



Tennessee's Wear A Little Purple with Your Pink Campaign

2021 Toolkit



Department of Health Authorization No. 355706.
This Electronic publication was promulgated at zero cost.
September 2021

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ABOUT THIS TOOLKIT

For the month of October, Tennessee’s Breast and Cervical Cancer Screening Program, Office of Criminal Justice Programs, and Rape Prevention Education Program invite you to engage with your community to promote awareness for **breast cancer** and **domestic violence**. The Tennessee Department of Health continues the Wear a Little Purple with Your Pink campaign in an effort to bring awareness of the prevalence of both breast cancer and domestic violence among women across our state.

This toolkit is designed to help women’s health stakeholders implement evidence-based practices and unique strategies when communicating about breast cancer and domestic violence awareness, prevention, and risk reduction.

WHAT IS THE WEAR A LITTLE PURPLE WITH YOUR PINK CAMPAIGN?

[Wear a Little Purple with Your Pink Campaign \(tn.gov\)](http://tn.gov)

The Wear a Little Purple with Your Pink campaign takes the easily recognized pink ribbon for **breast cancer** awareness to also bring attention to **domestic violence** (purple ribbon) during the month of October. While nearly **one in eight** women will be diagnosed with breast cancer, **one in four** women will experience domestic violence in her lifetime.

The Tennessee Department of Health encourages all women to support each other. In addition to reminding women to get their routine mammogram, we want to increase awareness of resources available for survivors of domestic violence. If you or someone you know is a survivor, know you are not alone!

WHAT IS BREAST CANCER?

[What Is Breast Cancer? | CDC](http://cdc.gov)

Breast cancer is a disease caused by cells in the breast growing out of control. There are different kinds of breast cancer. The kind of breast cancer depends on which cells in the breast turn into cancer.

Breast cancer screening means checking a woman’s breasts for cancer before there are signs or symptoms of the disease. Everyone who has breasts should discuss the best

screening options with their healthcare provider. Although breast cancer screening cannot prevent breast cancer, it can help find breast cancer early, when it is easier to treat. For more information about breast cancer, symptoms, risk factors, and types of screening, please visit https://www.cdc.gov/cancer/breast/basic_info/.

WHAT IS DOMESTIC VIOLENCE?

[What is Domestic Violence? | CDC](#)

Domestic violence, also known as **intimate partner violence (IPV)**, is abuse or aggression that occurs in a romantic relationship. An intimate partner can be a current or former spouse or dating partner. This type of violence can occur among any type of couple. IPV might happen one time or happen many times over a period of years. IPV can include any of the following types of behavior:

- **Physical violence** is when a person hurts or tries to hurt a partner by hitting, kicking or using another type of physical force.
- **Sexual violence** is forcing or attempting a partner to take part in a sex act, sexual touching, or a non-physical sexual event (such as sexting) when the partner does not or cannot consent.
- **Stalking** is a pattern of repeated, unwanted attention and contact by a partner that causes fear or concern for one's own safety or the safety of someone close to the victim.
- **Psychological aggression** is the use of verbal and non-verbal communication with the intent to harm another person mentally or emotionally and/or to exert control over another person.

WHAT IS THE TENNESSEE BREAST AND CERVICAL SCREENING PROGRAM?

[Tennessee Breast and Cervical Screening Program \(tn.gov\)](#)

Through the National Breast and Cervical Cancer Early Detection Program and the Centers for Disease Control, 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 RAPE PREVENTION AND EDUCATION PROGRAM?

[Tennessee Rape Prevention Education Program \(tn.gov\)](https://www.tn.gov/health/rape-prevention-education-program)

The Rape Prevention and Education (**RPE**) program is a federally funded program that focuses on preventing sexual violence (**SV**) perpetration and victimization. The RPE program utilizes a public health approach to decrease risk factors and increase protective factors related to SV. Through the implementation and evaluation of selected prevention strategies, the Tennessee Department of Health (TDH) is expanding strategies and evaluation at the community-level as well as a comprehensive approach across the Social Ecological Model (**SEM**). Education, training and evaluation are a cornerstone of TDH's efforts to prevent SV before it occurs.

WHAT IS THE REPRODUCTIVE & WOMEN'S HEALTH SECTION?

