



Tennessee Pink and Pearl Campaign

2021 Toolkit



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ABOUT THIS TOOLKIT

For the months of October and November, Tennessee's Breast and Cervical Screening Program, Comprehensive Cancer Control Program, Cancer Registry and Tobacco Use Prevention and Control Program invite you to engage with your community to promote both breast and lung cancer awareness. The Tennessee Department of Health continues the Tennessee Pink and Pearl Campaign in an effort to bring awareness of the prevalence of breast and lung cancer in women across our state.

This toolkit is designed to help cancer screening stakeholders and community partners implement evidence-based practices and unique strategies when communicating about breast and lung cancer screening, prevention, and risk reduction.

WHAT IS THE PINK AND PEARL CAMPAIGN?

[Tennessee Pink and Pearl Campaign \(tn.gov\)](https://www.tn.gov/health/cancer/pink-pearl-campaign)

Pink is easily recognized and related to **breast cancer** awareness, which is the leading new cancer in women in Tennessee. This campaign adds a new color, pearl, which represents **lung cancer**, the leading cause of cancer death in Tennessee. The Pink and Pearl Campaign brings awareness to both breast and lung cancer in an effort to encourage women to get their recommended cancer screenings.

WHAT IS THE TENNESSEE BREAST AND CERVICAL SCREENING PROGRAM?

[Tennessee Breast and Cervical Screening Program \(tn.gov\)](https://www.tn.gov/health/cancer/breast-cervical-screening-program)

Through the National Breast and Cervical Cancer Early Detection Program and the Centers for Disease Control and Prevention (CDC), the Tennessee Breast and Cervical Screening Program (**TBCSP**) helps low income, uninsured women gain access to timely breast and cervical cancer screening and diagnostic services. State of Tennessee funding allows TBCSP to provide diagnostic services for men. Individuals requiring treatment for breast or cervical cancer or precancerous conditions of these diseases may qualify for treatment through TennCare. For more information about this program and eligibility, please use the link above.

WHAT IS THE TENNESSEE COMPREHENSIVE CANCER CONTROL PROGRAM?

[Tennessee Comprehensive Cancer Control Program \(tn.gov\)](https://www.tn.gov/health/cancer-control-program)

The TN Comprehensive Cancer Control Program (**TCCCP**) is funded by the National Comprehensive Cancer Control Program (NCCCP) and CDC to design and implement impactful, strategic, and sustainable plans to prevent and control cancer in TN. TCCCP funds, provides guidance, and technical assistance to TN in order to address NCCCP priorities including primary prevention, early detection, treatment, survivorship, and health equity. TCCCP also facilitates the Tennessee Cancer Coalition (**TC2**) and the development and implementation of the State of TN Cancer Plan (**STCP**).

The Tennessee Cancer Coalition (TC2) is a network of over 100 professionals across Tennessee working together to create healthier communities through cancer prevention, early detection, treatment, and survivorship. TC2's work is guided by the State of Tennessee Cancer Plan (STCP) which is a data-driven, evidence-based blueprint for coordinated action. To join, please complete the TC2 Membership form: <https://forms.gle/pqhjfA5NFz5MYmo76>. You can access trainings and resources by connecting with TC2 on LinkedIn at www.linkedin.com/company/tennessee-cancer-coalition-tc2 or email TC2 at thetennesseecancercoalition@gmail.com.

WHAT IS THE TENNESSEE CANCER REGISTRY?

[Tennessee Cancer Registry \(tn.gov\)](https://www.tn.gov/health/cancer-registry)

The Tennessee Cancer Registry (**TCR**) is a population-based, central cancer registry established by TN law, the Cancer Reporting System Act of 1983. This law made cancer a reportable condition in TN. The mission of the TCR is to collect and use quality data for the purpose of decreasing the incidence and mortality of cancer in Tennessee. TCR staff achieve this goal by collecting, on average, over 50,000 records per year on patients diagnosed and/or treated for cancer in TN. This includes data on non-resident individuals seeking care at TN healthcare facilities, which is subsequently shared with the patient's resident state cancer registry. TCR data is used to support potential suspected cancer cluster investigation studies that are requested by Tennessee citizens who are concerned about a potential elevation of cancer in their community. Data from TCR is available directly through request to the Tennessee Department of Health's data request portal.

WHAT IS THE TENNESSEE TOBACCO PROGRAM?

Tennessee Tobacco Use Prevention and Control Program (tn.gov)

The Tennessee Tobacco Use Prevention and Control Program (**TUPCP**) is a program that uses CDC evidence-based strategies to reduce tobacco use and tobacco-related disease in Tennessee. The mission is to promote and protect the health and quality of life for Tennesseans. The goal of TUPCP is to change the social norms around tobacco use by:

- Preventing the initiation of tobacco use among youth
- Preventing the use of tobacco use among pregnant women
- Reducing the exposure of secondhand smoke
- Promoting tobacco cessation; and
- Reducing disparities in tobacco use.

Since 2015, TUPCP has collaborated with local, state, and national partners to reduce tobacco use, dependence, and exposure through targeted interventions related to preventing youth initiation, eliminating secondhand smoke exposure, and promoting tobacco cessation.

SOCIAL MEDIA

Sample Posts*

*For Spanish versions of social media sample posts, please see **Attachment H**.

FACEBOOK POSTS	TWITTER/INSTAGRAM POSTS	TARGET AUDIENCE	TOPIC
DID YOU KNOW: “Lung cancer kills more women annually than breast and ovarian cancer combined. Both breast and lung cancer screening exams are essential for women, but very few women recognize lung cancer as the leading cause of mortality,” according to Dr. Kim Sandler, Co-Director, Vanderbilt Lung Screening Program, and Vanderbilt Assistant Professor of Radiology and Radiological	DID YOU KNOW: Lung cancer kills more women each year than breast and ovarian cancers combined. Click here to find out more about cancer screenings! #TNPinkandPearl Link: https://www.cdc.gov/cancer/dcpc/prevention/screening.htm	Healthcare providers	Screening – breast and lung

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<p>Sciences. This October and November we encourage all women to get their routine cancer screenings! #TNPinkandPearl</p>			
<p>This October, TDH is continuing the Tennessee Pink and Pearl Campaign, a partnership among Tennessee’s Breast and Cervical Screening Program, Comprehensive Cancer Control Program, Cancer Registry, and Tobacco Use Prevention and Control Program. This campaign combines both the pink ribbon for breast cancer awareness in October and the pearl ribbon for lung cancer awareness in November. While breast cancer continues to be the most frequently diagnosed cancer in Tennessee women, lung cancer is the leading cause of death. Please see your healthcare provider regularly and talk with them about what screening recommend for you!</p>	<p>This October and November, please join TDH in promoting the Pink and Pearl Campaign 2021! Please make sure to visit your provider to do your part and get screened for breast and lung cancer, too! #TNPinkandPearl</p>	<p>General</p>	<p>P&P Campaign</p>
<p>Beginning in October, we are celebrating the Pink and Pearl Campaign. This campaign combines awareness for both breast and lung cancer. We encourage all women to know their risk factors and check with their healthcare provider for screening recommendations. For more information on breast cancer screenings, please</p>	<p>Have you been screened for cancer this year? Reach out to your healthcare provider TODAY to discuss your recommended screenings! #TNPinkandPearl</p>	<p>Women</p>	<p>Risk factors and screening</p>

