



Worship in **Pink**

Susan G. Komen® East Tennessee



2018 Knoxville Region Toolkit

KomenEastTN.org/worship

Welcome

Susan G. Komen® East Tennessee continues to be proud to partner with East Tennessee churches in hosting Worship in Pink/Pink Sunday events. We are touched and inspired by your commitment to fighting breast cancer in our community.

We recognize the significant work that goes into coordinating your Worship in Pink program, and this toolkit aims to lighten your workload by providing tips and templates for hosting your program. If we can provide additional support, please reach out as soon as possible.

We hope that our relationship with you and your congregation will continue beyond the month of October and the Worship in Pink program. As a first step in growing our relationship, we hope that the individual or team that coordinates your Worship in Pink program will meet with us to discuss this and to share feedback about your program.

Previous feedback has also indicated that churches would like additional support and assistance with registration for the 2018 Knoxville Race for the Cure® on Saturday, October 27. Registration is available online, but we also have paper registration forms we can provide to you at your earliest convenience.

Contact Jessica Waddell, Director of Community Programs, at 865-588-0902 or jwaddell@KomenEastTN.org with any questions or requests.

Sincerely,

Susan G. Komen® East Tennessee



About Worship in Pink

Our Bold Goal: To reduce the current number of breast cancer deaths in the U.S. by 50% by 2026.

Eliminating Health Disparities and Creating Health Equity for All

The number of breast cancer deaths among Black/African American women in the 16-county Susan G. Komen® East Tennessee - Knoxville Region is 35% higher than deaths among White/Caucasian women. Nationwide, the difference is slightly higher at almost 41%.

Racial disparities in breast cancer have complex, wide-ranging causes. According to the 2018 article, “An Assessment of Progress in Cancer Control,” in *CA: A Cancer Journal for Clinicians*, Black women receive a lower quality of care in breast cancer treatment than White women. This difference in quality of care has also been found to be true for women of all races who have lower educational levels or income. However, the largest driver of the racial disparity in breast cancer is treatment inequalities amongst women with estrogen receptor-positive breast cancer, a common sub-type of breast cancer.

Komen East Tennessee aims to eliminate this racial disparity through a multi-tiered approach that includes improving access to timely, quality care; reducing barriers to care; and funding lifesaving research. One significant strategy for the organization is to fund local breast cancer screening and diagnostic services for uninsured and under-insured women and men. Additionally, Komen East Tennessee funds financial assistance for patients currently receiving breast cancer treatment, resulting in fewer patients discontinuing or delaying treatments due to the financial burden of care.

Jessica Waddell, Director of Community Programs, at Komen East Tennessee serves as co-chair of the Tennessee Cancer Coalition – East Region and is assisting with the Coalition’s development of the state’s 5 year comprehensive cancer control plan. She aims to ensure that the state’s plan emphasizes the elimination of racial disparities in breast and other cancers. Waddell also coordinates the organization’s support for local Worship in Pink services.

Worship in Pink 2018

Worship in Pink is an effort by churches with predominantly Black/African American congregations to recognize National Breast Cancer Awareness Month during one or more services in the month of October. Each church coordinates its own activities. Komen East Tennessee's support includes providing educational materials, producing video testimonials featuring local survivors, funding local breast cancer screening and diagnostic services, and training faith leaders on leading their congregations to action.

The vision of Worship in Pink is for each religious organization to coordinate its own breast cancer awareness campaign. Komen East Tennessee can help design your event, provide customizable templates for announcements, and deliver educational materials.

We also want to make communities aware of other resources available from Komen East Tennessee. In addition to the outreach and education services that we provide on breast health and breast cancer, Komen East Tennessee can help pay for mammogram services for the uninsured and can offer financial assistance for those going through breast cancer treatment who need help. If you know of anyone affected by breast cancer, please refer them to us. We would love to help in any way that we can.

Materials available for your church:

- 2018 Worship in Pink Toolkit
- 2018 Survivor Testimonial Video
- Know Your Girls National PSA Video
- Newly Designed Educational Pamphlet (Includes Local Resources)
- 2018 Knoxville Race for the Cure® Registration Pamphlets
- Flyer on Prostate Cancer
- Susan G. Komen® East Tennessee Brochures

Checklist

Immediately:

- Register with Komen East TN in order to secure materials
- Plan your Worship in Pink program (see ideas on next page)
- Promote your Worship in Pink program in church bulletin and/or on social media

Two Weeks in Advance:

- Review and edit script as needed
- Provide copy of script to the person who will be reading it during the program
- Assign church members to distribute materials
- Assign 1-2 church members to take photos on the day of the event
- Test the church's A/V system to make sure the video will work

On the Day of the Worship in Pink Program:

- Distribute educational materials
- Bring an extra copy of the script
- Take photos of speakers and activities
- Play the 2018 Testimonial Video

After the Program:

- Complete the Worship in Pink evaluation form
- Post photos on social media using the hashtags #WorshipInPinkTN and tag us on Facebook and/or Twitter (@KomenEastTN) so we can share with the community

Ideas for Program Activities

Plan your Worship in Pink program to meet the needs and preferences of your congregation. Many churches plan activities in addition to the announcement during the service and distributing commitment cards and materials.

