2021 Link Program Annual Evaluation Report

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Executive Summary

Background
Sharsheret offers a wide range of programs for Jewish and non-Jewish women and their families facing breast and ovarian cancer: patient navigation for those who are newly diagnosed, a network of peer supporters, survivorship kits, information about genetics, financial subsidies and many more tailored programs. Women are served by these programs in personally and culturally relevant ways, with information and support resources that are highly accessible.

In 2014, Sharsheret partnered with population scientists at Georgetown Lombardi Comprehensive Cancer Center to conduct an evaluation of Sharsheret’s core programs. This ongoing evaluation is aimed at helping Sharsheret improve and expand its programs based on the needs of young breast cancer survivors (YBCS).

As part of this evaluation, the Georgetown team helped Sharsheret administer its 2021 annual evaluation survey. This evaluation aims to measure participants’ interactions and experiences with Sharsheret’s various programs, and the organization as a whole, in order to systematically evaluated the organization’s quality of support and reach.

The Survey
The 2021 annual evaluation survey was distributed to over 4,885 individuals who had interacted with Sharsheret during the year. A total of 957 individuals responded to the survey, reflecting a population response rate of ~19%. This is an increase in the absolute percentage of respondents from last year’s survey (~9%). Since 2020, we have also included a section on general health and well-being and added a COVID-19 Special Impact Survey to get feedback on how the COVID-19 pandemic may have impacted screening, treatment, and survivorship needs among women at risk for and living with breast cancer and ovarian cancer. As outlined in this report, Sharsheret participants continue to experience high satisfaction with the programs and services offered, and the organization as a whole.

Sharsheret 2021
Insights gleaned from this evaluation serve to inform key recommendations for expansion and quality. Feedback about program participation and individual aspects of each program allow for evidence-based tailoring to better meet the needs of YBCS. Additionally, information collected from this survey aids in assessing the organization’s reach to the target population, and overall impact.

There are also a number of recommendations for program components, key areas, and groups who may benefit from increased participation in Sharsheret’s programs in the future. While Sharsheret’s mission remains strong and consistent, moving into 2022, there is an increased focus on patients with metastatic breast cancer, health care providers, community health workers, and patient navigators. Additionally, there may be programmatic shifts and redirection in light of Sharsheret’s response to the COVID-19 crisis.
Respondent Demographics

**957 individuals** participated in the 2021 Annual Evaluation Survey online or via mail.

2021 Annual Survey respondents came from 47 different US states, with New York, California, New Jersey, Florida, Pennsylvania and Illinois represented most prominently.

**Age**

Most respondents were in their **40s - 60s**.

**Religion**

The greater majority of respondents were Jewish and identified as Ashkenazi (48%).

**46% of the respondents did not report their religion.**
Cancer Survivorship

796 respondents noted a diagnosis of breast or ovarian cancer at some point in their lives.

34% of affected individuals were diagnosed under the age of 45. Diagnosis of breast and ovarian cancer is common at a young age among Jewish women.

Cancer-Related Status

Respondents were asked to select all of the choices that best described their current situation. Most commonly, respondents identified as breast cancer survivors, recently diagnosed, or currently living.
with breast cancer. Women affected by ovarian cancer represented a minority of respondents (11%).

Respondent Demographics

Educational Level

- Less than high school: 1%
- High school diploma or GED: 6%
- Some college: 14%
- College degree: 36%
- Graduate degree: 43%

92% of respondents have attended college.

Employment Status

- Part-time employed: 18%
- Not employed: 23%
- Retired: 23%
- Full-time employed: 35%

53% are currently employed (either part-time or full-time).

Majority of respondents identified themselves as White or Caucasian (87%)
Respondent Demographics

**Marital status**

- Married or partnered: 62%
- Divorced: 14%
- Widowed: 4%
- Separated: 2%
- Single, never married: 18%

Most respondents (82%) reported that they were either currently or previously married.

**Children**

- 75% of respondents were parents of at least one child.

**Ages of Children**

- None: 25%
- 1-2: 48%
- 3-5: 26%
- More than 5: 2%

Parents of young children were less common in the survey sample.

