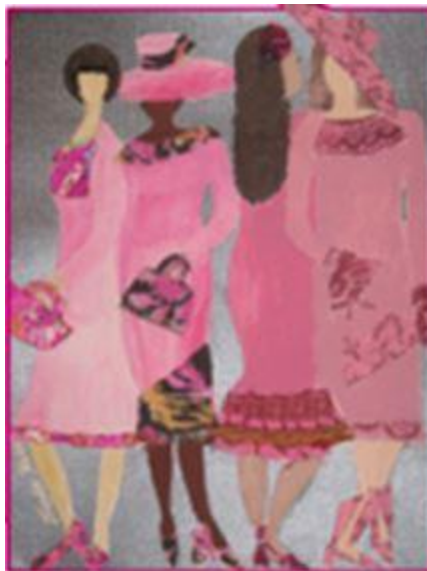


Worship in Pink Coordinator Packet



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Worship in Pink Program

Thanks for participating in Worship in Pink 2014! Your materials will be ready for pick-up the last week of September. Each organization will receive an educational piece for each attendee and small gifts for survivors in your congregation. In addition, black churches will receive hand fans, which include special information about breast cancer in the black community. Finally, all organizations will be given Promise Cards.

The Promise Cards are to be handed out to women, who can decide to make a commitment to take action for their breast health. Please instruct the women to complete all pieces of the card, including the self-addressed part of the card. The whole piece should be returned to the Komen Columbus offices. We will send a reminder to each woman who completes a card, reminding her of why it's important she keep that promise to herself.

We sincerely thank you for your participation in this very important education program.

PROMISE CARD

susan g. komen.
Columbus

I promise myself to:

- get my mammogram
- get my clinical breast exam
- make sure I "know my normal"
- make changes to live a healthy lifestyle

by ___/___
(month) (year)

Why it's important to me and those who love me that I keep these promises:



Program Ideas:

Below are some ideas and suggestions for activities to make your Worship in Pink event engaging. Feel free to add other elements and get creative!

- Use the Promise Cards to promote women to act on the educational information they've received- return them to Komen Columbus. Be sure to give clear instructions!
- Pass out the educational materials to each person as they enter the service. Feel free to distribute to both women and men.
- Leave the educational materials in the pews or at the exits.
- Invite a breast cancer survivor to speak to the congregation
- Invite a doctor or other healthcare provider to speak to the congregation
- Have a moment of silence or prayer in honor of those who have been affected by breast cancer
- Set up an educational booth/table
- Serve pink lemonade and pink cookies/cake at a reception before or after services
- Hand out pink flowers to survivors/women in the congregation
- Have members wear pink ribbons or some other article of pink clothing
- Host a candle light vigil for breast cancer survivors and co-survivors
- Invite a speaker/survivor to attend bible study or Sunday school and share their story
- Host a women's only educational event on Friday evening
- Recognize survivors and/or co-survivors during the service or program
- Decorate bulletin boards with pink paper and/or ribbons
- Feature pictures of survivors on bulletin board
- Run a script including names of survivors on screen
- Encourage the congregation to dress in pink
- Request a speaker from Komen Columbus
- Add a "Did you know..." element to your bulletin or announcements weekly, leading up to the event. Use the information provided below in the Talking Points, or the Myth Busters.

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 2014, {--insert date of event--}

"Join your fellow church/synagogue/mosque/congregation members in celebrating Worship In Pink day on {--insert date of event--} to raise awareness about breast cancer. Educational materials will be available with information about risk factors and the critical role of early detection in saving lives. We ask that you 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 to breast cancer. Share with your family, friends, and neighbors the life-saving message of early detection!"

To build momentum, try inserting one or two of the talking points listed below in your bulletin each week leading up to the event.