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<p>visit https://www.cdc.gov/cancer/breast/basic_info/index.htm. For more information about lung cancer screenings, please visit https://www.cdc.gov/cancer/lung/basic_info/screening.htm. #TNPinkandPearl</p>			
<p>This October, we continue the Tennessee Pink and Pearl Campaign, bringing awareness to both breast and lung cancer. DID YOU KNOW: There are ways to reduce your risk factors for both breast and lung cancer! Several ways to reduce your risk include not smoking or quitting smoking, eating a healthy diet, knowing your family history, and getting screened regularly. TDH has many helpful resources for you, including the Tennessee Tobacco QuitLine: 1-800-QUIT-NOW and the Tennessee Breast and Cervical Screening Program website (link: https://www.tn.gov/content/tn/health/health-program-areas/fhw/rwh/tbcsp/tbcsp-eligibility-determination) to see if you qualify for free breast screenings. #TNPinkandPearl</p>	<p>DID YOU KNOW: You can reduce your risk for cancer?! Find out how here. #TNPinkandPearl</p> <p>Link: https://www.cdc.gov/cancer/dcpc/prevention/other.htm</p>	<p>Women</p>	<p>Risk factors</p>
<p>October 15th is National Mammography Day! While you are getting your annual mammogram, don't forget to talk with your medical provider about your risk</p>	<p>October 15th is National Mammography Day! Have YOU had your mammogram yet? #TNPinkandPearl</p>	<p>Eligible individuals</p>	<p>Screening – breast and lung</p>

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<p>factors for lung cancer! #TNPinkandPearl</p>			
<p>October is not just for women. Men, we need your help too! Encourage the women in your life (moms, aunts, wives, sisters, etc.) to go to their routine health visits. Getting screened for cancer early saves lives. Join us this October and November in promoting the Tennessee Pink and Pearl Campaign to encourage women to receive their recommended breast and lung cancer screenings. Tell us about the loved ones in your life that you will remind to get screened today with our hashtag #MyPinkandPearlWhy!</p>	<p>MEN: Remind the lovely ladies in your life to get their routine health visits and get screened for cancer. #TNPinkandPearl</p> <p>Who are you going to remind to get their screening? Tell us about the loved ones in your life that you will remind to get screened today with our hashtag #MyPinkandPearlWhy!</p>	<p>Men</p>	<p>Screening – breast and lung</p>
<p>Due to the COVID- 19 pandemic, it is estimated that over 3.9 million breast cancer screenings have been missed. Encourage the women in your life to get up to date on breast and lung cancer screenings. To find out more about breast and lung cancer screenings go to tn.gov/pinkandpearl. #TNPinkandPearl #MyPinkandPearlWhy</p>	<p>Due to the COVID-19 pandemic, an estimated 3.8 million breast cancer screenings were missed. Have you or the loved ones in your life gotten screened for cancer this year? #TNPinkandPearl #MyPinkandPearlWhy</p>	<p>General</p>	<p>Screening – breast and lung</p>
<p>Under 45? 1 in 10 breast cancer survivors are diagnosed in this age range. Visit the Bring Your Brave campaign for more information on risk factors and symptoms of breast cancer in young</p>	<p>Under 45? 1 in 10 breast cancer survivors are diagnosed in this age range. Learn about risk factors and symptoms of breast cancer in young women here! #BreastCa</p>	<p>Women</p>	<p>Breast cancer</p>

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women. #BreastCancerAwareness #TNPinkandPearl	ncerAwareness #TNPinkandPearl		
Ladies, invest a few minutes in your health by reading some information about breast cancer. What are the symptoms? How do I reduce my risk? Get answers here! #BreastCancerAwareness #TNPinkandPearl	Ladies, invest in your health today! Read about breast cancer here . #BreastCancerAwareness #TNPinkandPearl Link: https://www.cdc.gov/cancer/breast/basic_info/index.htm#BCSM	Women	Breast cancer
About 1 in every 100 breast cancers diagnosed in the US is found in a man. Although this is rare, it's important for men to be aware of symptoms and risk factors for breast cancer for not only their loved ones, but also for themselves. Please click here for more information about breast cancer in men. #BreastCancerAwareness #TNPinkandPearl	DID YOU KNOW: Although it's rare, men can get breast cancer too! Learn more here . Link: https://www.cdc.gov/cancer/breast/men/	Men	Breast cancer
DID YOU KNOW: Cigarette smoking is the #1 risk factor for lung cancer. There are at least 70 chemicals in cigarette smoke known to cause cancer in humans. In fact, people who smoke are 15 to 30 times more likely to get lung cancer or die from lung cancer than those who do not smoke. Need help quitting? Our Tennessee Tobacco Quitline is here to help! Call 1-800-QUIT-NOW for support TODAY! #LungCancerAwareness #TNPinkandPearl	DID YOU KNOW: Cigarette smoking is the #1 risk factor for lung cancer. Get help today to take steps to stop quitting! Call 1-800-QUIT-NOW for support. #LungCancerAwareness #TNPinkandPearl	General	Lung cancer risk factors

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<p>Healthcare providers play a key role in reducing the burden of lung cancer. You can help your patients lower their risk for lung cancer by encouraging them to quit smoking and get their screening. Refer your patients today to the Tennessee Tobacco Quitline to receive immediate support to help them in their journey to prevent lung cancer at 1-800-QUIT-NOW! #LungCancerAwareness #TNPinkandPearl</p>	<p>Did you know you can reduce your risk of lung cancer by quitting smoking? Talk to your healthcare provider today! #LungCancerAwareness #TNPinkandPearl</p>	<p>Healthcare providers</p>	<p>Lung cancer risk factors/ screening</p>
<p>November is Lung Cancer Awareness Month. Join the Tennessee Department of Health Pink and Pearl Campaign and bring awareness to lung cancer this month! Lung cancer symptoms often times do not appear until after cancer has advanced. Lung cancer symptoms may include coughing that gets worse/doesn't go away, chest pain, shortness of breath, wheezing, coughing up blood, feeling very tired all the time, and weight loss with no known cause. If you are experiencing these symptoms, it is important that you consult with your healthcare provider. #TNPinkandPearl #MyPinkandPearlWhy</p>	<p>November is Lung Cancer Awareness Month. Learn about the signs and symptoms of lung cancer here! #LungCancerAwareness #TNPinkandPearl</p> <p>Link: https://www.cancer.org/cancer/lung-cancer/detection-diagnosis-staging/signs-symptoms.html</p>	<p>General</p>	<p>Lung Cancer Awareness Month (Post in November)</p>
<p>According to a study published by the International Journal of Cancer in 2020,</p>	<p>DID YOU KNOW: Women ages 30-49 are being diagnosed with</p>	<p>Women</p>	<p>Lung cancer/P&P campaign</p>

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<p>women between the ages of 30-49 are being diagnosed with lung cancer at higher rates than men the same age. The Pink and Pearl Campaign was created in 2020 to bring awareness of not only breast cancer, but also lung cancer, in women. Reach out to your healthcare provider to get your recommended screenings today! #TNPinkandPearl #MyPinkandPearlWhy #LungCancerAwareness</p>	<p>lung cancer at a higher rate than men? Reach out to your healthcare provider to discuss their recommendations for cancer screenings TODAY! #TNPinkandPearl #LungCancerAwareness</p>		
<p>Lung cancer is one of the most common cancers worldwide, claiming more lives yearly than breast, colon, and prostate cancers combined. 80% of lung cancer deaths result from smoking due to exposure to carcinogens in tobacco. Need help quitting? Please call the Tennessee Quitline 1-800-QUIT-NOW today! #TNPinkandPearl #LungCancerAwareness</p>	<p>80% of lung cancer deaths are linked to smoking. Get help quitting today and call 1-800-QUIT-NOW!</p>	<p>General</p>	<p>Lung cancer/risk factors</p>

