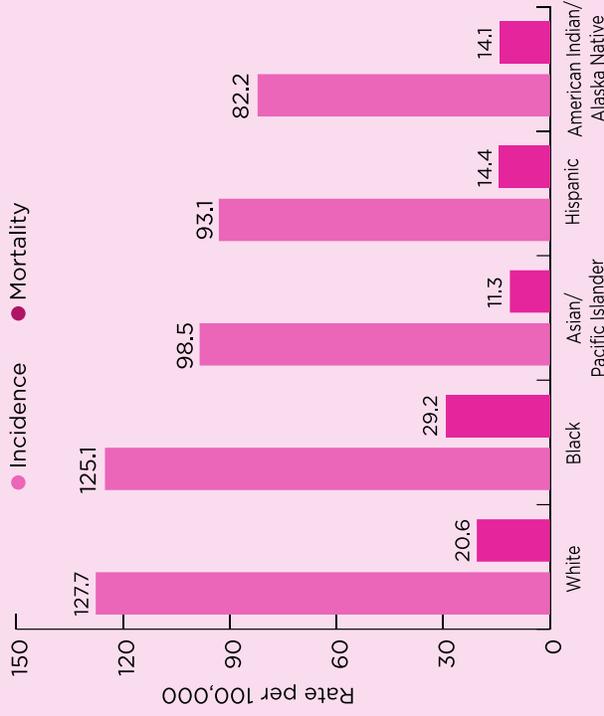


Facts:

- Breast cancer is the second most common cause of cancer death in African-American women.
- African-American women have a more than 40 percent higher death rate than white women.
- Younger African-American women appear to be at risk for more aggressive types of breast cancer including triple negative breast cancer.
- African-American women are more likely to be diagnosed with breast cancer before age 40 than white women.

American Cancer Society. Cancer Facts and Figures for African Americans. Atlanta, GA: American Cancer Society; 2016.

Breast Cancer Incidence and Mortality in U.S. Women by Race and Ethnicity, 2010-2014



Source: SEER Cancer Statistics Review, 1975-2014, 2017

1. Know your risk
2. Get screened
3. Know what is normal for you
4. Make healthy lifestyle choices

For more information visit our website or call our breast care helpline.

www.komen.org
1-877 GO KOMEN
 (1-877-465-6636)

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SUGGESTED ACTIVITIES FOR WORSHIP IN PINK

- Choose a date in October (National Breast Cancer Awareness Month) to Worship in Pink and ask the members of your congregation to wear pink on this special day.
- Add special decorations (pink in color) to your place of worship.
- Share breast health information with your congregation.
- Have an information table (use education materials provided by the Komen office in addition to free resources on our website).
- Post information on your bulletin boards or in the church program (see Breast Cancer Facts and the Early Detection Plan included in this toolkit and educational materials on our website).
- Hold a screening challenge or have a volunteer help attendees schedule their mammogram.
- Host a ladies' night – combine pampering, arts and crafts, etc. with breast health education to make it fun for everyone.
- Plan an activity such as a talent show or exercise class for your church.
- Create a memory wall for members to sign in honor or in memory of their loved ones.
- Share your pictures with us. We'll post them on our social media pages. Send pictures to mission@komenbatonrouge.org.

MORE IDEAS FOR WORSHIP IN PINK

- Invite breast cancer survivors to speak to the congregation.
- Invite a health care professional to speak to the congregation about the importance of mammograms and early detection.
- Have a prayer for those who have been affected by breast cancer and all cancers.
- Recognize survivors and co-survivors during the service, or serve breakfast or lunch to survivors before/after the service.
- Use the sample scripts provided in this toolkit and make an announcement about breast cancer awareness.
- Collect a special donation for Susan G. Komen® Baton Rouge.

SAMPLE SPEAKER SCRIPT FOR YOUR SERVICE OR PROGRAM

Today, with the support of Susan G. Komen Baton Rouge, we are here to share education and resources about breast health and breast cancer. Our goal is to reduce the breast cancer death rate by providing breast health education and helping those in need access screenings and treatment. Ultimately, should a lady or man be diagnosed with breast cancer, it would be caught early when it is most treatable.