Talking Points

Key Messages

- The most common risk factors for breast cancer are being female and growing older.
- 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 of breast cancer.
- Poverty, less education and a lack of health insurance are associated with lower survival. People who live in lower income areas also have a lower 5-year survival rate than those who live in higher income areas. The presence of other illnesses, unequal access to medical care and disparities in treatment may contribute to the differences in survival.
- In the U.S., the lowest prevalence (31.5 percent) of mammography screening in the past two years occurred among women who do not have health insurance, followed by immigrant women who have lived in the U.S. for less than 10 years (37.4 percent).

Breast Cancer Science

- Breasts are mostly fat and breast tissue, and contain a complex network of lobules, lobes and ducts. 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 in young women- they have denser breasts that make getting a useful image difficult)).
- Cancer is when the cells start growing without the normal self-regulation.
- The current relative survival rates for women diagnosed with breast cancer in the U.S. are:
 - 89 percent at 5 years after diagnosis
 - 83 percent after 10 years
 - 78 percent after 15 years
- Approximately five to ten percent of breast cancers in women in the U.S. are due to inherited genetic mutations (much less than 1 percent of the general population).
- Early detection and effective treatment have resulted in a 34 percent decline in breast cancer mortality in the U.S. since 1990.¹
- 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.

Breast Cancer Statistics

- Except for basal skin cancers, breast cancer is the most common cancer among women in the U.S., accounting for nearly 29 percent of newly diagnosed cancers.
- According to the US Preventive Services taskforce, women with a strong family history (about 2 percent of adult U.S. women) should be evaluated for genetic testing for BRCA mutations.
- Seventy-nine percent of new cases and 88 percent of deaths occurred in women 50 and older.
- Breast cancer is second only to lung cancer in cancer deaths among women in the U.S.
- In 1980, the 5-year relative survival rate for women diagnosed with early stage breast cancer (cancer that hasn't left the breast) was about 74 percent.⁶ Today, that number is 99 percent.

- For all races, the five-year relative survival rate for women with:
 - localized breast cancer is 99 percent,
 - regional disease is 84 percent
 - distant stage disease is 24 percent
- In the U.S., the 5-year relative survival rate is lower among women with breast cancer before age 40 (85 percent) compared to women diagnosed at age 40 and older (90 percent).
- Every year, the equivalent of two entire Ohio Stadiums full of women are diagnosed with breast cancer in the U.S.
- Every year, the equivalent of half a Ohio Stadium of women lose their lives to breast cancer in the U.S.
- Every hour, one case of breast cancer is diagnosed in a woman in Ohio.
- Every five hours, one woman in Ohio will lose her life to breast cancer.
- We expect over 8000 Ohio women will be diagnosed with breast cancer this year. (almost 2000 in our service area alone)
- Death rate higher in service area than Ohio, and higher in service area/Ohio than nation

Breast Cancer Disparities

- African American women in the U.S. are more likely than white women to be diagnosed with breast cancer before age 40 and are more likely to be diagnosed with larger tumors than white women.
- African American women in the U.S. have a 41% higher death rate from breast cancer than white women.
- African American women in Komen Columbus's service area have a 33% higher death rate from breast cancer than white women.

Treatment

- Percentage of surgery options for women diagnosed with early stage breast cancer (I or II):
 - 57 percent have lumpectomy
 - 36 percent have mastectomy
 - 6 percent have no surgery
 - 1 percent have no treatment
- Percentage of surgery options for women diagnosed with late stage breast cancer (III or IV):
 - 13 percent have lumpectomy
 - 60 percent have mastectomy
 - 18 percent have no surgery
 - 7 percent have no treatment
- Depending on the diagnosis, 20-40 percent of women who have mastectomy have breast reconstruction.

“Ten Pillars of Breast Health”

Know your body.

Know how your breasts look and feel. Report any changes to your doctor. If you notice any lumps, redness, warmth, dimpling, or puckering, tell your doctor.

Talk to your doctor about reducing your risk of breast cancer.

Talk to your doctor about your personal risk factors. Talk with your family to learn about your family health history.

Know the risk factors for breast cancer.

