

WORSHIP
IN PINK

susan g.
komen. 

PROGRAM TOOLKIT

**Breast cancer can be overwhelming,
but there is strength in faith.**

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Welcome & About Worship in Pink

Thank you for coordinating a Worship in Pink event for your congregation, helping Susan G. Komen® spread the message about breast health and the importance of finding breast cancer early when more treatment options are available, and chances for survival are highest. Worship in Pink is a vital community program that would not be successful without the support and creativity from Worship in Pink Ambassadors like you!

Komen's Worship in Pink program invites faith-based organizations nationwide to share lifesaving messages about breast cancer. Worship in Pink opens the lines of communication about breast health and promotes breast cancer screening and the use of Komen's resources while also honoring and recognizing the lives of those who have been impacted by the disease.

The goals of this program are to:

- educate participants on the importance of breast health to help them make informed breast care decisions with their health care providers
- encourage people to get screened for breast cancer and
- ensure participants are aware of the support and resources available through Susan G. Komen's Patient Care Center, including patient navigation through Komen's Breast Care Helpline, financial assistance, educational resources, emotional support and more.

We depend on each of you to engage with your congregation. This toolkit contains information and resources designed to help you get started, but the plan is up to you! Use your Worship in Pink event to provide valuable breast health information and honor breast cancer survivors, co-survivors and those living with metastatic breast cancer in your congregation or community.

THANK YOU for coordinating your organization's participation in our Worship in Pink program. We are excited that you are joining us to share important breast health information to your community. We could not be successful without your support.

Thank you for your efforts!

Sincerely,



Theru Ross
Program Manager, Community Health Outreach



About Susan G. Komen®

More than 40 years ago, a sisterly promise ignited a spark that would fuel a global crusade against breast cancer. Today that promise continues to prevail as the driving force behind Susan G. Komen's unwavering quest for a future free from the grip of this deadly disease.

In the pursuit of our goals, we've helped fuel research, unlocking the biology of breast cancer and discovering insights that propel us toward more effective risk reduction strategies, earlier detection methods and innovative treatments. This helped reduce the breast cancer death rate in the U.S. by more than 44% since 1989.

To date, we've invested **nearly \$3.6 billion** in groundbreaking research, community health outreach, advocacy and programs in more than 60 countries. Komen is proud that its investments in innovative research and researchers played a role in the discovery and development of 19 new drugs that were FDA approved to treat breast cancer in the clinic over the past decade.

We stand firm in our promise to never give up on our vision of creating a world without breast cancer.



Our Vision

A world without breast cancer.

Our Mission

Save lives by meeting the most critical needs of our communities and investing in breakthrough research to prevent and cure breast cancer.



Conquer aggressive and deadly breast cancers to help people live longer, better lives.



Ensure all people get the care they need and achieve health equity.

Komen provides a 360-degree approach to ending breast cancer which breaks down into four sectors: research, care, action and community.

Our 360 Degree Approach



DRIVE RESEARCH

Guided by world renowned experts, we evaluate and invest in science and technology that will provide the greatest benefit to patients.



PROVIDE CARE

We serve as a trusted breast health care guide by providing evidence-based education, personalized support and connection to timely, high-quality care.



TAKE ACTION

We mobilize people to advocate for policies that protect patients, prioritize research and create lasting systemic changes to improve outcomes for all.



UNIFY COMMUNITY

We unite communities that are bonded by a common interest and come together to deliver a greater impact in ending breast cancer.

Ambassador's Role in Worship in Pink

As an Ambassador, you are vital to Worship in Pink and its success! Ambassadors serve as breast health advocates and lead activities to promote the importance of breast health and breast cancer screening within their congregations. We look forward to working with you as you plan and implement your Worship in Pink activities and program.

The role of the Ambassador includes:

- Completing the online Ambassador training, where you will learn about the importance of breast health and screening and resources available for your congregation. This quick training can be completed at your own pace.
- Rallying your congregation to host an activity for Worship in Pink.
- Planning messages and activities for your congregation's Worship in Pink event.
- Keeping Komen staff abreast of your Worship in Pink activities.
- Notifying Komen staff if you need educational resources.
- Sharing the Worship in Pink message of inspiration, education and hope!
- Encouraging those in need of support or information to call or email Susan G. Komen's Patient Care Center at 1-877 GO KOMEN (1-877-465-6636).
- Attending the virtual Ambassador Celebration in November to share your Worship in Pink stories and celebrate your successes with Komen staff and volunteers!
- Completing the post Worship in Pink survey.