[Reproductive & Women's Health \(tn.gov\)](https://www.tn.gov/health/reproductive-womens-health)

The Reproductive & Women's Health (**RWH**) section is a group of programs within the Tennessee Department of Health (TDH) division of Family Health and Wellness (FHW). The programs that make up the RWH section include the Family Planning Program (FPP), the Tennessee Breast and Cervical Screening Program (TBCSP), Tennessee Adolescent Pregnancy Prevention Program (TAPPP), Rape Prevention & Education (RPE) program, and the Presumptive Eligibility (PE) TennCare program. Specific information about each program can be located on the RWH Homepage at the link above.

STATISTICS

Breast Cancer Statistics

Tennessee Statistics

- Every day in Tennessee, 14 women are diagnosed with breast cancer.
- Breast cancer is the most commonly diagnosed cancer and the second most common cause of cancer deaths among women in Tennessee.
- One in eight women in Tennessee will develop breast cancer in her lifetime.

Health Disparities

- Although rates of newly diagnosed breast cancers are similar among black and white women in Tennessee, black women are almost twice as likely to die of the disease.

- Black and Hispanic women are more often diagnosed with breast cancer in late stages compared to their white and non-Hispanic counterparts.
- Women in rural counties of Tennessee have to drive further to get to FDA-approved mammography facilities for screening and diagnostics.
- Due to the COVID-19 pandemic, there have been an estimated 3.9 million missed breast cancer screenings across the nation.

Domestic Violence Statistics

National Data

- More than 12 million U.S. adults experience intimate partner violence (IPV) annually. This includes sexual assault (rape, sexual coercion, unwanted sexual contact), physical violence and stalking.¹
- If each of these adults experiences just one incidence of IPV, such incidents would occur about every two to three seconds. However, because domestic violence is a pattern, many individuals experience repeated acts of abuse, so abuse happens far more frequently.
- During their lifetimes, 1 in 4 women and 1 in 10 men experience IPV resulting in impacts such as concern for their safety, PTSD symptoms, injury, or needing victim services.¹
- 44% of black non-Hispanic women will experience IPV during their lifetimes, compared to 35% of white non-Hispanics and 37% of Hispanics.²
- One in 2 female murder victims and 1 in 13 male murder victims are killed by a current or former intimate partner.³
- Long-term mental health effects of violence against women can include post-traumatic stress disorder, depression and anxiety. Many women who have experienced violence cope with this trauma by using drugs, drinking alcohol,

¹ Smith, S.G., Zhang, X., Basile, K.C., Merrick, M.T., Wang, J., Kresnow, M., Chen, J. (2018). The National Intimate Partner and Sexual Violence Survey (NISVS): 2015 Data Brief – Updated Release. Atlanta, GA: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention.

² Black, M.C., Basile, K.C., Breiding, M.J., Smith, S.G., Walters, M.L., Merrick, M.T., Chen, J., & Stevens, M.R. (2011). The National Intimate Partner and Sexual Violence Survey (NISVS): 2010 Summary Report. Atlanta, GA: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention

³ Ertl A, Sheats KJ, Petrosky E, Betz CJ, Yuan K, Fowler KA. Surveillance for Violent Deaths — National Violent Death Reporting System, 32 States, 2016. MMWR Surveill Summ 2019;68(No. 55-9):1–36.

smoking, or overeating. About 90% of women with substance use problems have experienced physical or sexual violence.⁴

- On a typical day, domestic violence hotlines nationwide receive over 19,000 calls, or about 13 calls every minute.⁵

Tennessee Data⁶

- In 2020, a total of 69,143 domestic violence (DV) victims were reported to law enforcement agencies in Tennessee. Because some victims experience multiple incidences of DV, they may be included more than once in the above number.
- Females were more likely than males to be victims of domestic violence.
- Blacks were more likely than whites to be victims of domestic violence.
- The majority of DV victims were the current or ex-boyfriend/girlfriend of the offender (43%). Other common relationships were current/ex/common law spouse of the offender (13%), parent of the offender (7%), child of the offender (6%) and sibling of the offender (6%).
- The majority of DV offences were cases of assault (95%). Approximately 2% were forcible sex offences (e.g., rape), 2% were kidnappings and less than 1% were murders.
- Among DV assaults, the majority (69%) were simple assaults (no weapon was displayed and the victim did not suffer severe bodily injury). Approximately 17% were aggravated assault (a weapon was displayed or used and/or the victim suffered severe bodily injury), 13% were intimidation and 1% were stalking.
- The most common weapons used during DV offenses were personal weapons (hands, fists, feet, teeth, etc.) (68%), followed by firearms (6%) and other dangerous weapons (knives or other cutting instruments, clubs or other blunt objects) (7%).