Hashtags

#TNPinkandPearl #MyPinkandPearlWhy

#BreastCancerAwareness #LungCancerAwareness

Webpage

Vanity Link: [tn.gov/pinkandpearl](https://www.tn.gov/pinkandpearl)

Full Website Link: <https://www.tn.gov/content/tn/health/health-program-areas/fhw/rwh/tbcsp/pink-and-pearl-campaign.html>

QR Codes

Pink



White



Pink Gradient



STRATEGIES FOR OUTREACH

Pink and Pearl Day

Pink and Pearl Day is the first Friday of November. This year, on **Friday, November 5th**, we invite you to wear your pink and pearls to bring awareness of this campaign. Please take pictures in your communities, businesses, offices, with your family, friends and anyone else who wants to help promote this campaign. Although we can't wait to see how you and your communities engage in this campaign, please be mindful of any COVID guidelines provided through your workplace or the state. When posting pictures, please use our hashtags **#TNPinkandPearl** and **#MyPinkandPearlWhy**. (Mask pictures are welcome, especially when socially distancing is not possible!) We can't wait to see the creative ways your communities bring awareness in pink and pearl!

Sample Posts

FACEBOOK POST: To celebrate the Pink and Pearl Campaign, we invite you to participate in our second annual Pink and Pearl Day this Friday, November 5th. Please join us in wearing your pink and pearls! Take pictures and share them with us using our hashtag #TNPinkandPearl. We would love to hear your personal connections to breast and/or lung cancer with #MyPinkandPearlWhy. Share with us your story of how you survived, how you honor someone who has the disease, or how you have reduced your risk factors. tn.gov/pinkandpearl

TWITTER/INSTAGRAM POST: Friday, November 5th wear your pretty pink and pearls for Pink and Pearl Day 2021! #TNPinkandPearl

TWITTER/INSTAGRAM POST: Is this campaign special to you? Share with us your story of how you survived, how you honor someone who has the disease, or how you have reduced your risk factors. #MyPinkandPearlWhy

Pearls of Knowledge

Another interactive community outreach strategy could be hosting, either in person or virtually, a Pearls of Knowledge Panel. This panel discussion should focus on the intersections of breast cancer screening, lung cancer screening, and tobacco use. Potential panelists could include a women’s imaging radiologist, a women’s health healthcare professional, and someone who works closely with tobacco prevention.

Facebook Live Events

Planning an Event

1. Identify and contact community partners to help host an event
2. Set a date and time to host your event
3. Contact speakers or instructors
4. Identify which Facebook page to host the event on
5. Create a flyer about your event with your Facebook page information
6. Create a Facebook live event by selecting schedule a live video
7. Identify someone to answer questions in the comment box during the event
8. Select what type of equipment to use laptop, smartphone or tablet, webcam
9. You can also stream your webinar on zoom [Live streaming meetings or webinars on Facebook – Zoom Help Center](#)

Day of Event Tips

1. Login a few minutes early to make sure everything is working properly
2. On the Facebook page, select the live video option and start your event

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3. Welcome everyone and introduce your speaker and host
4. Share the agenda and start the program
5. Track the number of views at the bottom of the live video
6. Once you do a live event, people can view your video on your Facebook page

Inviting Local Business to #GoPinkandPearl

1. Identify potential partnerships in your community (This could be grocery stores, local boutiques, business offices, local prevention coalitions, etc. Be creative!)
2. Send out invitations to your identified partners, using the business letter from Attachment E
3. Keep in contact with the businesses that agree to participate! Support them by including them on any relevant emails
4. Encourage participants to post pictures using the hashtag #GoPinkandPearl
5. Promote Pink and Pearl Day on November 5th

Outreach to Colleges and Universities

Although traditional college-aged students (ages 18-25) are not the typical age range to receive breast and lung cancer screening, they are an excellent resource for their communities, families, etc. Sororities and fraternities especially are known for community outreach with their alumni, who may fall into the eligible population for cancer screenings. Involving your local college or university can strengthen the community effort and engagement for the Pink and Pearl Campaign.

Creative Contests

Paint Your Pumpkins Contest

One idea for a creative contest that could be hosted during the Pink and Pearl Campaign could be Paint Your Pumpkins. This event can be done in person or virtually. Invite your participants to bring their own pumpkin to paint. Whether the event is done in person or virtually, ask all participants to place their pumpkins on their front porches to bring awareness of the campaign in their neighborhood!

Bling Your Bra Contest

Another idea for a creative contest that could be hosted during the Pink and Pearl Campaign could be a Bling Your Bra Contest. Provide participants (or ask them to provide their own) pink bras and decorate them with pearls, jewels, rhinestones, etc. Be creative! This can be a fun, unique way to raise awareness for the campaign.

ADDITIONAL MATERIALS

Rack Card

For a rack card promoting the Tennessee Pink and Pearl Campaign, please see **Attachment A.**

Flyer

For a flyer promoting the Tennessee Pink and Pearl Campaign, please see **Attachment B.**

Press Release

For a press release promoting the Pink and Pearl Campaign, please see **Attachment C.**

Appointment Card

For an appointment card promoting the Pink and Pearl Campaign, please see **Attachment D.**

Example Business Letter

For a business letter to share with community partners to promote the Pink and Pearl Campaign, please see **Attachment E.**

Palm Card

For a palm card with information about the Pink and Pearl campaign, including our website, please see **Attachment F.**

Images

For social media images, please see **Attachment G.** (Note: These images are available via copyright for you to share.)

Translated Social Media Posts

For Spanish translated sample social media posts, please see **attachment H.**

Official Proclamation

For an official proclamation for Pink and Pearl Day, please see **Attachment I.**

Coloring Page

For a coloring page created by the artist for the Pink and Pearl Campaign 2021, please see **Attachment J.**

PARTNERS

[Arts and Business Council \(ABC\) of Greater Nashville](#)

[Chi Memorial | Lung Cancer Screening](#)

[Chi Memorial | Mobile Mammography](#)

[Office of Minority Health and Disparities Elimination \(tn.gov\)](#)

[Division of TennCare](#)

Metro Health Departments

[Davidson County](#)

[Knox County](#)

[Shelby County](#)

[Hamilton County](#)

[Sullivan County](#)

[Madison County](#)

[Tennessee Cancer Coalition \(LinkedIn\)](#)

[Tennessee Coalition to End Domestic & Sexual Violence](#)

ADDITIONAL RESOURCES

Breast Cancer Resources

- [Bring Your Brave Campaign | CDC](#)
- [Can I Lower My Risk of Breast Cancer? | ACS](#)
- [Tennessee Breast and Cervical Screening Program \(tn.gov\)](#)
- [Tennessee Cancer Coalition \(tn.gov\)](#)
- [Tennessee Comprehensive Cancer Coalition \(LinkedIn\)](#)
- [Tennessee Comprehensive Cancer Control Program \(tn.gov\)](#)
- [USPSTF Recommendations for Breast Cancer Screening](#)
- [What is Breast Cancer? | CDC](#)
- [What Can I Do to Reduce My Risk of Breast Cancer? | CDC](#)

Lung Cancer Resources

- [Lung Cancer Prevention | How to Prevent Lung Cancer](#)
- [Lung Cancer Prevention | Johns Hopkins Medicine](#)
- [Lung Cancer Prevention \(PDQ®\)-Patient Version - National Cancer Institute](#)
- [Recommendation: Lung Cancer: Screening | United States Preventive Services Taskforce \(uspreventiveservicestaskforce.org\)](#)
- [Tennessee Radon Program \(tn.gov\)](#)
- [USPSTF Recommends Lung Cancer Screening with Low-dose CT \(aafp.org\)](#)
- [What Is Lung Cancer? | CDC](#)


Tobacco Resources

- [TN QuitLine \(tn.gov\)](https://www.tn.gov/health/quitline)
- [Baby & Me Tobacco Free \(tn.gov\)](https://www.tn.gov/health/baby-me)
- [Tennessee Tobacco Program - Quit Week \(tn.gov\)](https://www.tn.gov/health/tobacco)

ATTACHMENTS

For original materials, please reach out to Elizabeth Berardi at Elizabeth.Berardi@tn.gov or Katherine Witcher at Katherine.Witcher@tn.gov.