The ideas below are just a few examples of how you can create excitement around your program and make the experience impactful. Keep in mind that the checklist in this toolkit does not account for these additional ideas. If you need assistance scheduling a speaker, please let us know as soon as possible. We cannot guarantee that we will secure a speaker, but we have many contacts in the breast cancer community and will certainly do our best.

We're also happy to brainstorm ideas and help figure out the key logistical pieces with you!

Have Congregation Wear Pink	Invite a Breast Cancer Survivor or Health Care Professional to Speak	Recognize Breast Cancer Survivors with a Pink Flower
Honor the Memory of Loved Ones with a Moment of Silence	Host an Educational Booth in the Lobby	Hold a Special Women's-Only Educational Event on Breast Health

Social Media

Promote and share photos from your event on your personal or church social media pages!

We want to share your posts too, so be sure to use the official hashtag and tag us!

Hashtag: #WorshipInPinkTN

Twitter: @KomenEastTN

Facebook: @KomenEastTN

Sample Posts

(Replace capitalized words in the brackets with your information)

Twitter

Join us for #WorshipInPinkTN on [INSERT DATE] at [TIME] to raise awareness about breast cancer @KomenEastTN

Celebrate breast cancer survivors during #WorshipInPinkTN at [NAME OF CHURCH] on [DATE] @KomenEastTN

Facebook:

Join [NAME OF YOUR CHURCH] for our #WorshipInPinkTN program on [INSERT DATE/TIME]. We will raise awareness about breast cancer, celebrate breast cancer survivors in attendance, and honor the memory of those we have lost. @KomenEastTN

This October, breast cancer awareness month, we are hosting a #WorshipInPinkTN program with support from @KomenEastTN. We encourage you to invite a friend to this special event and wear pink to show your support of the breast cancer survivors in attendance. Join us on [DATE/TIME] at [LOCATION]

Sample Bulletin Announcement

Join us for Worship in Pink

[DATE/TIME]

Join your fellow church members in celebrating Worship in Pink on [DATE/TIME], to raise awareness about breast cancer. Participants will receive educational materials and will have the opportunity to personally commit to taking action. 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 friends, family members and neighbors the life-saving message of early detection!

Sample Script for Remarks

You are welcome to use and customize these remarks for your program.

One in eight women in the U.S. will be diagnosed with breast cancer in her lifetime. It is the most common cancer among women in the U.S. Breast cancer does not discriminate. It affects all ages, races, ethnicities, and faiths. The most common risk factors are being female and getting older. But we can take action to prevent breast cancer from occurring, to catch it early when it does occur, and to support our loved ones battling this disease.

This is why we ask for each of you, men and women of all ages, to commit to taking action today. The educational brochure has a list of suggested actions for all ages and genders. Women can be screened for breast cancer, men can share their family health history with their sisters and daughters, and children can make healthy lifestyle choices now that will help protect them from disease as they grow older.

Don't let fear or your current circumstances keep you from taking action.

If you have a hard time getting off of work or getting transportation so that you can get a mammogram, there is a mobile mammography bus that is frequently in our area. If you do not have health insurance, Komen East Tennessee will pay for your mammogram and any diagnostic services you may need. And if someone without health insurance is diagnosed with breast cancer, there is a special program that allows most men and women with breast cancer to be enrolled into TennCare the same day they are diagnosed so that their treatment costs are covered.

If you are currently being treated for breast cancer, there is financial assistance available through Komen East Tennessee. Cancer Support Community of East Tennessee offers free support groups, classes, and other support activities. Women of Wisdom is a support group at UT Medical Center Cancer Institute just for Black/African American breast cancer survivors and fighters.

Continued on next page.

If you have questions about any of these resources, you can call the number on the back of your educational brochure, Taking Action Against Breast Cancer.

I'd like to read a poem to remind us that cancer does not define a person. It is not all-powerful. Our God is bigger than cancer:

WHAT CANCER CANNOT DO

By Robert L. Lynn

Cancer is so limited....
It cannot cripple love.
It cannot shatter hope.
It cannot corrode faith.
It cannot eat away peace.
It cannot destroy confidence.
It cannot kill friendship.
It cannot shut out memories.
It cannot silence courage.
It cannot reduce eternal life.
It cannot quench the Spirit.

At this time you may want to recognize survivors, play the testimonial video, or say a closing prayer.

Educational Talking Points

What is cancer?

- In a healthy body, natural systems control the creation, growth and death of cells.
- Cancer occurs when these systems don't work right and cells don't die at the normal rate. So, there's more cell growth than cell death.
- This excess growth can form a tumor.

What is breast cancer?

- Breast cancer occurs when cells in the breast divide and grow without their normal control.
- Tumors in the breast tend to grow slowly.
- By the time a lump is large enough to feel, it may have been growing for as long as 10 years. (Some tumors are aggressive and grow much faster.)
- Between 50-75 percent of breast cancers begin in the milk ducts, about 10-15 percent begin in the lobules and a few begin in other breast tissues.

How do I get screened for breast cancer?