Over half (56%) had at least one adult child, while only 10% reported having an infant, toddler or preschooler under 5.
Overall Evaluation of Sharsheret

Survey respondents uniformly expressed very favorable attitudes and beliefs about Sharsheret, especially the value of its resources and support for women and their families.

Provides valuable resources and support for women and their families, of all backgrounds, facing breast and ovarian cancer.

Provides valuable programs and services for women and their families, of all backgrounds, facing breast and ovarian cancer.

Helps women and their families, of all backgrounds, facing breast and ovarian cancer.

Understands the needs of women and their families, of all backgrounds, facing breast and ovarian cancer.
Connecting Family & Friends

In 2021, Sharsheret asked survey respondents if their family and friends reached out to Sharsheret for additional information and services.

244 of the respondents reported that some of their family members or friends connected with Sharsheret to speak with Sharsheret’s social workers or genetic counselors, or to receive information, support, and/or resources, including general support and education about hereditary breast/ovarian cancer and BRCA genetic risks.

Out of 244 respondents who said some of their family members or friends connected with Sharsheret, 93% said they benefited from the connection with Sharsheret.

Majority listed that their friends reached out to Sharsheret versus family members.

84% of the respondents said their family member/friend found Sharsheret’s Family Focus resources to be valuable

Respondents said they would like to see these additional resources for family members
Learned about Sharsheret

Most respondents learned about Sharsheret from a family member or friend or an online search.

- From a family member or friend: 24%
- From a health care professional: 15%
- By online search: 24%
- Through social media: 15%
- At an outreach event: 6%
- Through a local rabbi/clergy member: 3%
- Through a Zoom webinar or meeting: 3%
- Through another organization: 9%
- Other: 12%

39% of respondents were newly diagnosed breast cancer patients when they first connected with Sharsheret.

- I was at high risk for or had a family history of breast and/or ovarian cancer: 9%
- I was newly diagnosed with breast cancer: 39%
- I was newly diagnosed with ovarian cancer: 4%
- I was undergoing treatment for breast cancer: 22%
- I was undergoing treatment for ovarian cancer: 4%
- I had completed breast cancer treatment: 13%
- I had completed ovarian cancer treatment: 2%
- I did not have breast cancer, and no one in my family had breast cancer: 2%
- Other: 5%
Most participants first learned about Sharsheret *through email, over the phone and via the Sharsheret website*.

**Patient Navigation**

Respondents reported *strong intentions of recommending Sharsheret to their friends.* This is reflective of Sharsheret’s focus on “linking” women together in a community of support.

My interaction(s) with Sharsheret was/were meaningful and helpful to me.

- **Strongly Disagree**: 2%
- **Disagree**: 7%
- **Neutral**: 23%
- **Agree**: 68%
- **Strongly Agree**: 2%

When I contacted Sharsheret, I was informed of Sharsheret resources, supports, programs, and/or services available to people like me.

- **Strongly Disagree**: 2%
- **Disagree**: 7%
- **Neutral**: 23%
- **Agree**: 67%
- **Strongly Agree**: 2%

Resources, supports, programs, and/or service information was given to me in a timely manner.

- **Strongly Disagree**: 2%
- **Disagree**: 8%
- **Neutral**: 23%
- **Agree**: 67%
- **Strongly Agree**: 2%

The resources, supports, programs, and/or services helped me deal more effectively with my concerns.

- **Strongly Disagree**: 2%
- **Disagree**: 12%
- **Neutral**: 25%
- **Agree**: 59%
- **Strongly Agree**: 2%

I felt supported by Sharsheret.

- **Strongly Disagree**: 2%
- **Disagree**: 7%
- **Neutral**: 25%
- **Agree**: 65%
- **Strongly Agree**: 2%

If I need help again for my concerns, I will contact Sharsheret.

- **Strongly Disagree**: 2%
- **Disagree**: 6%
- **Neutral**: 26%
- **Agree**: 65%
- **Strongly Agree**: 2%
If a friend was in need of similar help, I would recommend Sharsheret to that friend.
Healthy Days

80% of the respondents said that their health was **good, very good or excellent.**

Now thinking about your physical health, which includes physical illness and injury, for how many days during the past 30 days was your physical health not good?