A – Pink and Pearl Campaign Rack Card

<h2>BREAST CANCER SCREENING</h2> <p>THE TENNESSEE PINK AND PEARL CAMPAIGN #TNPINKANDPEARL</p> <p><small>MADE IN PARTNERSHIP WITH TN COMPREHENSIVE CANCER CONTROL PROGRAM, TN BREAST AND CERVICAL SCREENING PROGRAM, TN CANCER REGISTRY, AND TN TOBACCO USE PREVENTION AND CONTROL PROGRAM</small></p>	<h2>LUNG CANCER SCREENING</h2> <p>THE TENNESSEE PINK AND PEARL CAMPAIGN #TNPINKANDPEARL</p> <p><small>MADE IN PARTNERSHIP WITH TN COMPREHENSIVE CANCER CONTROL PROGRAM, TN BREAST AND CERVICAL SCREENING PROGRAM, TN CANCER REGISTRY, AND TN TOBACCO USE PREVENTION AND CONTROL PROGRAM</small></p>
<p>1 WHY IS BREAST CANCER SCREENING IMPORTANT?</p> <ul style="list-style-type: none">• Breast screening detects cancer before symptoms appear.• Female breast cancer is the 2nd most commonly diagnosed cancer and the 3rd most common cause of cancer deaths among Tennesseans.• 1 out of every 8 women in Tennessee will develop breast cancer in her lifetime.• Black and white women are diagnosed with breast cancer at similar rates, but black women are more likely to die from the disease.• Women with a parent, sibling, or child with a history of breast cancer are at a higher risk for developing breast cancer. <p>2 WHO SHOULD BE SCREENED?</p> <p>Per the U.S. Preventive Services Task Force:</p> <ul style="list-style-type: none">• Women ages 50-74 should get a mammogram every 2 years.• Women ages 40-49 should talk to their provider to make a shared decision about getting a mammogram every 2 years. <p>3 HOW DO I GET SCREENED?</p> <p>Talk to your provider about your risks and how to get screened. Don't have a healthcare provider and/or still need more info?</p> <p>Check out these resources:</p> <ul style="list-style-type: none">• If you have insurance, contact your insurance company for a provider referral.• If you do not have insurance, contact your local health department to schedule an annual well visit.• Contact the TN Breast and Cervical Screening Program at 1-877-969-6636 to see if you qualify for free screenings. <p>VISIT TN.GOV/HEALTH FOR MORE INFORMATION</p>	<p>1 WHY IS LUNG CANCER SCREENING IMPORTANT?</p> <ul style="list-style-type: none">• Lung screening detects cancer before symptoms appear.• Lung cancer is the most common type of newly diagnosed cancer in Tennessee for both men and women.• Lung cancer deaths are 1.3 times higher in Tennesseans than the national average across all ages. <p>2 WHO SHOULD BE SCREENED?</p> <p>Per the U.S. Preventive Services Task Force adults between the ages of 50 and 80 should be screened with low-dose computed tomography (LDCT) every year who:</p> <ul style="list-style-type: none">• Have a history of smoking at least a pack a day for 20 years and• Currently smoke or have quit within the past 15 years. <p>3 HOW DO I GET SCREENED?</p> <p>Talk to your provider about your risks and how to get screened. Don't have a healthcare provider and/or still want more info?</p> <p>Check out these resources:</p> <ul style="list-style-type: none">• If you have insurance, contact your insurance company for a provider referral.• If you do not have insurance, contact your local health department to schedule an annual well visit.• Follow @TNDeptofHealth on social media for updates regarding low-cost screening events in your area! 

B – Pink and Pearl Campaign Flyer (updated 2021)

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Tennessee Pink & Pearl Campaign

Promoting Breast and Lung Cancer Awareness this October and November

IN PARTNERSHIP WITH TN COMPREHENSIVE CANCER CONTROL PROGRAM, TN BREAST AND CERVICAL SCREENING PROGRAM, TN CANCER REGISTRY AND TN TOBACCO USE PREVENTION AND CONTROL PROGRAM

About the Campaign:

Pink is easily recognized and related to **breast cancer** awareness, which is the leading new cancer in women in Tennessee. This campaign adds a new color, pearl, which represents **lung cancer**, the leading cause of cancer death in Tennessee. The Pink and Pearl Campaign brings awareness to both breast and lung cancer in an effort to encourage women to get their recommended cancer screenings.



Pink and Pearl Day:

To celebrate the campaign, we invite you to wear your pink and pearls on **Friday, November 5th** for second annual Pink and Pearl Day.

Please take pictures in your pink and pearls! We invite you to post your pictures on social media along with our two hashtags **#TNPinkandPearl** and **#MyPinkandPearlWhy**. Please share your personal connection with this campaign, such as personal stories about breast or lung cancer, or how you have taken action to reduce risk factors, such as quitting smoking.

Resources:

TN Breast and Cervical Screening Program:
Hotline: 1-877-969-6636
Website: <https://www.tn.gov/health/health-program-areas/fhw/mch-cancer.html>.

Tennessee Tobacco Quitline:
Quitline: 1-800-QUIT-NOW
Website: <https://www.tn.gov/health/health-program-areas/fhw/tobacco.html>

C – Pink and Pearl Campaign Press Release (2021)



FOR IMMEDIATE RELEASE
Friday, October 1, 2021

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EARLY DETECTION IS THE BEST PROTECTION!

Tennessee launches second annual Pink and Pearl Campaign this October and November

NASHVILLE, Tenn. While most recognize the color pink in October for Breast Cancer Awareness Month, this October and November marks the second annual Tennessee Pink and Pearl Campaign promoting both breast and lung cancer awareness. The addition of the pearl color represents the ribbon for lung cancer awareness, which is observed in November. While breast cancer is the most common cancer in female Tennesseans, lung cancer is the leading cause of cancer deaths among both men and women.

Routine cancer screenings continue to be incredibly important. It is estimated that nationally over 3.9 million breast cancer screenings have been missed due to the pandemic. Providers encourage all eligible individuals to attend routine check-ups, including routine cancer screenings. With fewer screenings, there are fewer diagnoses of breast cancer, which may result in some cancers being diagnosed at later stages with poor prognoses.

“Routine health screenings are an important part in a person’s health care journey,” said Tennessee Department of Health Commissioner Lisa Piercey, MD, MBA, FAAP. “With proper screening and interventions, we can save more lives and curb the rising number of breast and lung cancer deaths in our state. The Tennessee Pink and Pearl Campaign raises awareness of these treatable conditions and reminds us that we all have a role to play – whether it is our own screening or encouraging that of a friend or family member.”

If your financial situation has changed due to COVID-19, you may qualify for free breast cancer screenings through the **Tennessee Breast and Cervical Screening Program (TBCSP)**. TBCSP provides breast and cervical screening services to uninsured and underinsured women and diagnostic testing for qualifying men and women. Learn more about the program at <https://www.tn.gov/health/health-program-areas/fhw/rwh/tbcsp.html> or contact your [local health department](#) for more information.