Clergy's Role in Worship in Pink

As leaders, clergy members are encouraged to work with Ambassadors to involve their congregation in Worship in Pink activities. Clergy can empower and inspire dialogue and learning about breast health and breast cancer.

Clergy are asked to:

- Promote breast self-awareness and screening through Worship in Pink outreach and education activities.
- Work with their Ambassadors to schedule a breast cancer-related activity or event for congregation members.
- Announce upcoming Worship in Pink events from the pulpit.
- Incorporate ongoing breast self-awareness and education as part of their health ministry.
- Wear pink for Worship in Pink events and activities.

Worship in Pink Program Ideas

You have the flexibility to create a program that is best suited for your congregation and community. We have slide decks and videos available for you to use in your Worship in Pink program, and we have other ideas below to get you started.

CREATE A WALL OF HOPE

Create a wall of hope with names, pictures or stories of congregation members or display photos to visually honor and remember those who have been affected by breast cancer.

INVITE A SURVIVOR, A PERSON LIVING WITH BREAST CANCER, OR A CO-SURVIVOR TO SPEAK

Chances are there is someone within your congregation who has been affected by breast cancer who is willing to share their story. A familiar face giving a testimony of their experience is a highly effective way to educate and raise awareness about breast cancer.

HOST A WOMEN'S HEALTH EDUCATION EVENT

Hosting a Women's Health Education event is an excellent opportunity for women to receive educational resources that will help them learn more about breast self-awareness and the available resources. You can use the Komen breast self-awareness slide deck for your presentation or invite a local health care provider to attend the event as a co-presenter.

A medical professional may be able to provide general information about any medical questions your congregation might have. They can also help dispel any myths, define unfamiliar terms and explain various breast cancer screening methods. Komen is unable to provide a speaker, but there may already be one in your congregation.

For additional questions and referrals to resources, you can also direct participants to call the Komen Patient Care Center at 1-877 GO KOMEN (1-877-465-6636), email helpline@komen.org or visit Komen.org.

HOST A BREAST CANCER SCREENING EVENT AT YOUR ORGANIZATION

If your community has a health care provider that offers mobile mammography, reach out to them to see if your faith-based organization could serve as a host site. Plan early! Mobile units typically book months in advance.

In the weeks leading up to the event, work to sign participants up for an appointment on the mammogram unit. On the day of the screening event, decorate the area around the mobile unit with pink balloons, streamers, or a pink table to make the event special for your congregants.

If your community does not have a mobile mammography unit or it is not available, set up a pink table before or after services to share educational and local resources. Encourage participants to sign a pledge to talk to their doctor about what screening tests are right for them and get screened. As a reminder, Komen does not have nor manage mobile mammography vans.

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, using the script provided in this toolkit. Ask congregants to make a contribution to support Komen's work to end breast cancer forever through its focus on research, care, action and community.

HOST A PINK SHABBAT

Host a Pink Shabbat. Invite our friends from [Sharsheret](#) to educate your community about the increased risk of hereditary breast cancer among Jewish families, the measures they can take to protect their health and the impact of breast cancer on the Jewish community. Decorate with pink balloons, streamers, etc. and serve pink challah.

CREATE A TEAM FOR YOUR LOCAL KOMEN RACE OR WALK EVENT

Create a team and participate in the MORE THAN PINK Walk® or Race for the Cure®. The events provide a space to share stories, remember those we've lost, support those who are here and find the strength to move forward. When you sign up, you're joining others in a shared commitment to end breast cancer forever. You are supporting thousands of people facing breast cancer now and honoring those we've lost. And your support ensures no one ever faces this terrible disease alone. Visit www.komen.org/walk to find the event closest to you.

PROVIDE KOMEN EDUCATIONAL RESOURCES

Help yourself to [free educational resources](#) from Komen. Let us know which resources you want for your Worship in Pink event, and we can have them delivered to you or available for pickup. Resources available in English or [other languages](#).