Now thinking about your mental health, which includes stress, depression, and problems with emotions, for how many days during the past 30 days was your mental health not good?

During the past 30 days, for about how many days did poor physical or mental health keep you from doing your usual activities, such as self-care, work, or recreation?

24% of the respondents experienced **delays and disruptions in breast cancer or ovarian cancer care** due to COVID-19 due to **financial hardship** (loss of or changes in employment, insurance, or other income for themselves or a member of their immediate family) and 17% experienced delays and disruptions due to **getting the care and support needed during the COVID pandemic**

**Experience any delays and disruptions in breast cancer or ovarian cancer care due to COVID-19 in one or more of the following areas**

- Cancer screening: 11%
- Genetic counseling and testing for cancer risk: 4%
- Surgery and reconstruction: 10%
- Systemic therapy: 5%
- Radiation therapy: 2%
- Fertility preservation: 2%
- Finding or participating in clinical trials: 17%
- Getting the care and support you need during the pandemic: 24%
- Financial hardship, due to loss of or changes in employment, insurance: 24%
COVID-19 Special Impact Survey

Sharsheret’s programming during the COVID-19 pandemic assisted respondents in maintaining their health, mental health, and overall well-being by providing various programs. 62% of respondents agreed with **Zoom educational webinars** while 50% agreed with **workshops for baking and painting**. Neutral responses indicate individuals that did not participate in the programs.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoom educational webinars.</td>
<td>3%</td>
<td>34%</td>
<td>26%</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>Experiential workshops like baking and painting.</td>
<td>3%</td>
<td>44%</td>
<td>22%</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>Continued/increased conversations with Sharsheret's clinical team members.</td>
<td>3%</td>
<td>40%</td>
<td>26%</td>
<td>29%</td>
<td></td>
</tr>
<tr>
<td>A new Facebook group</td>
<td>4%</td>
<td>57%</td>
<td>18%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Resistance/exercise bands.</td>
<td>8%</td>
<td>47%</td>
<td>26%</td>
<td>22%</td>
<td></td>
</tr>
</tbody>
</table>
Link Program

Sharsheret offers a wide range of programs and services to women facing breast and/or ovarian cancer. The most utilized programs that comprise the Link Program include the Thriving Again Survivorship Program, Peer Support Network, Best Face Forward 2.0: providing services and financial subsidies to enhance women’s quality of life; Best Face Forward: addressing the cosmetic side effects of treatment and the Financial Wellness Toolkit

76% of respondents visited Sharsheret’s website.

81% of respondents participated in at least one of the 9 programs offered

Most of the respondents participated in Webinars and the Thriving Again program in 2021
Peer Support Program

Sharsheret’s Peer Support Program is a key program for many respondents. Out of 255 respondents who contacted Sharsheret and was connected with a one-on-one Peer Supporter in 2021 to receive assistance, 87% of respondents spoke with their assigned peer supporter and expressed they found the experience to be strongly meaningful and helpful.

My Peer Supporter(s) offered practical tips and resources.

- Strongly Disagree: 1%
- Disagree: 10%
- Neutral: 27%
- Agree: 61%
- Strongly Agree: 2%

My Peer Supporter(s) provided emotional support.

- Strongly Disagree: 2%
- Disagree: 12%
- Neutral: 27%
- Agree: 59%
- Strongly Agree: 1%

My Peer Supporter(s) shared experiences in response to my questions or concerns.

- Strongly Disagree: 1%
- Disagree: 9%
- Neutral: 29%
- Agree: 60%
- Strongly Agree: 1%

My Peer Supporter(s) shared information about her personal experience with her healthcare providers.