Breast Screening Recommendations *(Optional)*

The current United States Preventative Services Task Force (USPSTF) guidelines recommend women begin regular mammogram screenings at the age of 50. Depending on risk factors, some women may need to begin screening at an earlier age.

Lung Screening Recommendations *(Optional)*

The USPSTF recommends annual screening for lung cancer in adults ages 50 to 80 who have a 20 pack-year smoking history and currently smoke or have quit smoking within the past 15 years.

Reducing Disparities

While both breast and lung cancer impact individuals of all races and ethnicities, they are among many diseases that disproportionately affect minority populations. For both types of cancer, black men and women are more likely than their white counterparts to be diagnosed in later stages, and blacks are also more likely to die from these diseases. Data also indicates that black women and men are diagnosed with more aggressive subtypes of these cancers than their white counterparts.

“In both breast and lung cancer, screening often is imperative to an early diagnosis and optimizing the chance of a better prognosis,” said Director of the Office of Minority Health and Disparities Elimination Monique Anthony, MPH, CHES. “As COVID-19 continues to amplify these inequities on vulnerable populations, including lack of quality care, the availability and cost of diagnostics and follow up care, bias, unfair policies and practices in health care. TDH is committed to reducing disparities and advancing health equity by increasing access to cancer screenings, conducting cancer prevention education and outreach strategies, and encouraging the inclusion of minorities in clinical trials.”

It is important to talk to your provider about your risk factors and determine if screening is right for you. For more information, visit

<https://www.cdc.gov/cancer/dcpc/resources/features/breastcancerawareness/index.htm> for breast cancer and https://www.cdc.gov/cancer/lung/basic_info/ for lung cancer.

Pink and Pearl Day

To recognize this campaign, **Friday, November 5th** will be Pink and Pearl Day. Please support this campaign and bring awareness to both breast and lung cancer by wearing pink and pearl. Pictures posted to social media are appreciated, using the campaign hashtags **#TNPinkandPearl** and **#MyPinkandPearlWhy**.

The mission of the Tennessee Department of Health is to protect, promote and improve the health and prosperity of people in Tennessee. Learn more about TDH services and programs at www.tn.gov/health.

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This news release can be accessed online at <http://www.tn.gov/health/news.html>

D – Appointment Card featuring Pink and Pearl Campaign

THE BEST PROTECTION IS EARLY DETECTION

TALK TO YOUR DOCTOR TO SCHEDULE YOUR BREAST AND LUNG
CANCER SCREENING TODAY!
#TNPINKANDPEARL



CARRY THIS IN
YOUR WALLET OR
KEEP ON YOUR
FRIDGE TO REMIND
YOU OF YOUR NEXT
APPOINTMENT.

• **Breast Screening**

- Date: / /
- Time: :
- Location:

• **Lung Screening**

- Date: / /
- Time: :
- Location:

E – Example Business Letter



Dear Business Leader,

You're invited to join the Tennessee Breast and Cervical Screening Program, the Tennessee Comprehensive Cancer Control Program, the Tennessee Tobacco Use Prevention and Control Program, the Tennessee Cancer Registry, and partners across the state in celebrating the 2nd annual Tennessee Pink and Pearl Campaign in October and November 2021. Pink is easily recognized and related to breast cancer awareness, which is the leading new cancer in women in Tennessee. This campaign adds a new color, pearl, which represents lung cancer, the leading cause of cancer death in Tennessee. The goal of the Pink and Pearl Campaign is to bring awareness to both breast and lung cancer in an effort to encourage women to get their recommended cancer screening across the state of Tennessee.

In Tennessee, breast cancer continues to be the most frequently diagnosed cancer in Tennessee women, while lung cancer is the leading cause of death. Additionally, in Tennessee 31 people die each day and thousands more live with diseases from smoking, including breast and lung cancer. As a business leader, you have a great opportunity to reach employees and customers with the important message to know their risk factors for cancer and check with their health care providers for screening recommendations. Cancer not only leads to economic burdens for employees but also for employers. Women with breast or lung cancer can miss productive days at work and home due to illness and can lead to years of potential life lost.

In support of this mission, we encourage your business to #GOPINK&PEARL. #GOPINK&PEARL is a statewide movement for businesses to participate in the Pink and Pearl Campaign and bring awareness to breast and lung cancer screening. Ways to participate include:

- Encourage your staff to wear pink and pearls on Pink and Pearl Day on **Friday, November 5th**.
 - Post on social media and use our hashtags: #GOPINK&PEARL #TNPinkandPearl #MyPinkandPearlWhy
- Decorate your business in the months of October and November with pink and pearl ribbons, wall art, window paintings and more.
 - Post on social media and use our hashtags: #GOPINK&PEARL #TNPinkandPearl #MyPinkandPearlWhy
- Provide your employees and customers with the Pink and Pearl Campaign screening recommendations rack card, the Tobacco Quitline palm card, and other relevant educational resources.
- And more!

If you are interested in an opportunity to partner with us during the Pink and Pearl Campaign or learning more about other strategies to increase employee health and wellness, please contact [health department rep]. We look forward to partnering with you to create a healthier Tennessee!

Respectfully,

[Health Department Representative]
XXX-XXX-XXXX
yourname@youragency.gov

F – Pink and Pearl Campaign Palm Card

Tennessee Pink & Pearl Campaign

#TNPINKANDPEARL

MADE IN PARTNERSHIP WITH THE TN COMPREHENSIVE CANCER CONTROL PROGRAM,
TN BREAST AND CERVICAL SCREENING PROGRAM, TN CANCER REGISTRY, AND
TN TOBACCO USE PREVENTION AND CONTROL PROGRAM

When you smoke, you are increasing your risk for breast and lung cancer. The most important thing you can do is to stop smoking today!



Call the Tennessee Tobacco QuitLine today to get started for free!



1-800-QUIT-NOW
1-800-784-8669
www.tnquitline.org

To find out more about the TN Pink & Pearl Campaign or breast and lung cancer, visit #####.