Although being female and getting older are the greatest risk factors for being diagnosed with breast cancer; there are other things that you can do to reduce your risk.

Know the signs and symptoms of breast cancer.

Common signs include lumps, redness, warmth, dimpling or puckering.

Get clinical breast exams

Clinical breast exams are recommended at least every 3 years starting at age 20 and every year starting at 40. A trained nurse or doctor should perform this physical exam.

Get mammograms, when appropriate.

We recommend a mammogram every year starting at age 40. Ask your doctor which screening tests are right for you if you are at higher risk for breast cancer.

Get regular physical activity.

30 minutes of moderate physical activity on most days of the week is a great goal to set! Do something you like---walking with friends, running, swimming, yoga, whatever you enjoy.

Eat a healthy diet.

A healthy diet that includes foods low in saturated fat and trans fat, but high in whole grains, fruits and vegetables has been shown to lower the risk of breast cancer.

Aim for a healthy weight.

















If you are overweight, talk with your doctor about starting a balanced diet and exercise program.

Don't smoke cigarettes or other tobacco products.

Smoking can increase your risk of all cancers, including breast cancer. Get help and try to quit as soon as possible to reduce your risk.

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 without 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	 Myth Busted!	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.)	 Myth Busted!	No increase or decrease in risk
BRCA1 or BRCA2 gene mutation		Strong increase in risk for women with this mutation
Plastics/ BPA	 Myth Busted!	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	 Myth Busted!	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	 Myth Busted!	No increase or decrease in risk
Breastfeeding		Weak decrease in risk if you breastfeed
Hair dyes	 Myth Busted!	No increase or decrease in risk
Breast implants	 Myth Busted!	No increase or decrease in risk
Vitamin D intake	?	Weak decrease in risk, but needs more study
Bras or underwire bras	 Myth Busted!	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.

Fundraising Ideas

We encourage you to add a fundraising element to your Worship in Pink Sunday event. An impactful 75% of the money donated to Komen Columbus stays in our community to help women who can't afford screenings, while the remaining 25% of donations fund research for the cure and best treatments for breast cancer. You can always contact our office for help with any fundraising ideas you have (614-297-8155).

Below are some ideas, but we're sure you have more! We are also happy to help organize Rally for the Cure or Bowl for the Cure events. We can provide you with donation envelopes to be used in your collection, if requested.

State Competition"/"Board Competition": Members join teams with other members who were born in the same state and they compete to see who can raise the most money.

"Hat-Off": Around 7 ladies are chosen to wear their best hats. The congregation bids on who has the best one.

Spare Change: Put out a jar for donations of spare change. Decorate it with quotes, pictures, pink ribbons. Anything to get someone's attention. We've even seen portable toilet piggy banks. Put these out somewhere obvious — you're sure to get some attention.

Tribute Donations: Encourage your donors to make their donations in "honor of", "support of", or "in memory of" someone they know who has been affected by breast cancer. This is a great way to let them feel very much a part of your experience.

Community Finger Print-a-Thon: A suggestion from a fundraising forum: "We used a company called Kid Safe Child ID Network, Inc. We found them on the web at www.thekidsafenetwork.com. They were able to custom create 2,200 Bio-Docs for the local kids: The event was sponsored by the Chamber of Commerce, so it was free to the community. Kid Safe did all the work and we just promoted the event. It was very easy to do. After the event, we received a check for \$15,324. Pretty nice for a one day event!"

"Thons": Cut-a-thon (hair salon), Mow-a-thon, Shovel-a-thon, Rake-a-thon. You name it. You can do it for donations. You can even use local Girl Scout or Boy Scout troops to help be your man power for this fun activity.

Save a "Pear": Get a grocery store to donate some pears and set up a table outside with a sign that says "Save a 'pear' — make a donation to the Race for the Cure today".

Community Garage Sale: Ask all of your friends and neighbors to participate by donating items for sale. Ask your local paper to run an ad as their contribution. Add a bake sale and/or lemonade stand, and have a straight donation jar visibly displayed. Don't forget to have plenty of donation forms on hand!