Impact of COVID-19 Pandemic

Tennessee data for 2020 include the start of the COVID-19 pandemic. Along with the pandemic came closures of workplaces, schools, daycares, church services, extracurricular activities and many other community-based venues. As victims found

⁴ Office of Women's Health - Mental Health Consequences and Risk Factors of Physical Intimate Partner Violence. Accessed September 2021 at <https://www.womenshealth.gov/relationships-and-safety/effects-violence-against-women>.

⁵ National Network to End Domestic Violence (2020). 14th Annual Domestic Violence Counts Report. Washington, DC. Retrieved from: [NNEDV.org/DVCounts](https://www.nnedv.org/DVCounts).

⁶ Tennessee Bureau of Investigation – CrimeInsight.

themselves more isolated, it is important to note that it may have become more difficult to report abuse or for friends to notice suspected abuse.

Additionally, it is important to note that children will be found in similar, though slightly different, situations. As children do not have the same capabilities for self-care and preservation as adults, they are more vulnerable.

SOCIAL MEDIA

Sample Posts

FACEBOOK POSTS	TWITTER/INSTAGRAM POSTS	TOPIC
<p>DID YOU KNOW? While nearly 1 in 8 women will be diagnosed with breast cancer, 1 in 4 women will experience domestic violence. Join us this month in bringing awareness to both of these important health concerns with TDH’s Wear a Little Purple with Your Pink Campaign! For more information about the campaign, please visit our website. Wear a Little Purple with Your Pink (tn.gov) #StrongerTogether</p>	<p>1 in 8 women will be diagnosed with breast cancer. 1 in 4 women will experience domestic violence. We support all women with #WearALittlePurpleWithYourPink! #StrongerTogether</p>	<p>WALPWYP campaign</p>
<p>This October, TDH continues the Wear a Little Purple with Your Pink campaign, a partnership between Tennessee’s Breast and Cervical Screening Program and Rape Prevention and Education Program. This campaign combines the pink ribbon for breast cancer and the purple ribbon for domestic violence to increase awareness about the prevalence of each issue. #WALPWYP #StrongerTogether</p>	<p>The #WALPWYP Campaign combines the pink ribbon for breast cancer and purple ribbon for domestic violence because we are #StrongerTogether!</p>	<p>WALPWYP campaign</p>
<p>While you can’t prevent breast cancer, you can understand your risks and take steps to reduce your chance of developing breast cancer. Eating healthy, quitting smoking, and exercising regularly are things you can do to reduce your risk.</p>	<p>This month, take a few minutes to learn the risk factors for breast cancer and talk with your healthcare provider about what screenings are recommended</p>	<p>Breast cancer</p>

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<p>Understanding your family history can also help you and your healthcare provider determine how often you should get screened. Encourage those in your life to find out their risks and to get regular breast cancer screenings. What Are the Risk Factors for Breast Cancer? CDC</p>	<p>for you. #BreastCancerAwareness #StrongerTogether</p> <p>Website: https://www.cdc.gov/cancer/breast/basic_info/risk_factors.htm</p>	
<p>Did you know that in Tennessee, white women and black women are almost equally as likely to get breast cancer, but black women are more likely to die from breast cancer? Encourage those in your life to find out their risks and to get regular breast cancer screenings. What Are the Risk Factors for Breast Cancer? CDC #WALPWYP #StrongerTogether</p>	<p>*Same as Facebook post.</p>	<p>Breast cancer/health equity</p>
<p>DID YOU KNOW? Screening is important in the prevention and early detection of breast cancer. It is also important to understand your risks, including ones you can change, such as being physically active, and ones that you can't change, like getting older and family history. During Breast Cancer Awareness month this October, talk with your healthcare provider about your risks and the screening that is right for you. #BreastCancerAwareness #WALPWYP #StrongerTogether</p>	<p>During Breast Cancer Awareness month, we encourage you to talk with your healthcare provider about your risks and the screening that is right for you. #BreastCancerAwareness #WALPWYP #StrongerTogether</p>	<p>Breast cancer</p>
<p>For many women, it takes a lot of courage to simply seek our healthcare. This October, TDH encourages you to find someone you feel comfortable with for your healthcare. Remember to be open and honest with your healthcare provider to receive the care you</p>	<p>This October, TDH encourages you to find someone you feel comfortable with for your healthcare. Remember to be open and honest with your healthcare provider to receive the care you deserve! #WALPWYP #StrongerTogether</p>	<p>Campaign/health awareness</p>