G – Social Media Images

Images for Lung Cancer Posts



Images for Breast Cancer Posts



Tennessee Pink and Pearl Campaign 2021 Toolkit



General Images



Images for Pink and Pearl Day



H – Translated Social Media Posts

ENGLISH	SPANISH	ENGLISH	SPANISH
FACEBOOK POSTS	PUBLICACIONES EN FACEBOOK	TWITTER/INSTAGRAM POSTS	PUBLICACIONES EN TWITTER/INSTAGRAM
<p>DID YOU KNOW: “Lung cancer kills more women annually than breast and ovarian cancer combined. Both breast and lung cancer screening exams are essential for women, but very few women recognize lung cancer as the leading cause of mortality,” according to Dr. Kim Sandler, Co-Director, Vanderbilt Lung Screening Program, and Vanderbilt Assistant Professor of Radiology and Radiological Sciences. This October and November we encourage all women to get their routine cancer screenings! #TNPinkandPearl</p>	<p>¿SABÍA QUE? “El cáncer de pulmón mata a más mujeres al año que el cáncer de mama y cáncer de ovario combinados. Tanto las pruebas de detección del cáncer de mama como las del cáncer de pulmón son esenciales para las mujeres, pero muy pocas mujeres reconocen el cáncer de pulmón como la principal causa de mortalidad”, según el Dr. Kim Sandler, Codirector del programa de detección pulmonar de Vanderbilt y Profesor asistente de radiología y ciencias radiológicas de Vanderbilt. Este mes de octubre y noviembre, ¡recomendamos a todas las mujeres hacerse sus pruebas de rutina de detección del cáncer! #TNPinkandPearl</p>	<p>DID YOU KNOW: Lung cancer kills more women each year than breast and ovarian cancers combined. Click here to find out more about cancer screenings! #TNPinkandPearl</p> <p>Link: https://www.cdc.gov/cancer/dcpc/prevention/screening.htm</p>	<p>¿SABÍA QUE? El cáncer de pulmón mata a más mujeres todos los años que el cáncer de mama y cáncer de ovario combinados. ¡Haga clic aquí para más información acerca de las pruebas de detección del cáncer! #TNPinkandPearl</p> <p>Enlace: https://www.cdc.gov/cancer/dcpc/prevention/screening.htm</p>
<p>This October, TDH is continuing the Tennessee Pink and Pearl Campaign, a partnership among Tennessee’s Breast and Cervical Screening Program,</p>	<p>Este mes de octubre, el TDH continuará la Campaña rosa y perla de Tennessee, una asociación entre el Programa de detección del cáncer cervicouterino y de</p>	<p>This October and November, please join TDH in promoting the Pink and Pearl Campaign 2021! Please make sure to visit your provider to do your part and get</p>	<p>Este mes de octubre y noviembre, ¡la invitamos a participar junto con el TDH en la promoción de la Campaña rosa y perla de 2021! ¡Haga su parte también y</p>

<p>Comprehensive Cancer Control Program, Cancer Registry, and Tobacco Use Prevention and Control Program. This campaign combines both the pink ribbon for breast cancer awareness in October and the pearl ribbon for lung cancer awareness in November. While breast cancer continues to be the most frequently diagnosed cancer in Tennessee women, lung cancer is the leading cause of death. Please see your healthcare provider regularly and talk with them about what screening recommend for you!</p>	<p>mama de Tennessee, el Programa Integral de Control del Cáncer, el Registro del Cáncer, y el Programa de uso y prevención del tabaco. Esta campaña combina el lazo rosa para la concientización sobre el cáncer de mama en octubre, y el lazo perla para la concientización sobre el cáncer de pulmón en noviembre. Aunque el cáncer de mama sigue siendo el cáncer más frecuentemente diagnosticado en las mujeres en Tennessee, el cáncer de pulmón es la principal causa de muerte. Consulte su proveedor de atención médica con regularidad y hable con ellos acerca de las pruebas de detección recomendadas para usted!</p>	<p>screened for breast and lung cancer, too! #TNPinkandPearl</p>	<p>asegúrese de ver a su proveedor de atención médica para hacerse pruebas de detección de cáncer de mama y de pulmón! #TNPinkandPearl</p>
<p>Beginning in October, we are celebrating the Pink and Pearl Campaign. This campaign combines awareness for both breast and lung cancer. We encourage all women to know their risk factors and check with their healthcare provider for screening recommendations. For</p>	<p>A partir de Octubre celebraremos la Campaña rosa y perla. Esta campaña combina la concientización tanto para el cáncer de mama como el cáncer de pulmón. Recomendamos a todas las mujeres conocer sus factores de riesgo y confirmar con su proveedor de</p>	<p>Have you been screened for cancer this year? Reach out to your healthcare provider TODAY to discuss your recommended screenings! #TNPinkandPearl</p>	<p>¿Se ha hecho pruebas de detección del cáncer este año? ¡Comuníquese HOY con su proveedor de atención médica para hablar sobre las pruebas de detección recomendadas para usted! #TNPinkandPearl</p>

<p>more information on breast cancer screenings, please visit https://www.cdc.gov/cancer/breast/basic_info/index.htm. For more information about lung cancer screenings, please visit https://www.cdc.gov/cancer/lung/basic_info/screening.htm. #TNPinkandPearl</p>	<p>atención médica las pruebas de detección recomendadas. Para más información sobre las pruebas de detección del cáncer de mama, visite https://www.cdc.gov/cancer/breast/basic_info/index.htm. Para más información acerca de las pruebas de detección del cáncer de pulmón, visite https://www.cdc.gov/cancer/lung/basic_info/screening.htm. #TNPinkandPearl</p>		
<p>This October, we continue the Tennessee Pink and Pearl Campaign, bringing awareness to both breast and lung cancer. DID YOU KNOW: There are ways to reduce your risk factors for both breast and lung cancer! Several ways to reduce your risk include not smoking or quitting smoking, eating a healthy diet, knowing your family history, and getting screened regularly. TDH has many helpful resources for you, including the Tennessee Tobacco QuitLine: 1-800-QUIT-NOW and the Tennessee Breast</p>	<p>Este mes de octubre, continuaremos la Campaña rosa y perla de Tennessee, para concientizar tanto sobre el cáncer de mama como el cáncer de pulmón. ¿SABÍA QUE? ¡Hay maneras de reducir los factores de riesgo tanto para el cáncer de mama como el cáncer de pulmón! Entre las varias maneras para reducir el riesgo están no fumar o dejar de fumar, comer una dieta saludable, conocer los antecedentes de su familia, y hacerse pruebas de detección con regularidad. El TDH tiene muchos recursos útiles para usted,</p>	<p>DID YOU KNOW: You can reduce your risk for cancer?! Find out how here. #TNPinkandPearl</p> <p>Link: https://www.cdc.gov/cancer/dcpc/prevention/other.htm</p>	<p>¿SABÍA QUE? ¡Puede reducir su riesgo de cáncer! Descubra cómo hacerlo aquí. #TNPinkandPearl</p> <p>Enlace: https://www.cdc.gov/cancer/dcpc/prevention/other.htm</p>

<p>and Cervical Screening Program website (link: https://www.tn.gov/content/tn/health/health-program-areas/fhw/rwh/tbcsp/tbcsp-eligibility-determination) to see if you qualify for free breast screenings. #TNPinkandPearl</p>	<p>incluida la Línea para dejar el tabaco (Quitline) de Tennessee: 1-800-QUIT-NOW y el programa de detección del cáncer cervicouterino y de mama de Tennessee: sitio web (enlace: https://www.tn.gov/content/tn/health/health-program-areas/fhw/rwh/tbcsp/tbcsp-eligibility-determination) para ver si reúne los requisitos para pruebas gratuitas de detección para las mamas. #TNPinkandPearl</p>		
<p>October 15th is National Mammography Day! While you are getting your annual mammogram, don't forget to talk with your medical provider about your risk factors for lung cancer! #TNPinkandPearl</p>	<p>¡El 15 de octubre es el Día nacional de la mamografía! Cuando se haga su mamografía anual, ¡no olvide hablar con su proveedor de atención médica acerca de sus factores de riesgo del cáncer de pulmón! #TNPinkandPearl</p>	<p>October 15th is National Mammography Day! Have YOU had your mammogram yet? #TNPinkandPearl</p>	<p>¡El 15 de octubre es el Día nacional de la mamografía! ¿Todavía no SE ha hecho su mamografía? #TNPinkandPearl</p>
<p>October is not just for women. Men, we need your help too! Encourage the women in your life (moms, aunts, wives, sisters, etc.) to go to their routine health visits. Getting screened for cancer early saves</p>	<p>Octubre no es sólo para las mujeres. ¡También necesitamos la ayuda de los hombres! Aliente a las mujeres en su vida (madres, tías, esposas, hermanas, etc.) a acudir a sus citas de salud rutinarias. La</p>	<p>MEN: Remind the lovely ladies in your life to get their routine health visits and get screened for cancer. #TNPinkandPearl</p>	<p>HOMBRES: Recuerde a las bellas damas en su vida acudir a sus citas de salud rutinarias y hacerse pruebas de detección del cáncer. #TNPinkandPearl</p>