Car Wash: Hold a car wash — either in your neighborhood, at your place of worship, or at your place of business. Ask local businesses to donate the supplies you will need and ask your friends to help wash.

Add a bake sale; sell chilled bottles of water (that have been donated). If you have enough help, consider adding a dog wash!

Used Book Sale: A more focused and versatile version of a garage sale. Ask everyone you know (co-workers, neighbors, family and friends) to donate any books they have read and are finished with. Choose a time and place to have a used book sale — maybe your local farmer's market, school carnival or community fair.

Spaghetti Dinner: Encourage your place of worship, work, school or other organization to host a spaghetti dinner to benefit breast cancer. Have all of your friends help with the cooking to make an event where families are welcome and are charged a donation entrance fee to join in the fun. Or organize a potluck party along the same lines where everyone brings a dish to pass and gets to socialize with friends and neighbors. The entrance fee to the party becomes your donation. Make sure to have plenty of donation slips or Komen Race for the Cure information.

Movie Party: Host a movie party at your place of worship. Every time the word "walk" is said in the movie, everyone antes up \$1 in a donation bowl. Have pizza donated and charge at the door.

Theme Dinner: Hold a theme dinner party for at least 10 with a donation of \$50 a person. Spend just \$20 per person on food and you've raised \$300 in donations. Better yet, have all of the food donated!

Host a coffee get-together or brunch at your home or at a local coffee shop. Ask your favorite coffee shop to donate the coffee (and maybe even some goodies!). Invite your neighbors and friends. Suggest a donation of \$20 (or more!). Get creative and have them sign pink ribbons to be attached to your shirt, or pink buttons, etc.

Movie/TV Marathon: Host a movie or TV series marathon. Choose a theme (Hitchcock, I Love Lucy, Gilligan's Island, Seinfeld) and start the popcorn! Charge at the door. Enhance the theme with a suggested \$1 donation every time a specific word or phrase is spoken, every time Hitchcock himself appears, or every time Jerry has an "aside" with Elaine.

T-shirt sale: Request Race for the Cure t-shirts from us to sell! Contact Julie (614-297-8155 x204), juliemcmahon@Komencolumbus.org.

Scrapbooking Party: Host a scrapbooking party at your house or place of worship. Ask a pro to lead an inspirational idea exchange and have some great samples on display, some special supplies and/or discounts for attendees. Serve donated food and drinks and charge at the door.

Game Night: Host a game night — Monopoly, Trivial Pursuit, Scrabble, Poker, Bridge, Bingo. Serve donated food and drinks. Charge at the door.

Sweets Party: Have a dessert auction at work! Ask local restaurants, bakeries and grocery stores to donate yummy desserts. Post signs at work well in advance and then bring all of the desserts in to work on Friday. Hold a silent or live auction — who doesn't need dessert for the weekend? Add on to this by making pink ribbon cookies or some other such treat that you can sell for \$1 each while you have everyone in the mood for sweets! Add on even more by getting coffee donated — and sell the coffee to go with that cookie!

Tea Party: Host a traditional High Tea, or ask a local hotel to do so on your behalf. Charge at the door.

Kids' Game Day: Invite your kid's friends, nieces and nephews, the neighborhood kids, the soccer team, to a game day at a local park or donated indoor location. Like a drop-off party, you coordinate a couple of hours of fun activities and ask the parents for a donation in exchange. Tetherball, Four Square, Jump Rope, Potato Sack races, Yo-Yo contests, you name it! Have donated snack food and juice boxes available to round out the fun.

Silent Auction: Ask some local businesses to donate items or gift certificates and hold a silent auction at your fundraising event, or on a payday at work. Things like a book of car wash certificates, \$10 off dry-cleaning, movie passes, play tickets, restaurant gift certificates, pet-grooming, a week of free coffee; the list is endless! Set minimum donation limits and allow people to bid them up.