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deserve! #WALPWYP #StrongerTogether		
October 15 th is National Mammography Day! While you are getting your annual mammogram, don't forget to talk with your healthcare provider about any other health concerns you may have, including your homelife. #WALPWYP #StrongerTogether #BreastCancerAwareness #DomesticViolenceAwareness	October 15 th is National Mammography Day! #WALPWYP #StrongerTogether #BreastCancerAwareness	WALPWYP Campaign – encouraging breast cancer screenings and conversations with provider
During the WALPWYP campaign, we encourage women to take a look at their relationships. The health of our relationships directly impacts our health. To learn more about healthy relationships visit Everyone deserves a healthy relationship - is yours? love is respect #DomesticViolenceAwareness #StrongerTogether	Did you know health of your relationships directly impact your overall health? Click here to learn more! #DomesticViolenceAwareness #StrongerTogether	Domestic Violence - Prevention
Do you know someone who may be experiencing a difficult home life? The Tennessee Coalition to End Domestic and Sexual Violence can provide free and confidential services to those in need. For more information, visit tncoalition.org . #StrongerTogether #WALPWYP	*Same as Facebook post.	Domestic Violence – TN Coalition services
DID YOU KNOW? Stress negatively impacts your body, and at times, can even lead to more serious issues. If you or someone you know are experiencing any form of violence at home, contact the National Domestic Violence Hotline today at 1-800-799-SAFE (7233) or visit thehotline.org for more information. #StrongerTogether #WALPWYP #DomesticViolenceAwareness #BreastCancerAwareness	*Same as Facebook post.	Impacts of stress – WALPWYP campaign

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<p>Do you know what a Bystander is? A Bystander is a person who is present when an event takes place but isn't directly involved. As an active bystander, YOU can Be The Friend who helps end dating violence. To learn more about Be The Friend campaign, visit bethefriend.org. #BeTheFriend #DomesticViolenceAwareness #WALPWYP #IAmAPurpleAdvocate</p>	<p>YOU can Be The Friend that helps end dating violence. Learn more at bethefriend.org. #BeTheFriend #DomesticViolenceAwareness #WALPWYP #IAmAPurpleAdvocate</p>	<p>Domestic Violence Awareness</p>
<p>You are not alone. At least 1 in 4 women and 1 in 10 men report experiencing relationship violence in their lifetime. There is help available. Call the National Domestic Violence Hotline today at 1-800-799-7233 or text 1-866-331-9474. #WALPWYP #DomesticViolenceAwareness #IAmAPurpleAdvocate</p>	<p>You are not alone. Call the National Domestic Violence Hotline today at 1-800-799-7233 or text 1-866-331-9474. #WALPWYP #DomesticViolenceAwareness #IAmAPurpleAdvocate</p>	<p>Domestic Violence Awareness</p>
<p>Everyone deserves to be in a safe and healthy relationship. Do you know if your relationship is healthy? Find out with the quiz here from Love is Respect. #WALPWYP #DomesticViolenceAwareness #IAmAPurpleAdvocate</p>	<p>*Same as Facebook post. Website: https://www.loveisrespect.org/quiz/is-your-relationship-healthy/</p>	<p>Domestic Violence Awareness – healthy relationships</p>
<p>For Domestic Violence Awareness Month this October, we invite you to check your relationships. Do you know the warning signs and red flags of abuse? Some examples of abusive behavior include extreme jealousy, verbal abuse, and possessiveness. For more information about signs of abuse and how to receive help, please visit the National Coalition Against Domestic Violence Signs of Abuse. For anonymous, confidential help available 24/7, call the Domestic</p>	<p>This October, we invite you to check your relationships. Learn more about signs of abuse here. For help, call the Domestic Violence Hotline at 1-800-799-7233, available 24/7. #WALPWYP #DomesticViolenceAwareness #IAmAPurpleAdvocate</p>	<p>Domestic Violence Awareness – signs of abuse</p>