- Strongly Disagree: 5%
- Disagree: 17%
- Neutral: 24%
- Agree: 53%
- Strongly Agree: 0%

Most common reasons for not connecting with assigned Peer Supporter

- Wasn’t emotionally ready to reach out for support: 35%
- Needs changed: 35%
- Unable to reach my Peer Supporter: 18%
- Lost Peer Supporters phone number: 15%
- Other: 3%

87% of respondents who were connected with a one-on-one Peer Supporter had the opportunity to speak with their assigned Peer Supporter.
Peer Supporters

An integral part of the Link program, Peer Supporters connect with and meet the unique support needs of women facing breast and/or ovarian cancer. 80 respondents were peer Supporters in 2021, to help provide assistance to callers. 80% of these Peer Supporters indicated they engaged with a caller in 2021. Note that peer supporters are chosen based on matching with caller stories, and are not necessarily assigned each year.

Participating in the Peer Support Network as a Peer Supporter was meaningful and helpful to me.

As a Peer Supporter, I...

- Offered practical tips and resources.
- Provided emotional support.
- Shared my experience in response to Callers questions or concerns.
- Shared information about my personal experience with my healthcare providers.

87% of peer supporters who filled out the survey had the opportunity to speak with their assigned supporter.

Motivation for Becoming a Peer Supporter

Several respondents expressed more personal motivations for becoming a supporter.
Thriving Again Program

Thriving Again respondents expressed positive opinions about the program overall, and most of its specific components. 366 respondents received a survivorship kit and 81% of them indicated they received these resources when they most needed them during their cancer journey. Others expressed they would have preferred to receive the kit when they were first diagnosed (11%) or undergoing treatment (4%)

Speaking with a Sharsheret staff member helped me navigate my journey as a breast or ovarian cancer survivor.

My survivorship kit helped me navigate my journey as a breast or ovarian cancer survivor.

The tailored resources I received in my survivorship kit were informative and met my needs.

Survivorship teleconferences focused on topics (clinical trials, screening, genetics) that were important to me.

Sharsheret’s website provided valuable survivorship resources for me.
Health Resources

Thriving Again offers individualized resources addressing women’s concerns during their survivorship journey. The tailored cookbook was viewed as helpful in promoting a healthier lifestyle.

- The cookbook I received was an informative guide in proper nutrition.
- The exercise resources I received helped me maintain a healthy lifestyle.
- The exercise bands I received helped me maintain a healthy lifestyle.

153 respondents utilized the survivorship care plan included in their Thriving Again survivorship kit.

Most Popular Ways Survivorship Care Plan Utilized...

- I completed the care plan with my health care team: 10%
- I used the care plan to help me keep track of important information and my follow-up care: 49%
- I completed the care plan on my own: 50%
- I used the care plan some other way: 9%
Genetics for Life

The Genetics for Life program *addresses issues pertaining to hereditary breast and ovarian cancer* through educational materials and phone consultations with a genetic counselor or staff: respondents expressed high satisfaction. 44 respondents participated in the Genetics for Life program in 2021.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participating in the Genetics for Life program was meaningful and helpful.</td>
<td>7%</td>
<td>28%</td>
<td>65%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Sharsheret's staff or genetic counselor offered helpful information pertaining to genetics.</td>
<td>5%</td>
<td>21%</td>
<td>64%</td>
<td>7%</td>
<td>0%</td>
</tr>
<tr>
<td>Sharsheret's staff or genetic counselor provided emotional support pertaining to genetics.</td>
<td>5%</td>
<td>24%</td>
<td>40%</td>
<td>17%</td>
<td>0%</td>
</tr>
<tr>
<td>Sharsheret's booklet Your Jewish Genes addressed my concerns about genetics.</td>
<td></td>
<td></td>
<td>35%</td>
<td>13%</td>
<td>23%</td>
</tr>
<tr>
<td>Sharsheret's brochure, How Do I Tell My Children about My Cancer Gene addressed my concerns.</td>
<td></td>
<td></td>
<td>44%</td>
<td>5%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Sharsherets brochure, ‘How Do I Tell My Children about My Cancer Gene’ and the booklet, ‘Your Jewish Genes’ were relatively less utilized among respondents and pose opportunities for growth.
Genetic Counseling

Sharsheret offers genetic counseling services and opportunities to facilitate conference calls with family members to discuss genetics. Majority of those who participated in Genetics for Life indicated they received genetic counseling, but increasing awareness of Sharsheret’s family conference call service and genetic counseling will lead to a better understanding of how these programs are received.