Get Social

Join our private Worship in Pink Facebook page. Search **Susan G. Komen Worship in Pink** to request to join. Please share stories and photos of your Worship in Pink festivities, decorations and events you host with us!

Email pictures to us at tross@komen.org and tag us on social media. We would love to see the amazing things you are doing in your community through this program! Also, follow our general Komen pages on all social media platforms.

Be sure to use the hashtag #WorshipInPink when posting.



Susan G. Komen



@susangkomen



@susangkomen



@susangkomen



Breast Cancer Facts

- 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 born female and growing older.
- One woman is diagnosed with breast cancer every two minutes, and one woman in the U.S. will die of breast cancer about every 12 minutes.
- In 2024, it is estimated there will be 310,720 new cases of invasive breast cancer diagnosed in women in the U.S., and 2,790 cases diagnosed in men.
- It is estimated there were more than 168,000 women living with stage 4 metastatic breast cancer in the U.S. in 2020 (the most recent estimate available).
- Most women in the U.S. with breast cancer have no family history of the disease. Only about 15% of women with breast cancer have a close family member with a history of breast cancer.
- Approximately 5-10% of breast cancers in women are related to an inherited genetic mutation, while up to 40% of breast cancers in men may be related to *BRCA2* genetic mutations.
- About 10% of Ashkenazi Jewish women in the U.S. with breast cancer have a *BRCA1/2* genetic mutation.
- Although rare, young women can also get breast cancer. About 4% of breast cancers occur in women under age 40. However, breast cancer is the leading cause of cancer death U.S. among women ages 20 to 39.
- In 2024, it is estimated that 42,250 women and 530 men in the U.S. will die from breast cancer.
- Today, there are more than 4 million survivors and people living with breast cancer in the U.S.



Breast Cancer Disparities in Black Women in The U.S.

Breast cancer disparities for Black women are startling. According to the most recent data available, breast cancer mortality is about 40% higher for Black women in the U.S. than white women. And, Black women are often diagnosed with late-stage breast cancer when treatment options are limited, costly and the prognosis is poor. Susan G. Komen believes this is unacceptable and is working to change these outcomes.

- About 36,260 new cases of breast cancer were expected to occur among Black women in the U.S. in 2022 (most recent data available).
- Breast cancer is the most common cancer among Black women in the U.S.
- Overall breast cancer incidence among Black women in the U.S. is lower than in white women in the U.S., however, Black women have a higher breast cancer incidence rate than white women before age 40.
- One in nine Black women in the U.S. will be diagnosed with breast cancer in her lifetime.
- The median age of diagnosis is slightly younger for Black women (60) than white women (64) in the U.S.
- About 6,800 deaths from breast cancer were expected to occur among Black women in the U.S. in 2022 (most recent data available).
- Black women have the highest breast cancer mortality of all other racial and ethnic groups in the U.S.
- Breast cancer mortality is about 40% higher in Black women in the U.S. than in white women.
- Black women are twice as likely as women of other racial and ethnic groups in the U.S. to be diagnosed with triple negative breast cancer (TNBC).



Breast Cancer Disparities in Hispanic/Latina Women in the U.S.

Breast cancer is the most common cancer among Hispanic/Latina women and the leading cause of cancer death among this group in the U.S. While data show breast cancer incidence rates tend to be lower for Hispanic/Latina women compared to white women, Hispanic/Latina women are more likely to be diagnosed at a later stage than white women. They are also more likely to be diagnosed with larger and more difficult-to-treat tumors. This may be due to fewer women getting screened and delays in getting back to the doctor for a follow-up after abnormal screening results.

- Breast cancer is the most common cancer among Hispanic women in the U.S.
- An estimated 28,100 new cases of breast cancer were diagnosed among Hispanic women in the U.S. in 2021 (most recent data available).
- About one in nine Hispanic/Latina women in the U.S. will be diagnosed with breast cancer in her lifetime.
- In 2021 (most recent data available), about 3,100 deaths from breast cancer were expected to occur among Hispanic/Latina women in the U.S.
- Breast cancer is the leading cause of cancer death among Hispanic women in the U.S.
- Hispanic women are more likely to be diagnosed with larger tumors and tumors that are hormone receptor-negative, which are more difficult to treat.