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<p>Violence Hotline 1-800-799-7233. #WALPWYP #DomesticViolenceAwareness #IAmAPurpleAdvocate</p>		
<p>While there are many different ways relationships are defined, all healthy relationships depend on a few key elements: healthy communication, healthy boundaries, mutual respect, and support for one another. Everyone deserves a healthy relationship. For more information, visit Love is Respect Healthy Relationships.</p>	<p>Do you know the key elements of a healthy relationship? Check them out here. #WALPWYP #DomesticViolenceAwareness #IAmAPurpleAdvocate</p> <p>Website: https://www.loveisrespect.org/everyone-deserves-a-healthy-relationship/</p>	<p>Domestic Violence Awareness – healthy relationships</p>

Hashtags

#StrongerTogether #WearALittlePurpleWithYourPink #WALPWYP

#IAmaPurpleAdvocate #BreastCancerAwareness #DomesticViolenceAwareness

Webpage

Full Website Link: <https://www.tn.gov/content/tn/health/health-program-areas/fhw/rwh/rape-prevention-and-education/wear-a-little-purple-with-your-pink-campaign.html>

QR Codes:

White



Purple



Pink and Purple



STRATEGIES

Wear a Little Purple with Your Pink Day

Wear a Little Purple with Your Pink Day is the third Friday in October. This year, on **Friday, October 22nd**, we invite you to wear your pink and purple 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 **#WALPWYP** and **#StrongerTogether**. (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 purple!

Sample Posts

FACEBOOK POST: To celebrate our Campaign, we invite you to participate in our second annual Wear a Little Purple with Your Pink Day this Friday, October 22nd. Please join us in wearing your purple and pink! Take pictures and share them with us using our hashtag #WALPWYP and #StrongerTogether. We would love to hear your personal connections to this campaign with #IAmaPurpleAdvocate. Share your story of how you survived, how you honor someone who is a survivor, or how you can help prevent domestic violence. | [Wear a Little Purple with Your Pink \(tn.gov\)](#)

TWITTER/INSTAGRAM POST: Friday, October 22nd wear your purple and pink to support domestic violence and breast cancer awareness! #StrongerTogether

TWITTER/INSTAGRAM POST: Is this campaign special to you? Share your story of how you survived, how you honor someone who is a survivor, or how you can help prevent domestic violence and/or breast cancer. #IAmaPurpleAdvocate #StrongerTogether #WALPWYP

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
 - a. Example: Contact a breast cancer survivor and a domestic violence survivor. Ask them to share their stories.
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
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

Engage Community Organizations

Engaging your community is incredibly important! Ask someone at your local health department to present to the county health council, Rotary Club, Chamber of Commerce, Women's Clubs, Junior Leagues, etc. Additionally, other community groups to engage with include churches, shelters, foodbanks, community coalitions, local colleges/universities YMCAs, etc. Anyone in your community can easily promote this campaign by utilizing this toolkit, sharing the Wear a Little Purple with Your Pink website, and sharing social media!

Light in the Window Campaign

Observed annually throughout the month of October, the Light in the Window Campaign signifies community solidarity toward ending domestic violence across the state by organizing a widespread display of purple-lit, electric candles in the windows of residences, businesses, public buildings, schools/universities, hospitals, churches, etc. The campaign symbolizes communities' concern in shedding light on the devastating effects of domestic violence and their unified commitment to make every home a safe home.

The color purple used in this campaign is drawn from the purple ribbon, a traditional symbol of domestic violence awareness and remembrance. Light in the Window represents:

- A personal commitment to fostering respectful relationships.
- A united stance that domestic violence is not acceptable in our neighborhoods, schools, workplaces and homes.
- Hope that together we are "Lighting the Way to Peace in Our Hearts, Our Homes, and the World."