<p>lives. Join us this October and November in promoting the Tennessee Pink and Pearl Campaign to encourage women to receive their recommended breast and lung cancer screenings. Tell us about the loved ones in your life that you will remind to get screened today with our hashtag #MyPinkandPearlWhy!</p>	<p>detección temprana del cáncer salva vidas. Únase a nosotros en este mes de octubre y noviembre para promover la Campaña rosa y perla de Tennessee y así alentar a las mujeres a hacerse las pruebas de detección del cáncer de mama y cáncer de pulmón recomendadas. Díganos a cuáles de sus seres queridos les recordará hoy hacerse las pruebas de detección con nuestro hashtag #MyPinkandPearlWhy!</p>	<p>Who are you going to remind to get their screening? Tell us about the loved ones in your life that you will remind to get screened today with our hashtag #MyPinkandPearlWhy!</p>	<p>¿A quién le va a recordar que se haga las pruebas de detección? Díganos a cuáles de sus seres queridos les recordará hoy hacerse las pruebas de detección con nuestro hashtag #MyPinkandPearlWhy!</p>
<p>Due to the COVID- 19 pandemic, it is estimated that over 3.9 million breast cancer screenings have been missed. Encourage the women in your life to get up to date on breast and lung cancer screenings. To find out more about breast and lung cancer screenings go to tn.gov/pinkandpearl. #TNPinkandPearl #MyPinkandPearlWhy</p>	<p>Debido a la pandemia de la COVID- 19, se calcula que se han dejado de hacer más de 3.9 millones de pruebas de detección del cáncer de mama. Aliente a las mujeres en su vida a ponerse al día en sus pruebas de detección del cáncer de mama y cáncer de pulmón. Para más información acerca de las pruebas de detección del cáncer de mama y cáncer de pulmón ingrese a tn.gov/pinkandpearl. #TNPinkandPearl #MyPinkandPearlWhy</p>	<p>Due to the COVID-19 pandemic, an estimated 3.8 million breast cancer screenings were missed. Have you or the loved ones in your life gotten screened for cancer this year? #TNPinkandPearl #MyPinkandPearlWhy</p>	<p>Debido a la pandemia de la COVID-19, se dejaron de hacer un estimado de 3.8 millones de pruebas de detección del cáncer de mama. ¿Usted o sus seres queridos ya se han hecho pruebas de detección del cáncer este año? #TNPinkandPearl #MyPinkandPearlWhy</p>

<p>Under 45? 1 in 10 breast cancer survivors are diagnosed in this age range. Visit the Bring Your Brave campaign for more information on risk factors and symptoms of breast cancer in young women. #BreastCancerAwareness #TNPinkandPearl</p>	<p>¿Es menor de 45 años? 1 de cada 10 sobrevivientes de cáncer de mama son diagnosticadas en este grupo etario. Visite la Campaña Traiga a su valiente para más información acerca de los factores de riesgo y los síntomas del cáncer de mama en las mujeres jóvenes. #BreastCancerAwareness #TNPinkandPearl</p>	<p>Under 45? 1 in 10 breast cancer survivors are diagnosed in this age range. Learn about risk factors and symptoms of breast cancer in young women here! #BreastCancerAwareness #TNPinkandPearl</p>	<p>¿Es menor de 45 años? 1 de cada 10 sobrevivientes de cáncer de mama son diagnosticadas en este grupo etario. ¡Infórmese acerca de los factores de riesgo y los síntomas del cáncer de mama en las mujeres jóvenes aquí! #BreastCancerAwareness #TNPinkandPearl</p>
<p>Ladies, invest a few minutes in your health by reading some information about breast cancer. What are the symptoms? How do I reduce my risk? Get answers here! #BreastCancerAwareness #TNPinkandPearl</p>	<p>Señoras, dediquen unos minutos a su salud e infórmese acerca del cáncer de mama. ¿Cuáles son los síntomas? ¿Cómo puedo reducir mi riesgo? ¡Obtenga las respuestas aquí! #BreastCancerAwareness #TNPinkandPearl</p>	<p>Ladies, invest in your health today! Read about breast cancer here. #BreastCancerAwareness #TNPinkandPearl</p> <p>Link: https://www.cdc.gov/cancer/breast/basic_info/index.htm#BCSM</p>	<p>Señoras, ¡dediquen tiempo a su salud hoy! Lean sobre el cáncer de mama aquí. #BreastCancerAwareness #TNPinkandPearl</p> <p>Enlace: https://www.cdc.gov/cancer/breast/basic_info/index.htm#BCSM</p>
<p>About 1 in every 100 breast cancers diagnosed in the US is found in a man. Although this is rare, it's important for men to be aware of symptoms and risk factors for breast cancer for not only their loved ones, but also for themselves. Please click here for more information about breast cancer in</p>	<p>Cerca de 1 de cada 100 cánceres de mama diagnosticados en los EE. UU. son en los hombres. Aunque esto no es común, es importante que los hombres conozcan los síntomas y los factores de riesgo del cáncer de mama no sólo para sus seres queridos, sino también para ellos mismos. Haga clic aquí para obtener más información acerca del</p>	<p>DID YOU KNOW: Although it's rare, men can get breast cancer too! Learn more here.</p> <p>Link: https://www.cdc.gov/cancer/breast/men/</p>	<p>¿SABÍA QUE? Aunque no es común, ¡los hombres también pueden contraer cáncer de mama! Obtenga más información aquí.</p> <p>Enlace: https://www.cdc.gov/cancer/breast/men/</p>

men. #BreastCancerAwareness #TNPinkandPearl	cáncer de mama en los hombres. #BreastCancerAwareness #TNPinkandPearl		
DID YOU KNOW: Cigarette smoking is the #1 risk factor for lung cancer. There are at least 70 chemicals in cigarette smoke known to cause cancer in humans. In fact, people who smoke are 15 to 30 times more likely to get lung cancer or die from lung cancer than those who do not smoke. Need help quitting? Our Tennessee Tobacco Quitline is here to help! Call 1-800-QUIT-NOW for support TODAY! #LungCancerAwareness #TNPinkandPearl	¿SABÍA QUE? Fumar cigarrillos es el factor de riesgo #1 para el cáncer de pulmón. En el humo del cigarrillo existen al menos 70 productos químicos conocidos como cancerígenos para los seres humanos. De hecho, las personas que fuman tienen 15 a 30 veces más probabilidades de contraer cáncer de pulmón o de morir de cáncer de pulmón que las que no fuman. ¿Necesita ayuda para dejar de fumar? ¡Nuestra Línea para dejar el tabaco (Quitline) de Tennessee está aquí para ayudarle! ¡Llame al 1-800-QUIT-NOW para obtener ayuda HOY! #LungCancerAwareness #TNPinkandPearl	DID YOU KNOW: Cigarette smoking is the #1 risk factor for lung cancer. Get help today to take steps to stop quitting! Call 1-800-QUIT-NOW for support. #LungCancerAwareness #TNPinkandPearl	¿SABÍA QUE? Fumar cigarrillos es el factor de riesgo #1 para el cáncer de pulmón. ¡Obtenga ayuda hoy para dar los pasos necesarios para dejarlo! Llame al 1-800-QUIT-NOW para obtener ayuda. #LungCancerAwareness #TNPinkandPearl
Healthcare providers play a key role in reducing the burden of lung cancer. You can help your patients lower their risk for lung cancer by encouraging them to quit smoking and get their screening. Refer your	Los proveedores de atención médica juegan un papel clave en la reducción de la carga del cáncer de pulmón. Puede ayudar a sus pacientes a reducir el riesgo de cáncer de pulmón, alentándolos a dejar de	Did you know you can reduce your risk of lung cancer by quitting smoking? Talk to your healthcare provider today! #LungCancerAwareness #TNPinkandPearl	¿Sabía que puede reducir su riesgo de cáncer de pulmón si deja de fumar? ¡Consulte a su proveedor de atención médica hoy! #LungCancerAwareness #TNPinkandPearl

