

Dear Talula

Educational Outreach Program

Promoting Health and Healing Woman to Woman

About Us

Art Catalyst is very excited to be partnering with Lori Benson to create the Dear Talula Educational Outreach Program.

One Story for Many Women



Dear Talula is an autobiographical documentary film that tells the personal story of Lori Benson, a 38-year-old woman in New York City who is told she has breast cancer just 14 months after her daughter Talula is born. With an intimate and caring approach, her friends and husband follow her with a camera as Lori experiences her life change in an instant.

Ultimately what emerges is an intimate portrait of a young woman whose grace and courage allows her to accept this life changing experience and let it become a reminder to embrace life's beauty and transience.

Woman to Woman

Through her story, Lori continues to have the opportunity to connect with many different women who have been impacted by breast cancer in various ways. In each encounter, Lori has been able to offer the same support that she received to others. These intimate, yet powerful moments, have inspired Lori to embrace a new role as an advocate for women's health – making a difference woman to woman.

Partners for Change

Through the *Dear Talula* Educational Outreach Program, Art Catalyst and Lori Benson are collaborating with a growing network of national breast cancer organizations like Young Survival Coalition, Breastcancer.org, Sharsheret, Lee Denim Day, the Healing Project and the Maurer Foundation to reach out to young women across the country. In addition to our organizational partners, we also are working with caring and compassionate individuals who want to make a positive impact on young women.

Art Catalyst is a non-profit organization with a national network of over 500 partners, and is fiscally sponsored by New York Foundation for the Arts, a 501c3 tax exempt organization. Our mission is to provide compelling educational programs using the arts to empower audiences to get involved in the issues that affect us all. Customized for each program, we design interactive educational materials and dynamic workshops. Simultaneously, we create partnerships with activists, advocates, and other non-profit organizations to promote awareness, cultivate social change, and provide resources for the communities we serve.

Support Services

We empower and support women diagnosed with breast cancer by focusing on the healing process and issues unique to young women.

Young Women Are Unique

Statistics show that in the U.S there are currently more than 250,000 women under 40 currently living with breast cancer. Unfortunately, most support services often don't address their unique needs. The *Dear Talula* Educational Outreach Program, in collaboration with our partners, is actively filling this gap.

The Healing Circle Workshop

The Healing Circle is a way to center our efforts on healing by creating a powerful cycle of giving and receiving support – mentally, emotionally and spiritually. The Healing Circle Workshops, facilitated by Lori and a licensed social worker, combine the intimate power of the film with a dynamic discussion guide that addresses the unique needs of young women in the following areas:



- Health and Recovery
- Self-Esteem and Body Image
- Relationships and Intimacy
- Family and Fertility
- Spirituality and Support
- Men and Partnership

The Healing Circle Workshops are engaging women in medical centers, retreats, community organizations, as well as private screenings for local support groups.

Raising Awareness through Advocacy

The *Dear Talula* Educational Outreach Program is dedicated to empowering young women who are affected by breast cancer to become advocates for others. In the same spirit, Lori Benson continues to speak at special events across the country to raise awareness for the issues that young women face around breast cancer.

Education for Early Detection

We educate young women about breast health with a positive, culturally relevant dialogue and the latest early detection techniques.

Making the Message Culturally Relevant

Most young women, under 40, are told that they are not at risk, so they do not believe that messages relating to breast cancer are relevant to them. While most women diagnosed with breast cancer are over forty, more than 11,100 young women will be diagnosed this year. Therefore, it is important that young women are engaged and empowered to be proactive about their breast health. We are committed to creating culturally relevant materials and events that engage young women in ways that are most interesting to them.

Dispelling Fear by Celebrating Life

Dispelling fear is a major challenge in engaging women about breast health.



However, *Dear Talula* demystifies breast cancer for young women and disarms their fear by asking the hard questions while focusing on celebrating life. We have found that young women have been inspired to be more proactive in their health.

Education for Early Detection Workshops

Early detection is the most powerful line of defense, and the *Dear Talula* Educational Outreach Program, in collaboration with the Maurer Foundation, presents the latest breast self-examination techniques in our early detection workshops. We present the information in the following innovative ways:

- Corporate Lunch and Learn Series
- College and University Screenings and Talkback Sessions
- Special Screening Events including Music and Art



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