Pink and Purple Ribbon Campaign

As many know that the pink ribbon brings awareness to breast cancer, the purple ribbon is the historical ribbon denoting domestic violence. This October, we invite you to use both pink and purple ribbons in your communities. There are a variety of ways to participate in this ribbon campaign, including, but not limited to:

- Use pink and purple ribbons to create pins to be worn on clothes
- Hang ribbons on doors of businesses, homes, etc.
- Create ribbons into wreaths
- Wrap ribbons around trees
- Paint images of ribbons on store windows

ADDITIONAL MATERIALS

Flyer

For a flyer promoting the WALPWYP Campaign, please see *Appendix A*. For the Spanish-translated WALPWYP Campaign flyer, please see *Appendix B*.

Palm Card

For a palm card featuring important campaign-related numbers, please see *Appendix C*.

Campaign T-Shirt Design

For an example of the 2021 WALPWYP Campaign t-shirt design, please see *Appendix D*.

Social Media Images

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

Press Release

For a press release written for Domestic Violence Awareness Month with information about the WALPWYP campaign, please see *Appendix F*.

TBCSP Information Rack Card

For the Tennessee Breast and Cervical Screening Program's informational rack card, please see *Appendix G*.

RPE Program Informational Sheet

For the Rape Prevention and Education Program's Implementation Sheet, please see *Appendix H*.

PARTNERS

[Office of Criminal Justice Programs \(tn.gov\)](#)

[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](#)

[Sexual Assault Center](#)

[Tennessee Bureau of Investigation \(tn.gov\)](#)

[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](#)

Domestic Violence Resources

- [Be the Friend | Tennessee Coalition to End Domestic & Sexual Violence](#)
- [Love Is Respect National Teen Dating Abuse Helpline: 1-866-331-9474](#)
- [National Domestic Violence Hotline: 1-800-799-7233](#)
- [National Resource Center on Domestic Violence \(NRCDV\)](#)
- [The National Sexual Violence Resource Center \(NSVRC\)](#)
- [Prevent Domestic Violence in Your Community | CDC](#)
- [Preventing Intimate Partner Violence | CDC](#)
- [Rape, Abuse & Incest National Network's \(RAINN\) National Sexual Assault Hotline and Live Chat: 1-800-656-HOPE \(4673\)](#)
- [Sexual Assault Center \(SAC\): 1-866-811-7473](#)
- [Tennessee Coalition to End Domestic & Sexual Violence](#)

Family Planning Resources

- [Family Planning Services \(tn.gov\)](#)
- Family Planning Telehealth: 1-833-690-0223 (call to schedule an appointment)

Mental Health, Substance Abuse and Human Trafficking Resources

- [Department of Mental Health & Substance Abuse Services \(tn.gov\)](#)
- Domestic & Sexual Violence Hotline: 1-800-356-6767
- National Human Trafficking Hotline: 1-888-373-7888
- [National Suicide Prevention Lifeline: 1-800-273-TALK](#)
- Tennessee Human Trafficking Hotline: 1-855-55-TNHTH
- TN REDLINE (substance abuse treatment): 1-800-889-9789 (call or text)

STD/HIV Resources

- [End the Syndemic TN](#)
- [Get PrEP TN](#)
- [STD Testing](#) (List of Local and Regional Health Departments)

APPENDIX

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

A – Wear A Little Purple with Your Pink Flyer (English)

Wear a Little Purple with Your Pink Campaign

Promoting Breast Cancer & Domestic Violence Awareness during October

Made in partnership with Tennessee's Breast and Cervical Screening Program and Rape Prevention Education Program

About the Campaign

The Wear a Little Purple with Your Pink campaign takes the easily recognized pink ribbon for **breast cancer** awareness to also bring attention to **domestic violence** during the month of October. While nearly **one in eight** women will be diagnosed with breast cancer, **one in four** women will experience domestic violence in her lifetime.

We encourage all women to support each other. In addition to reminding women to get their routine mammogram, we want to increase awareness of resources available for victims of domestic violence. If you or someone you know is a victim of domestic violence, you are not alone!