Before contacting Sharsheret, were you aware of the option of genetic counseling for hereditary breast and/or ovarian cancer risk?

- No, 34%
- Yes, 66%

Before contacting Sharsheret, had you ever received a referral for genetic counseling for hereditary breast and/or ovarian cancer risk?

- No, 48%
- Yes, 52%

Before contacting Sharsheret, had you ever received genetic counseling for hereditary breast and/or ovarian cancer risk?

- No, 45%
- Yes, 55%

38 respondents received genetic testing for hereditary breast and/or ovarian cancer risk.

Webinars

39% of respondents accessed webinars, teleconferences, and/or seminars in 2021. Most of them endorsed that these resources were highly meaningful and helpful to them.

- Participating in or accessing the webinars was meaningful and helpful to me.
  - 58%
- I benefited from the webinars live or by accessing archived material.
  - 54%
- Sharsheret's webinars addressed my cancer-related concerns.
  - 48%

Resources were highly meaningful and helpful to them.
Topics of Interest

When asked which topics they would prefer in the future webinars, respondents indicated a wide range of interests. This year majority of respondents expressed wanting to learn more about **Diet and Nutrition, concerns of recurrence, emotional impact of cancer, exercise and physical activity, bone health and cancer research updates**.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diet and Nutrition</td>
<td>56%</td>
</tr>
<tr>
<td>Concerns about Recurrence</td>
<td>49%</td>
</tr>
<tr>
<td>Emotional Impact of Cancer</td>
<td>49%</td>
</tr>
<tr>
<td>Exercise and Physical Activity</td>
<td>46%</td>
</tr>
<tr>
<td>Bone Health</td>
<td>45%</td>
</tr>
<tr>
<td>Cancer Research Updates</td>
<td>42%</td>
</tr>
<tr>
<td>Survivorship</td>
<td>37%</td>
</tr>
<tr>
<td>Body Image</td>
<td>35%</td>
</tr>
<tr>
<td>Sleep</td>
<td>34%</td>
</tr>
<tr>
<td>Sexuality</td>
<td>31%</td>
</tr>
<tr>
<td>Side Effects of Treatment</td>
<td>28%</td>
</tr>
<tr>
<td>Lymphedema</td>
<td>20%</td>
</tr>
<tr>
<td>Genetics</td>
<td>19%</td>
</tr>
<tr>
<td>Spirituality</td>
<td>18%</td>
</tr>
<tr>
<td>Dating and Relationships</td>
<td>16%</td>
</tr>
<tr>
<td>Financial Impact of Cancer</td>
<td>16%</td>
</tr>
<tr>
<td>Cancer Screening</td>
<td>15%</td>
</tr>
<tr>
<td>Reconstructive Surgery</td>
<td>15%</td>
</tr>
<tr>
<td>Learn More about Sharsheret...</td>
<td>15%</td>
</tr>
<tr>
<td>Health Care Law</td>
<td>14%</td>
</tr>
<tr>
<td>Advanced Breast Cancer</td>
<td>12%</td>
</tr>
<tr>
<td>Insurance</td>
<td>12%</td>
</tr>
<tr>
<td>Disability and Employment</td>
<td>11%</td>
</tr>
<tr>
<td>Support for Caregivers</td>
<td>11%</td>
</tr>
<tr>
<td>Jewish Holidays</td>
<td>9%</td>
</tr>
<tr>
<td>Talking With and Caring for...</td>
<td>9%</td>
</tr>
<tr>
<td>Advanced Ovarian Cancer</td>
<td>0%</td>
</tr>
<tr>
<td>Fertility</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>
Embrace Program

Sharsheret’s Embrace Program provides support to women living with advanced breast or ovarian cancer.

238 respondents were aware that Sharsheret offered the Embrace program but have not used it for the following reasons:

- I do not think I am eligible for this service because I do not have advanced breast or... 69%
- I am not sure that I would participate 15%
- I am planning to use this service, but have not done so yet 7%
- Other 6%
- I am not ready to discuss these matters yet 6%

Among 34 respondents who self-reported that they participated in Embrace, 91% of these women indicated they would like to join Sharsheret’s Facebook Group to better connect.