<p>patients today to the Tennessee Tobacco Quitline to receive immediate support to help them in their journey to prevent lung cancer at 1-800-QUIT-NOW! #LungCancerAwareness #TNPinkandPearl</p>	<p>fumar y a hacerse las pruebas de detección. Remita a sus pacientes hoy a la Línea para dejar el tabaco (Quitline) de Tennessee al 1-800-QUIT-NOW para recibir apoyo inmediato y ayudarles en su camino a la prevención del cáncer de pulmón. #LungCancerAwareness #TNPinkandPearl</p>		
<p>November is Lung Cancer Awareness Month. Join the Tennessee Department of Health Pink and Pearl Campaign and bring awareness to lung cancer this month! Lung cancer symptoms often times do not appear until after cancer has advanced. Lung cancer symptoms may include coughing that gets worse/doesn't go away, chest pain, shortness of breath, wheezing, coughing up blood, feeling very tired all the time, and weight loss with no known cause. If you are experiencing these symptoms, it is important that you consult with your healthcare provider. #TNPinkandP</p>	<p>Noviembre es el Mes de concientización sobre el cáncer de pulmón. ¡Unámonos a la Campaña rosa y perla de Tennessee del Departamento de Salud de Tennessee y hagamos concientización sobre el cáncer de pulmón este mes! Los síntomas del cáncer de pulmón a menudo no aparecen hasta después de que el cáncer está avanzado. Los síntomas del cáncer de pulmón pueden ser entre otros: tos que empeora o no desaparece, dolor de pecho, falta de aire, sibilancia, tos con sangre, sentirse cansado todo el tiempo, y pérdida de peso de causa desconocida. Si</p>	<p>November is Lung Cancer Awareness Month. Learn about the signs and symptoms of lung cancer here! #LungCancerAwareness #TNPinkandPearl</p> <p>Link: https://www.cancer.org/cancer/lung-cancer/detection-diagnosis-staging/signs-symptoms.html</p>	<p>Noviembre es el Mes de concientización sobre el cáncer de pulmón. Aprenda acerca de los signos y síntomas del cáncer de pulmón aquí! #LungCancerAwareness #TNPinkandPearl</p> <p>Enlace: https://www.cancer.org/cancer/lung-cancer/detection-diagnosis-staging/signs-symptoms.html</p>

<p>earl #MyPinkandPearlWhy</p>	<p>presenta alguno de estos síntomas, es importante que consulte con su proveedor de atención médica. #TNPinkandPearl #MyPinkandPearlWhy</p>		
<p>According to a study published by the International Journal of Cancer in 2020, women between the ages of 30-49 are being diagnosed with lung cancer at higher rates than men the same age. The Pink and Pearl Campaign was created in 2020 to bring awareness of not only breast cancer, but also lung cancer, in women. Reach out to your healthcare provider to get your recommended screenings today! #TNPinkandPearl #MyPinkandPearlWhy #LungCancerAwareness</p>	<p>Según un estudio publicado en 2020 por la Revista Internacional del Cáncer, las mujeres de edades comprendidas entre los 30-49 están siendo diagnosticadas con cáncer de pulmón a un ritmo superior al de los hombres de la misma edad. La Campaña rosa y perla fue creada en 2020 para hacer concientización no solo del cáncer de mama, sino también del cáncer de pulmón en las mujeres. ¡Comuníquese hoy con su proveedor de atención médica para hablar sobre las pruebas de detección recomendadas para usted! #TNPinkandPearl #MyPinkandPearlWhy #LungCancerAwareness</p>	<p>DID YOU KNOW: Women ages 30-49 are being diagnosed with lung cancer at a higher rate than men? Reach out to your healthcare provider to discuss their recommendations for cancer screenings TODAY! #TNPinkandPearl #LungCancerAwareness</p>	<p>¿SABÍA QUE? Las mujeres con edades entre 30-49 están siendo diagnosticadas con cáncer de pulmón a un ritmo superior al de los hombres. ¡Comuníquese HOY con su proveedor de atención médica para hablar acerca de sus recomendaciones de pruebas de detección del cáncer! #TNPinkandPearl #LungCancerAwareness</p>
<p>Lung cancer is one of the most common cancers worldwide, claiming more lives yearly than breast,</p>	<p>El cáncer de pulmón es uno de los cánceres más comunes en todo el mundo, y cobra más vidas anualmente que</p>	<p>80% of lung cancer deaths are linked to smoking. Get help quitting today and call 1-800-QUIT-NOW!</p>	<p>El 80% de las muertes por cáncer de pulmón están vinculadas con el tabaquismo. Busque ayuda para dejar de</p>

<p>colon, and prostate cancers combined. 80% of lung cancer deaths result from smoking due to exposure to carcinogens in tobacco. Need help quitting? Please call the Tennessee Quitline 1-800-QUIT-NOW today! #TNPinkandPearl #LungCancerAwareness</p>	<p>el cáncer de mama, de colon y de próstata combinados. El 80% de las muertes por cáncer de pulmón son resultado del tabaquismo debido a la exposición a agentes cancerígenos en el tabaco. ¿Necesita ayuda para dejar de fumar? ¡Llame hoy a la Línea para dejar el tabaco (Quitline) de Tennessee al 1-800-QUIT-NOW! #TNPinkandPearl #LungCancerAwareness</p>		<p>fumar hoy y llame al 1-800-QUIT-NOW</p>
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I – Official Proclamation



STATE OF TENNESSEE
PROCLAMATION
BY THE GOVERNOR

WHEREAS, every day in Tennessee, 17 people are diagnosed with lung cancer and 14 are diagnosed with breast cancer; and

WHEREAS, lung cancer is the most commonly diagnosed cancer and the most common cause of cancer death among Tennesseans; and

WHEREAS, breast cancer is the most commonly diagnosed cancer and the second most common cause of cancer deaths among women in Tennessee; and

WHEREAS, one in eight women in Tennessee will develop breast cancer in her lifetime; and

WHEREAS, one in 13 Tennesseans will be diagnosed with lung cancer and one in 18 Tennesseans will die from lung cancer in their lifetime; and

WHEREAS, rates of newly diagnosed breast cancers are similar among black and white women in Tennessee, black women are more likely to die of the disease; and

WHEREAS, the COVID-19 pandemic has led to sharp declines in cancer screenings; and

WHEREAS, early detection of both lung and breast cancer can make it easier to treat; and

WHEREAS, dedicating a day to promote breast and lung cancer screening will encourage Tennessee women to schedule a breast and/or lung cancer screening;

NOW, THEREFORE, I, Bill Lee, Governor of the State of Tennessee, do hereby proclaim November 5, 2021 as

*“Pink & Pearl” Lung & Breast
Cancer Screening Awareness Day*

in Tennessee and encourage all citizens to join me in this worthy observance.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the official seal of the State of Tennessee to be affixed at Nashville on this twenty-sixth day of August, 2021.

Bill Lee

Governor

Jo Ricketts

Secretary of State

J - Pink and Pearl Campaign Coloring Page