Pink and Purple Day

To celebrate the campaign, we invite you to wear your pink and purple on **Friday, October 22nd** for our second annual Wear a Little Purple with Your Pink Day.

Please take pictures in your pink and purple! We invite you to post your pictures on social media along with our hashtags **#WearALittlePurpleWithYourPink** and **#StrongerTogether**. We also welcome you to use **"I'm a purple advocate because..."** to share your personal connection to domestic violence. We would love to hear how you have supported someone, provided resources or anything else you would like to share regarding your connection to domestic violence.

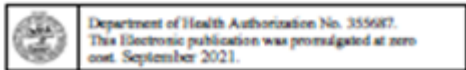
Resources

Domestic Violence Hotline:
1-800-799-7233



TN Coalition to End Domestic & Sexual Violence: <https://www.tncoalition.org/>

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



B – Wear A Little Purple with Your Pink Flyer (Spanish)

Campaña lleva algo morado con tu rosa



Para alentar la concientización sobre el cáncer de mama y la violencia doméstica durante el mes de octubre

Realizado en colaboración con Programa de detección del cáncer cervicouterino y de mama de Tennessee y el Programa de educación para la prevención de violaciones

Acerca de la Campaña

La campaña Lleva algo morado con tu rosa usa el fácilmente reconocible lazo rosa para la **concientización sobre el cáncer de mama** para también concientizar acerca de la **violencia doméstica** durante el mes de octubre. Mientras que casi **una de cada ocho** mujeres es diagnosticada con cáncer de mama, **una de cada cuatro** mujeres experimenta violencia doméstica en el curso de su vida.

Alentamos a todas las mujeres a apoyarse mutuamente. Además de recordar a las mujeres hacerse las mamografía de rutina, nos proponemos aumentar la concientización de los recursos disponibles para las víctimas de violencia doméstica. Si usted, o alguien conocido es víctima de violencia doméstica, ¡usted no está sola!



Día de rosa y morado

Para celebrar la campaña, te invitamos a vestir con rosa y morado el **viernes 22 de octubre** para el segundo Día anual lleva algo morado con tu rosa.

¡Tómate fotos con tu rosa y morado! Te invitamos a publicar tus fotos en las redes sociales con nuestros hashtags

#WearALittlePurpleWithYourPink

y **#StrongerTogether**. También te invitamos a usar **"Soy una defensora morada porque..."** para compartir tu conexión personal con la violencia doméstica. Nos gustaría saber cómo has apoyado a alguien, proporcionado recursos o algo más que desees compartir respecto a tu conexión con la violencia doméstica.

Recursos

Línea de ayuda para casos de violencia doméstica: 1-800-799-7233



Coalición de TN para erradicar la violencia doméstica y sexual:

<https://www.tncoalition.org/>

Programa de detección del cáncer cervicouterino y de mama de TN:

Línea de ayuda: 1-877-969-6636

sitio web: <https://www.tn.gov/health/health-program-areas/fhw/mch-cancer.html>

C – Wear A Little Purple with Your Pink Campaign Palm Card



National Domestic Violence Hotline

1-800-799-SAFE (7233) or text "START" to 88788

Love is Respect Hotline

1-866-331-9474 or text "LOVEIS" to 22522

Sexual Assault Center (SAC)

1-866-811-7473

TN Breast and Cervical Screening Program

Hotline: 1-877-969-6636

Website: <https://www.tn.gov/health/health-program-areas/fhw/rwh/tbcsp/about-tbcsp.html>

TN Coalition to End Domestic & Sexual Violence

Website: <https://tncoalition.org/>

D – Campaign T-shirt Design



E – Social Media Images

Images for Breast Cancer Awareness Posts



Images for Domestic Violence Awareness Posts



<p>Healthy</p> <p>A healthy relationship means both you and your partner are:</p> <ul style="list-style-type: none"> • Communicating • Respectful • Trusting • Honest • Equal • Enjoying personal time away from each other • Making mutual choices • Economic/financial partners 	<p>Unhealthy</p> <p>You may be in an unhealthy relationship if your partner is:</p> <ul style="list-style-type: none"> • Not communicating • Disrespectful • Not trusting • Dishonest • Trying to take control • Only spending time together • Pressured into activities • Unequal economically 	<p>Abusive</p> <p>Abuse is occurring in a relationship when one partner is:</p> <ul style="list-style-type: none"> • Communicating in a hurtful or threatening way • Mistreating • Accusing the other of cheating when it's untrue • Denying their actions are abusive • Controlling • Isolating their partner from others
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NATIONAL DOMESTIC VIOLENCE HOTLINE

Here For You.