<table>
<thead>
<tr>
<th>Participation</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participating in the Embrace program was meaningful and helpful to me.</td>
<td>6%</td>
<td>6%</td>
<td>52%</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>Participating in the Embrace program’s Facebook Group was meaningful and helpful to me.</td>
<td>3%</td>
<td>10%</td>
<td>48%</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>Participating in the Embrace program’s workshops through the Facebook Group was meaningful and helpful to me.</td>
<td>3%</td>
<td>17%</td>
<td>41%</td>
<td>34%</td>
<td></td>
</tr>
</tbody>
</table>
Best Face Forward

The **Best Forward Kit** is designed for women facing breast and/or ovarian cancer, and who are currently undergoing chemotherapy or radiation therapy. **33%** received the **Best Face Forward** kit in 2021. Overall, respondents noted the beauty products were a welcome change of focus and provided a confidence boost during such a stressful time.

Participating in the Best Face Forward program was meaningful and helpful.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
<td>10%</td>
<td>33%</td>
<td>55%</td>
<td></td>
</tr>
</tbody>
</table>

I found the paraben free makeup to be helpful in addressing the cosmetic side effects of treatment.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
<td>15%</td>
<td>32%</td>
<td>50%</td>
<td></td>
</tr>
</tbody>
</table>

Best Face Forward 2.0

**15%** participated in the **Best Face Forward 2.0** program in 2021. Most respondents stated that **Financial subsidies were meaningful and helpful.**

Participating in the Best Face Forward 2.0 program was meaningful and helpful.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>18%</td>
<td>22%</td>
<td></td>
<td>74%</td>
<td></td>
</tr>
</tbody>
</table>

The financial subsidies were meaningful and helpful to me.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
<td>11%</td>
<td>15%</td>
<td>73%</td>
<td></td>
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</table>
Busy Box

12% of the respondents received a Busy Box in 2021. Busy Box supports parents facing cancer while raising young children. **Participants in this program receive a box that includes resource materials** to educate parents about the impact of cancer on child(ren). The starter kit also features games and activities while parents may be in doctor appointments, or resting after treatment.

![Survey Results]

**Participating in the Busy Box program was meaningful and helpful to me.**

109 participants received the busy box in 2021

<table>
<thead>
<tr>
<th>Yes, 40%</th>
<th>No, 60%</th>
</tr>
</thead>
<tbody>
<tr>
<td>40% of the women who received the book “Butterfly Kisses and Wishes on Wings” had the opportunity to read the book with their child(ren).</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Yes, 42%</th>
<th>No, 58%</th>
</tr>
</thead>
<tbody>
<tr>
<td>42% of the women were interested in receiving a book from Sharsheret to use in speaking with your children about cancer</td>
<td></td>
</tr>
</tbody>
</table>

Helping Parents & Children Cope

“My son received a lego box and was thrilled. It also gave him something to do when I was feeling very tired, but I was able to help while on the couch.”

“The busy box was a lifesaver. Our children really enjoyed it.”

“Busy Box Feedback”

“This box meant so much to me! The book was very helpful!”

“This was such a wonderful surprise for us. My kids enjoyed the activities that were specifically selected for them, and I felt so supported when it was sent to us.”
Online Presence

Sharsheret’s website and various social media outlets are another opportunity to engage women in the community, especially for women who indicated they prefer not to receive resources over the phone. 63% of individuals expressed they frequently use social media sites such as Facebook, Instagram, Twitter; 48% of them said they viewed Sharsheret on social media in 2021.

Among respondents younger than 45 years of age, 51% viewed Sharsheret on social media at least once in 2021. Facebook was Sharsheret's most viewed social media platform in that age group.

48% of respondents of age of 45 and over viewed Sharsheret on social media at least once in 2021. Facebook was Sharsheret's most viewed social media platform in that age group.

Most respondents across all age groups said that they use Facebook (78%) and Instagram (17%) as their main social media platform. The majority of Facebook users (83%) are 45 years or older.