- Under age 40, women should ask their doctor about receiving a clinical breast exam (CBE), which is a physical exam done by a health care provider. It's often done during your regular medical check-up.
- After age 40, women should receive a screening mammogram every year. Overall, mammography is the most effective screening tool used to find breast cancer in most women. It can find cancers at an early stage, when they are small and the chances of survival are highest.
- Ask your doctor during your regular exam about scheduling a mammogram. If you do not have a doctor or health insurance, call Susan G. Komen® East Tennessee at 865-588-0902 for assistance.

Breast cancer myths vs. facts

Myths	Facts
Myth: I'm only 35. Breast cancer only happens in older women.	Fact: While the risk of breast cancer increases with age, ALL women are at risk. Even women in their 20s can get breast cancer.
Myth: Only women with a family history of breast cancer get breast cancer.	Fact: Most women who get breast cancer have no family history of the disease.
Myth: If I don't have the BRCA1 or BRCA2 gene mutation (known as the "breast cancer genes"), I won't get breast cancer.	Fact: Most women who get breast cancer, do not have a BRCA1 or BRCA2 gene mutation, meaning they don't have the "breast cancer gene."
Myth: If I eat right, don't smoke, exercise, and don't drink alcohol, I won't get breast cancer.	Fact: A person can do everything "right" and still get breast cancer. These healthy lifestyle choices will help reduce your risk for breast cancer, however.

Sign up for an annual reminder to schedule your breast cancer screening at [komen.org/reminder](https://www.komen.org/reminder).

Knoxville Race for the Cure®

Saturday, October 27 , 2018

The Race will be held World's Fair Park, 963 Worlds Fair Park Drive, Knoxville, TN 37916. The Race start time will be at 8:30 a.m. on Clinch Avenue Bridge.

Register online at KomenEastTN.org.

Registration Fees by Registration Type	Early Bird Valid until Sept. 5 @ Noon	Regular Registration Sept. 5 @ 12:01 p.m. thru Oct. 26	Race Day Registrations Saturday, Oct. 27
Adult (Ages 18+)	\$30	\$35	\$40
Sleep in for the Cure (all ages)	\$30	\$35	\$40
Student (ages 13 - 17)	\$20	\$25	\$30
Wendy's Kids for the Cure (ages 3-12)	\$20	\$25	\$30
Add \$5 for Competitive Runner			
Add \$5 for Packet Mailing			

Register as a team and pick up your packets in advance!

New! Wednesday, October 24:

- * Pick-Up at the Komen East Tennessee office (318 Nancy Lynn Lane, #13, Knoxville, TN 37919)
- * Call or email to schedule packet pick up. Reservation for pick up MUST be received by Tuesday, October 23 at noon.
- * E-mail teams@KomenEastTN.org or call 865-588-0902 to reserve your pick-up on Wednesday, Oct. 24.

Thursday, October 25: 10 am-8 pm at West Town Mall

Friday, October 26: 10 am-5 pm at West Town Mall

Materials Order Form

If you prefer, an online form can be completed at KomenEastTN.org/worship.

If completing the paper form, please either return by fax to 865-588-0921 or mail to: Susan G. Komen East Tennessee, Attn: Jessica Waddell, 318 Nancy Lynn Lane, #13, Knoxville, TN 37919.

WHO WE SHOULD CONTACT TO SCHEDULE THE DROP-OFF OF MATERIALS?

Full Name: _____

Phone: _____ E-mail: _____

Church Name: _____

Church Address: _____

Approx. Total Number of Attendees at Sunday Morning Services (or main weekly service): _____

YOUR CONTACT INFORMATION (IF DIFFERENT THAN ABOVE)

Full Name: _____

Phone: _____ E-mail: _____

WOULD YOU LIKE TO NOMINATE A BREAST CANCER SURVIVOR (INCLUDING YOURSELF!) TO BE FEATURED IN NEXT YEAR'S VIDEO?

Full Name: _____

Phone: _____ E-mail: _____

DESIRED MATERIALS & SUPPORT (CHECK ALL THAT APPLY)

- Educational Booklets
- Komen East Tennessee Brochure with Local Resources
- Video(s) on a USB drive
- Video(s) on a cd/dvd disc
- 2018 Knoxville Race for the Cure® poster/registration forms
- Assistance identifying a guest speaker, such as a survivor, for our church's event
- Hosting an educational session (approx. 1 hour) during a Sunday School, Bible Study, or other special event

ARE YOU INTERESTED IN ANY OF THE FOLLOWING WAYS TO GET INVOLVED? CHECK ALL THAT APPLY.

- Being a guest speaker at another church's October 2018 event (survivors/co-survivors/health care professionals)
- Forming a team to participate in the 2018 Knoxville Race for the Cure on Saturday, October 27
- Serving on a planning committee for 2019 Worship in Pink/Pink Sunday activities
- Volunteering in other ways

APPROXIMATELY WHAT PERCENTAGE OF YOUR CONGREGATION IS BLACK/AFRICAN AMERICAN?*

- 100%
- 75%-99%
- 50%-74%
- 25%-49%
- Less than 25%

QUESTIONS OR COMMENTS?