Call

1.800.799.SAFE (7233)
TTY 1.800.787.3224

Chat

Chat live now

Text

Text "START" to 88788



Images for Wear a Little Purple with Your Pink Campaign Posts



F – Wear a Little Purple with Your Pink Press Release 2021

*Will be added as an attachment upon final approval.

G – TBCSP Information Rack Card



Early Detection is the Best Protection!

Schedule an Appointment Today!

Contact Your Local TBCSP Coordinator

Are you...

- Uninsured?
- A Tennessee resident?
- 40 or older?
- On a limited income?
- Worried about symptoms?

You may be eligible for **FREE** cancer screening at your local health department or participating clinics in your area.

Diagnostic services are available for eligible **MEN** and **WOMEN** that are 18 and older.

Please visit our website at <https://www.tn.gov/health/health-program-areas/fhw/mch-cancer.html> or Call the breast and cervical hotline at **1-877-969-6636**



Tennessee Department of Health, Authorization No. 242107, 31,000 copies, July 2020. This public document was promulgated at a cost of \$0.01 per copy.

H – Rape Prevention and Education Program Implementation Sheet

Tennessee Rape Prevention and Education Program Implementation Guide

Objective: Implement sexual violence prevention programs/strategies that address multiple levels of the Social Ecological Model

Program/Strategy	Program Details	Target Audience and Implementation	Resources
Coaching Boys into Men	Coaching Boys into Men – is a program developed for high school coaches and designed to incorporate into their regular coaching strategies. Coaches are provided with training tools to model and promote respectful, non-violent, healthy relationships. This program has been shown to decrease negative bystander behavior and decrease dating violence perpetration among male identified high school athletes and their peers.	1. High School male athletes; 10-15 minute weekly sessions	http://www.coachescorner.org/ http://www.preventconnect.org/2016/04/coaching-boys-into-men-a-3-part-series-on-program-design-community-engagement-and-adaptation/
Athletes as Leaders	Athletes as Leaders – is a program that aims to empower female identified athletes to take an active role in promoting healthy relationships and ending sexual violence. The program is designed to be implemented in conjunction with Coaching Boys into Men.	2. High School female athletes; 15-20 minute weekly sessions	https://www.athletesasleaders.org/ https://www.athletesasleaders.org/trainimg
Safe Dates	Safe Dates – informs students on what constitutes healthy and unhealthy dating relationships. The program also equips students with bystander skill building as well as skills to develop healthy dating relationships, including positive communication, anger management, and conflict resolution.	1. Middle School students; 4, 6, or 10 lesson plans 2. High School students; 4, 6, or 10 lesson plans	https://www.hazelden.org/web/public/safedates.page
Safe Bar	Safe Bar – a new initiative, developed by the Sexual Assault Center in Nashville, to train local bars and restaurants in bystander intervention and raising awareness about alcohol's role in sexual assault. This initiative aims to engage bar owners and staff in doing their part to partner with the community to prevent sexual violence.	1. Bar/Restaurant Staff; 90 minute training	See attachments in email or contact Renea Satterwhite at Renea.Satterwhite@tn.gov for more information.
Shifting Boundaries	Shifting Boundaries – is a two-part intervention - classroom curricula and schoolwide - designed to reduce dating violence and sexual harassment among middle school students by highlighting the consequences of this behavior for perpetrators and by increasing faculty surveillance of unsafe areas within the school.	1. Middle School students; 6 class periods	https://www.crimesolutions.gov/ProgramDetails.aspx?ID=226 http://www.preventconnect.org/2013/05/shifting_boundaries/ https://www.wcwoonline.org/images/stories/projects/datingviolence/ShiftingBoundariesFall2018.pdf