Most Frequently Visited Social Media

76% of all respondents visited Sharsheret’s website in 2021
Facebook Groups

Out of 448 respondents who viewed Sharsheret on social media at least once in 2021:

42% of respondents have joined the Facebook Group launched by Sharsheret, to help connect cancer survivors and women recently diagnosed with cancer with each other.

27% of respondents have joined the Facebook Group to help connect cancer survivors with a high genetic predisposition for developing cancer with each other.

46% would like to join the Facebook Group

83% benefited from the Facebook Group

27% of respondents have joined the Facebook Group to help connect cancer survivors with a high genetic predisposition for developing cancer with each other.
Website

Sharsheret's website is an informational source to many programs and services. Majority of respondents (76%) indicated they had visited Sharsheret’s website at least once in the year 2021.

- Visiting Sharsheret's website was meaningful and helpful to me. 48% Strongly Agree, 49% Agree, 8% Neutral, 12% Disagree, 1% Strongly Disagree
- I found valuable information and resources on Sharsheret's website. 49% Strongly Agree, 32% Agree, 8% Neutral, 8% Disagree, 1% Strongly Disagree
- I was able to easily navigate Sharsheret's website. 48% Strongly Agree, 33% Agree, 8% Neutral, 12% Disagree, 1% Strongly Disagree
- Watching women share their stories in the Sharsheret videos was helpful and meaningful for me. 36% Strongly Agree, 22% Agree, 19% Neutral, 19% Disagree, 1% Strongly Disagree
- Reading women’s stories on Sharsheret's blog was helpful and meaningful for me. 35% Strongly Agree, 23% Agree, 19% Neutral, 19% Disagree, 1% Strongly Disagree
- I was able to find local community events on Sharsheret's website with ease. 20% Strongly Agree, 12% Agree, 27% Neutral, 8% Disagree, 1% Strongly Disagree
- I was able to find national events and symposia on Sharsheret's website with ease. 21% Strongly Agree, 21% Agree, 20% Neutral, 20% Disagree, 1% Strongly Disagree
- I continue to benefit from Sharsheret’s website throughout my cancer journey. 37% Strongly Agree, 24% Agree, 18% Neutral, 21% Disagree, 2% Strongly Disagree
Social Media Outreach

One of Sharsheret’s main outlets to disseminate information is through its social media presence. 78% of respondents were most likely to connect with Sharsheret via Facebook on the social media platforms.

Sharsheret’s social media presence was meaningful and helpful to me. 41% strongly agree, 39% agree, 18% neutral, 17% disagree, 3% strongly disagree.

I found valuable news articles and resources through Sharsheret’s social media. 29% strongly agree, 35% agree, 22% neutral, 17% disagree, 5% strongly disagree.

I found healthy recipes through Sharsheret’s social media. 29% strongly agree, 25% agree, 22% neutral, 18% disagree, 5% strongly disagree.

I found information about Sharsheret’s symposia and events through Sharsheret’s social media. 33% strongly agree, 31% agree, 25% neutral, 17% disagree, 4% strongly disagree.

I benefited from the personal stories posted on Sharsheret’s social media. 39% strongly agree, 39% agree, 24% neutral, 18% disagree, 3% strongly disagree.

I felt inspired by the messages and quotes shared through Sharsheret’s social media. 39% strongly agree, 39% agree, 27% neutral, 18% disagree, 1% strongly disagree.

I benefited from Sharsheret’s social media throughout my cancer journey. 38% strongly agree, 38% agree, 22% neutral, 16% disagree, 3% strongly disagree.
Sharsheret Programs that Respondents Want to Learn More About

36% of respondents wanted to learn more about the how to connect or give back to Sharsheret as a Peer Supporter in our Peer Support Network (also known as the Link program)

The Best Face Forward 2.0 (Financial subsidies), Best Face Forward (cosmetic side effects of treatment) and Thriving Again were the three programs that respondents want to learn the most about.