How Komen is Addressing Health Equity

Health equity is integral to Komen’s mission. We value and appreciate the cultural and demographic diversity of the communities we serve. We also acknowledge the injustices and inequities faced within certain marginalized and under-resourced communities based on factors beyond their control.

At Komen, health equity means that everyone should have a fair and just opportunity to be as healthy as possible. Our health equity approach is broad and deep, including work to support people from historically marginalized and under-resourced communities.

Our 5 key health equity strategies are the levers we use to activate our 360-degree approach to health equity across research, community health and policy. In practice and by design, there is an intersectionality among our work to execute these strategies because achieving health equity requires an integrated and collaborative approach.

Komen’s Health Equity Framework



Through education, Komen empowers communities with culturally-responsive resources. One example is the [Health Equity Resources and Engagement Opportunities](#) page, which offers multiple breast health equity resources such as access to the Patient Care Center, how people can help diversify participate in clinical trials and information about Stand for H.E.R. – a Health Equity Revolution. The page also connects visitors to engagement opportunities such as how to become an Advocacy Insider or Worship in Pink Ambassador and even how to train to become a patient navigator, plus much more.

Sample Script: Breast Self-Awareness

In 1980, Nancy G. Brinker promised her dying sister, Susan, that she would do everything in her power to end breast cancer forever. In 1982, that promise became the Susan G. Komen® organization and the beginning of a global movement. What started with \$200 and a shoebox full of potential donor names has now grown into the world's largest nonprofit source of funding for the fight against breast cancer. To date, Komen has invested nearly \$3.6 billion in groundbreaking research, community health outreach, advocacy and programs in more than 60 countries. Their efforts helped reduce the death rate from breast cancer by 44% since 1989 and they won't stop until that promise is fulfilled.

Komen is reaching out to communities nationwide through the Worship in Pink program to raise awareness about breast cancer and encourage breast cancer screening by partnering with faith-based organizations. Today, we as a faith community have collaborated with Komen to open the lines of communication about breast health, promote breast cancer screenings, promote the use Komen's resources and honor those impacted by breast cancer.

Our focus is to educate our community about the importance of breast health and provide information about screenings to find breast cancer early. The two most common risk factors for breast cancer are being born female and getting older – two things you cannot change or control. But there are some things you can do that play an important role in your breast care.

KOMEN'S 4 KEY BREAST SELF-AWARENESS MESSAGES ARE:

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

KNOW YOUR RISK

- Talk to both sides of your family about your family health history. This information can be used to help you learn about your risk of breast cancer. Gather information about who has had breast cancer or other cancers or other health problems. On Komen's website, komen.org, there is a "My Family Health History" tool to help you gather and organize this information.
- Talk with your doctor about your risk of breast cancer using information from your family health history.

GET SCREENED

- When you talk with your doctor to understand your risk, it is also important to talk about when to get screened.
- If you are at a **higher risk**, talk with your doctor about which screening tests are right for you and when they should begin.
- If you are at **average risk**, it's important to have a clinical breast exam at least every three years, starting at age 25, and every year starting at age 40. It's also important that women at average risk have a mammogram every year starting at age 40. *Per NCCN guidelines.

KNOW WHAT IS NORMAL FOR YOU

- It's important that you know how your breasts normally **look and feel** and that you report any changes you see or feel to your doctor. Men, this applies to you too!
- The warning signs of breast cancer **are not the same for all people**.
- Most people are likely aware that a lump could be a sign of breast cancer, and if they find a lump, they should follow up with their doctor.
- **Visual changes**, however, can also be the first sign that something is going on in the breast and should be checked.
- Here are a few **warning signs** to look out for – and to report to your doctor if you notice any of these signs or any changes in your breasts.
 - 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
- **Other changes** that you should have checked by a doctor include:
 - Itchy, scaly sore or rash on the nipple
 - Pulling in of the nipple or other parts of the breast
 - Nipple discharge that starts suddenly
 - New pain in one spot that doesn't go away

MAKE HEALTHY LIFESTYLE CHOICES

The final key breast self-awareness message is to make healthy lifestyle choices. These lifestyle choices may help lower your risk of breast cancer – and contribute to overall good health.