Because Louisiana is the highest ranked state for breast cancer deaths, we feel it is of the utmost importance to share these 4 key messages.

1. **Know your risk.** Talk with your family – both the men and women – about their whole health history and then share that information with your doctor. You may have heard about the BRCA 1 and BRCA 2 genes which are linked to an increased risk of breast and ovarian cancer. What you might not know is that these genes are also linked to prostate cancer, pancreatic cancer, and melanoma, among others. Based on your medical history and your family's health history, you and your doctor can make an informed decision about not only how often you should be screened for breast cancer, but also on any other risk-reducing steps you should take.
2. **Get screened.** If you are of average risk, you should be receiving clinical breast exams every 3 years starting at age 20 then yearly starting at age 40. You should also start getting mammograms at age 40. If you have a higher risk, you and your doctor can talk about what's most appropriate for you.
3. **Know what is normal for you.** The 8 most common signs and symptoms of breast cancer are shown on the back of the card you are receiving today; however, the biggest thing to remember is that any changes in your breast should be checked out by your provider. Men are not excluded either. The risk of breast cancer for men is 1 in 1000 whereas for women it's 1 in 8, but the signs and symptoms, diagnostics, and treatment are the same for men as they are for women. Men can even get mammograms; however, they do not typically get diagnosed until later stages because men don't think they can get breast cancer.

- 4. Make healthy lifestyle choices.** Women who are considered overweight or obese once they hit menopause increase their risk of breast cancer by 30-60%. Also, drinking alcohol can increase your risk by 20%. Making healthy lifestyle choices is proven to decrease your risk for breast cancer and other health conditions.

Today, you will receive a card with information about free screenings on one side and the 8 most common signs and symptoms of breast cancer on the other. New this year, Komen Baton Rouge has provided information about clinical trials, a type of research study that tests the safety and effectiveness of ways to prevent, detect, or treat diseases. The biggest take away about clinical trials is that this research, which Komen Baton Rouge funds, must have already proven that the treatment works at least as well as the typical treatment given to patients for it to be offered as a clinical trial. If you are diagnosed with breast cancer, you may qualify for a clinical trial which means you will play a role in helping find better therapies and a cure for this horrible disease.

Last, but not least, I also want to share that Komen Baton Rouge offers a treatment assistance program. If you or someone you know is battling breast cancer, is active in treatment, and has income at or below 250% of the federal poverty level, you may be eligible for a \$300 financial assistance grant. To apply for assistance, please call 1-877 GO KOMEN.

Thank you for participating in Worship in Pink. Please share the life-saving information you receive today with a loved one. Together, we can fulfill the mission of Komen to end breast cancer forever. If you are interested in learning more about breast cancer Komen Baton Rouge, please visit their website at www.komenbatonrouge.org or call 225-615-8740.

RESOURCES FOR INCENTIVES/GIFTS

- Oriental Trading
- Michael's
- Hobby Lobby
- Dollar Tree
- Amazon



Komen's mission is to save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

SUSAN G. KOMEN[®] TREATMENT ASSISTANCE PROGRAM

The following assistance is available for qualifying breast cancer patients:

- ◆ Assessment by an oncology social worker
- ◆ Financial assistance for:
 - ◆ Oral pain and anti-nausea medication
 - ◆ Oral chemotherapy/hormone therapy
 - ◆ Child care/elder care
 - ◆ Transportation to and from treatment
 - ◆ Lymphedema care and supplies
 - ◆ Durable medical equipment
- ◆ Breast cancer education
- ◆ Psychosocial support
- ◆ Information about local resources

Don't let financial hardship keep you from the treatment you need.

Call the Susan G. Komen[®]
Breast Care Helpline
M-F 9AM-10PM
1-877 GO KOMEN (465-6636) or email
helpline@komen.org