Ovarian Cancer Program
Family Conference Call
Busy Box
Health Care Symposia
Sharsheret Educational Resource
Embrace
Genetics for Life
Financial Wellness Toolkit
Peer Support Network
Thriving Again
Best Face Forward
Best Face Forward 2.0 (financial subsidies)
Recommendations

Promoting Sustainability
• Engagement is an indicator of satisfaction, along with constituent reported outcomes. Satisfaction continued to increase from previous reporting years (2014-2021) across a majority of programs and services. In 2022, Sharsheret can continue to sustain engagement and positive rapport with constituents, as well as strategize newer ways to better promote underused resources.

Program-Specific
• Thriving Again
  o A majority of constituents expressed **high satisfaction with this kit.** Majority of them said that speaking with a Sharsheret staff member helped them during their journey as a breast or ovarian cancer survivor. Additionally, the majority expressed that they received the resources when they needed them most.

  o **Provide opportunities to receive resources earlier in the process.**
    24% said that they not aware of the survivorship care plan included in the Thriving Again survivorship kit. A number of individuals were interested in these resources earlier in their cancer journey (when they were first diagnosed or when they began treatment). Respondents were grateful for having received the kit, even years after receiving it.

• Genetics for Life & Embrace
  o The rate of participation (5%) in Genetics for Life and Embrace may be due to a response bias in the sample. However, those who participated in the program found it very helpful.

  o **69% of the participants who were aware that Sharsheret offered the Embrace program service but did not use it, though they were not eligible for it due to not having advanced breast or ovarian cancer.** Capturing participation in Sharsheret’s Embrace Program is similarly confounded by respondents who participate in this program are currently undergoing treatment for advanced breast and/or ovarian cancer. Raising awareness about the Embrace Program (and successive iterations) is essential to better understanding needs.

• Webinars
  o Webinar topics could reflect preferences noted in this year’s survey: **diet and nutrition, concerns of recurrence, emotional impact of cancer, exercise and physical activity, bone health and cancer research updates.**

• Best Face Forward
  o Majority of the women expressed **this was a wonderful gift during such a difficult time, that made them feel beautiful.**

• Best Face Forward 2.0
  o 15% of women said they participated in this program. Some of them liked the high quality and beautiful wigs that came with the kit. One participant involved in this program
said “this was the most impactful program for me of all I received from your organization. I assumed that I would not qualify for financial assistance for cold capping, and I could not afford it on my own. Having financial support meant that I could try it, and it worked for me. While my hair thinned, and the time commitment on treatment days was big, I felt so much better having kept most of my hair. I had added confidence at work, and my kids felt that their mom was going to be ok. I am so grateful for the support that you provided!”

• Peer Support Network
  o The Peer Support Network continues to be one of the most utilized and highest rated programs. 87% had the opportunity to speak to with their assigned Peer Supporter. A number of respondents wanted more follow-ups with their peer supporter and a closer match with their diagnosis. Some peer supporters also suggested trainings could include some practice coaching conversations and wished there was additional follow-up trainings. This is a topic that could be addressed in the Peer Support Training Webinar.

• Website
  o Utilization of the website was extremely high – nearly 76% of respondents had visited the website in 2021. Sharsheret’s high web traffic could be used to facilitate program participation by exploring methods for directly promoting engagement among website users through interception. Majority of them said that Sharsheret’s website provided valuable survivorship resources for them.

  o Survey respondents expressed the website could better connect users to local events and organizations in their geographic area, if feasible.

  o Respondents were grateful for the web-based resources that Sharsheret provided.

  o Many respondents reached out to Sharsheret due to their unique cultural and religious affiliation that serves the needs of women and their families living with or at risk for breast and ovarian cancer.

• Social Media
  o Social media, along with the Sharsheret website, is an important communication channel to meet the needs of Sharsheret’s community.

  o Facebook remains the most used social media platform. Respondents expressed a high level of interest in joining Facebook groups to connect with peers but felt strongly that groups should be separate based on cancer status/topic of interest.

  o Further development of Facebook, Instagram, and Twitter accounts could aid in reaching a greater number of YBCS. Survey results indicate that women are using these sites frequently and are more likely to use social media.

  o Promote Sharsheret intern involvement in social media postings with online trends, memes, and the perspectives/priorities of younger women in the Jewish community.