

## G: Sample Referral Provider Letter Language

Dear \_\_\_\_\_,

We are dedicated to improving the health of West Virginians through early detection. The only way we can accomplish this goal is through referral providers like you. In October and November this year, the WVU Cancer Institute and Mountains of Hope, the state's cancer coalition, are inviting you to engage with your community or patients to promote both breast and lung cancer awareness. We would like to bring awareness to the prevalence of and screening options for breast and lung cancer throughout West Virginia and surrounding areas.

Pink is commonly recognized and related to breast cancer awareness, as breast cancer is the most diagnosed cancer and the second leading cause of cancer death in West Virginia women.

Each year in West Virginia, approximately 1,470 women are diagnosed, and 288 women die of breast cancer. Over half (55 percent) of the women with breast cancer in the state are diagnosed with localized breast cancer.

This campaign adds a new color, pearl (or white), which represents lung cancer, the leading cause of cancer deaths in West Virginia and beyond.

Lung cancer (all types combined) is the second most common cancer in both men and women and accounts for 18 percent of all new cancer cases diagnosed in West Virginia. Every year in West Virginia, approximately 2,047 people are diagnosed with lung cancer, and 1,460 will die from the disease. Only 22 percent of people are diagnosed at a local stage indicating a need for lung cancer screening. Half of all people with lung cancer diagnoses have distant metastasis, meaning the cancer has spread. Because of this, more people die of lung cancer than colorectal, prostate, and breast cancer combined.

We hope you will join us in raising awareness of the importance of early screening for breast and lung cancer and will recommend your patients to undergo these screenings, as you deem appropriate.

Sincerely,

Name

Title

Organization