- Maintain a healthy weight
- Make exercise part of your routine
- For those who choose to drink alcohol, limit to less than one drink a day for women and fewer than two drinks a day for men.
- Limit menopausal hormone use, which is linked to an increased risk of developing breast cancer.
- Breastfeed if you can. Women who breastfeed have a lower risk of breast cancer, especially before menopause, than women who don't breastfeed.

These healthy lifestyle choices may help reduce your risk of breast cancer. It's important to note cancer tends to be caused by a **combination of factors**. Some things we may be able to control (such as exercise). Others are out of our control (such as age), and some are still unknown.

After today's service, we will share resources that contain these breast self-awareness messages.

1. Know your risk - gather your family history and talk with your doctor about your risk
2. Get screened
3. Know what is normal for you
4. Make healthy lifestyle choices

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Please share these messages with your friends and family who are not here today and encourage those you love to get screened and "Know Your Normal" and follow up with their doctor if they notice any change. Together we can end breast cancer forever. Visit komen.org or call Komen's Patient Care Center at 1-877 GO-KOMEN (877-465-6636) if you need any breast health services or answers to your questions about breast health and breast cancer.

The Patient Care Center is a free resource available in English and Spanish for every person, including survivors, caregivers, those living with metastatic breast cancer, and people not yet touched by breast cancer, with questions about better care for themselves.

Thank you!

If you are interested in learning more about Komen and their work, please visit their website at komen.org or by calling 1-877 GO KOMEN (1-877-465-6636) or emailing helpline@komen.org.



Sample Announcements

- Breast cancer may be overwhelming, but there is strength in faith. Susan G. Komen® invites faith-based organizations nationwide to join forces against breast cancer this {insert month here}, and we are excited to participate. Join us in honoring and celebrating the lives of those impacted by breast cancer, promoting breast health and spreading the importance of breast cancer screening!
- This Breast Cancer Awareness Month, join us as we Worship in Pink! Susan G. Komen® invites faith-based organizations nationwide to join forces against breast cancer this October and we are excited to participate. Join us on {date} in honoring and celebrating the lives of those who have been impacted by breast cancer, promoting breast health and spreading the importance of breast cancer screening!
- Have you or someone you know been affected by breast cancer? Breast cancer may be overwhelming, but there is strength in faith. Susan G. Komen® invites faith-based organizations nationwide to join forces against breast cancer to Worship in Pink. Join us on {date} in honoring and celebrating the lives of those who have been impacted by breast cancer, promoting breast health and spreading the importance of breast cancer screening!



Susan G. Komen Resources for Breast Health Information & Support

KOMEN PATIENT CARE CENTER

The Komen Patient Care Center can help meet the needs of anyone impacted by breast cancer. Our navigators offer free, personalized navigation services to patients, caregivers and family members, including breast health and breast cancer information, access to services and resources, emotional support and more.

Hours: Monday – Thursday 9 AM – 7 PM EST & Friday 9 AM – 6 PM EST. Se habla español.

Get connected with a Komen navigator at 1-877 GO KOMEN or helpline@komen.org

ABOUT BREAST CANCER

No matter who you are or where you live, breast cancer may touch your life. The [About Breast Cancer](#) section of Komen’s website has the latest evidence-based information on breast cancer risk factors, screening, diagnosis, treatment, metastatic breast cancer, survivorship and more.

KOMEN FINANCIAL ASSISTANCE PROGRAM

Financial hardships shouldn’t keep those with breast cancer from getting the care they need. While medical treatment and care are typically the primary costs associated with a breast cancer diagnosis, there are other expenses of daily living that can prevent patients from getting the care they need, when they need it. The Komen Financial Assistance Program is here to help.

Visit <https://www.komen.org/financial-assistance-program/> to learn more.