Pancake Breakfast: Host a pancake breakfast at a school, park or place of worship. Charge a fee. Get the pancake mix and other food items donated by local stores. Make it an annual event.

Bowling Party: Ask your local bowling alley to donate some lanes for a fundraising party. Charge at the door.

50/50 Raffle: Sell tickets to a 50/50 raffle at a large event or gathering. The prize is half the "pot." The winner splits the "pot" with you — you get 50% of the proceeds and they get the other 50%.

Save the Date!

All Worship in Pink Coordinators and volunteers are invited to join us for a breakfast/luncheon November 14th. We will ask you for feedback and suggestions, as well as express our appreciation for all your hard work!

About Susan G. Komen Columbus

Our Mission.

It's simple. Komen Columbus is fighting breast cancer. How? We fund programs that support those in the fight to save lives, and we educate individuals about breast cancer risk factors, the importance of early detection and the resources that are available to them.

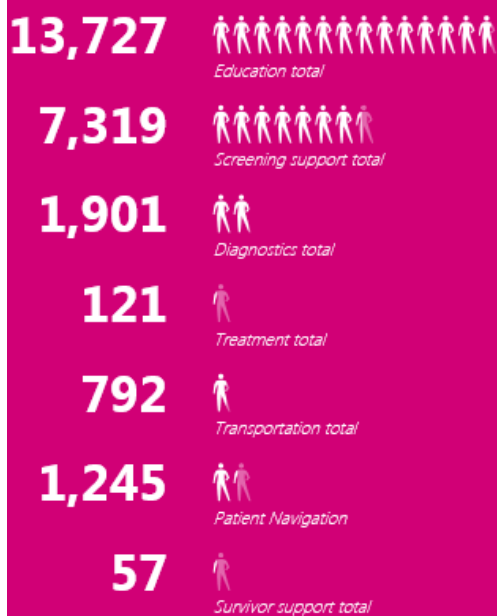
What We Do

Komen Columbus is the local source for funding programs that provide breast health services, breast cancer education and outreach in our 30-county service area. We empower the residents in our service area with information about the importance of early detection and breast health by educating individuals about the importance of early detection and the resources that are available to them. We work to ensure access to and build programs that enhance quality care. We devote 75 percent of net funds raised to vital local breast health services, and dedicate the remaining 25 percent to national research to find the cures. Since 1993, Komen Columbus has raised more than \$27 million; with \$16 million to support local programs, \$280,000 in targeted small grants and \$5 million in national research grants.

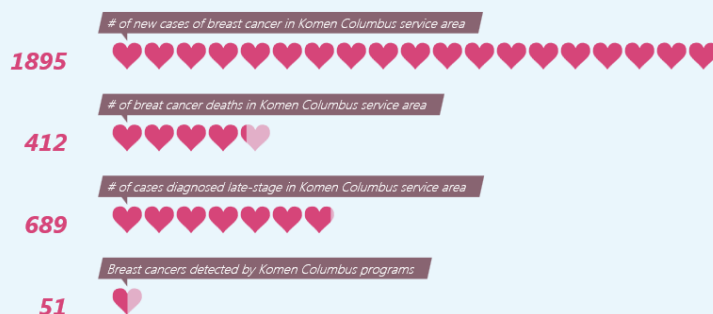
The Difference We Make

Komen Columbus is part of the big picture to eradicate breast cancer. But we're also focused on the local needs of our neighbors. We are dedicated to educating the residents in our service area about breast cancer and the resources available along with funding life-saving screening and treatment programs in for our neighbors currently battling this disease.

SERVICES PROVIDED, 2013-2014



KOMEN COLUMBUS LOCAL PROGRAMS ANNUAL IMPACT



We're always only a click or a call away. However you reach us, we are always happy to help you.

- Give us a call: 614-297-8155; Toll Free 1-866-611-2873
- For outreach and education information, 614-297-8155 x204, outreach@komencolumbus.org