REAL PINK PODCAST

The Real Pink podcast brings people together to have meaningful conversations about breast cancer. For those diagnosed with breast cancer, we know it impacts many aspects of life - like our relationships, our finances, our jobs, and our health. At Real Pink, we never shy away from tough, emotional, or potentially embarrassing life-changing topics. We strive to help those affected by breast cancer — from patients to family members to friends — by providing the information needed to make informed decisions.

Find recordings at www.realpink.komen.org.

METASTATIC BREAST CANCER (MBC) IMPACT SERIES

Komen's MBC Impact Series provides people living with metastatic breast cancer and their loved ones a safe, collaborative space to gather information related to MBC and discover practical resources to help make decisions for improved physical and emotional health.

During the free events, you can participate in sessions with leading experts, hear from individuals living with MBC and gather information from wellness experts. You'll also have the opportunity to ask our speakers questions.

To register for future events and view past events, visit www.komen.org/mbcseries.

KOMEN BREAST CANCER FACEBOOK GROUPS

Komen offers an online support community through our closed Facebook Groups – [Komen Breast Cancer Group](#) and [Komen Metastatic Breast Cancer \(Stage IV\) Group](#). These Facebook groups are places where those with breast cancer and their family and friends can talk with others for friendship and support. Visit Facebook and search for “Komen Breast Cancer Group” or “Komen Metastatic Breast Cancer (Stage IV) Group” to request to join the closed groups.

CLINICAL TRIALS


Susan G. Komen helps people with any stage of breast cancer find and participate in clinical trials, including trials supported by Komen.

For more information about clinical trials, please call our Komen Patient Care Center at 1-877 GO KOMEN (1-877-465-6636) or email at clinicaltrialinfo@komen.org to connect with a trained specialist.

KOMEN'S CENTER FOR PUBLIC POLICY

Komen works to educate people about public policy issues, so they are empowered to become forceful advocates for themselves and their neighbors, and then unites their collective voices for maximum impact. Stay "in the know" about current legislative and advocacy actions by becoming an Advocacy Insider today.

Visit <https://www.komen.org/how-to-help/advocacy/center-for-public-policy/> to learn more and get involved.



You can help discover cures to breast cancer, **faster.**

ShareForCures™ is a breast cancer research registry by Susan G. Komen®, connecting researchers with information from people who have or had breast cancer.

“

There is hope every single day in research centers across the country and across the world. Research is hope for the far too many of us who are living with breast cancer.

PAM KOHL
Breast Cancer Advocate

YOUR BREAST CANCER INFORMATION IS AS UNIQUE AS YOU ARE. When combined with thousands of other ShareForCures members, you provide scientists with a more diverse set of data to make new discoveries, faster.

YOU CAN JOIN SHAREFORCURES IF YOU:

- Are 18 years or older*
- Live in the United States (including territories)
- Have been diagnosed with breast cancer

LEARN MORE AT: www.shareforcures.org



You can make a difference in improving lives and discovering breakthroughs.

**Individuals in Alabama and Nebraska must be over 19 and individuals in Mississippi and Pennsylvania must be over 21 to participate.*

Ambassador Check List

Please use this list to help as you plan and execute your Worship in Pink activity:

EVENT PLANNING

- Watch the online, self-paced Susan G. Komen Worship in Pink Ambassador Training
- Confirm activity date(s) with clergy
- Schedule date(s) on your organization's calendar
- Assemble a team to assist you in program implementation
- Develop team tasks and assignments for event
- Order breast health educational resources from Komen

EVENT COMMUNICATIONS WITHIN FAITH-BASED ORGANIZATION

- Place activity announcements in the bulletin, on signage and flyers
- Develop social media strategy using provided Toolkit: Facebook, Instagram, email blast
- Have clergy make announcements from the pulpit leading up to event

EVENT DAY!

- Wear Pink!
- Have talking points prepared
- Make sure the presentation and any needed technology (PowerPoint, Zoom, video, etc.) is ready for event
- Provide printed breast health educational resources

AFTER THE EVENT

- Share pictures and any memorable stories with Komen
- Complete online post Worship in Pink survey
- Ambassadors register for Celebration event
- Send thank-you notes to supporters

Contact Information

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972-855-4304

Susan G. Komen Patient Care Center

1-877 GO KOMEN

Worship in Pink Website

<http://www.komen.org/WorshipInPink>