



2023 Campaign Toolkit



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About this Campaign:

We know that early cancer screening saves lives. For the months of October and November 2023, the WVU Cancer Institute and Mountains of Hope, the state's cancer coalition, are inviting you to engage with your community to promote both breast and lung cancer awareness. The Pink and Pearl campaign focuses on bringing awareness to the prevalence of and screening options for breast and lung cancer throughout West Virginia and surrounding areas.

Pink is easily recognized and related to awareness of breast cancer, the most diagnosed cancer and the second leading cause of cancer death in West Virginia women. This campaign adds a new color, pearl (or white), which represents lung cancer, the leading cause of cancer deaths in West Virginia and beyond. The Pink and Pearl Campaign, originally developed in [Tennessee](#), brings awareness to both breast and lung cancer to encourage everyone to get their recommended cancer screenings.

Join us in promoting cancer screening and early detection. This toolkit is intended for a variety of audiences including community groups, public health professionals, health care organizations, faith communities, hospitals, survivorship groups, etc.

Outreach Strategies/Resources:

This toolkit focuses on print materials, provides language for media/local observances, and social media content. Specifically, there is a new informational sheet (see rack card), appointment reminder card, general breast and lung cancer screening flyer, media press release, sample proclamation, patient reminder prompts, and suggested social media content using the hashtags #WVPinkandPearl and #WVPinkandPearlMyWhy. Each of these resources is available in the following pages.

Pink and Pearl Day is the first Friday in November each year. This year, on Friday, November 3, 2023, we invite you and your organization(s) to take photos wearing pink and pearls to bring awareness to this campaign. Please take pictures in your communities, businesses, offices, with your family, friends, and anyone else who wants to help promote cancer screening. Then, post them on your favorite social media platform with the hashtags #WVPinkandPearl and #WVPinkandPearlMyWhy.

A – Rack Card – This rack card can be used in a variety of ways including during screening day events for lung and/or breast cancer, in patient waiting room areas, on mobile units, etc.

B – Appointment Card – This card is intended for use in a clinical environment and can encourage patients to schedule both mammography and lung cancer screening appointments if needed.

C – Customizable Flyer – This flyer provides an overview of the Pink and Pearl Campaign describing screening guidelines, risk factors, and resources for support for both breast and lung cancer.

D – Sample Press Releases – Two press releases are included as an example to draw upon. The WVUCI will send out the WVU specific press release kicking off Pink and Pearl, but you may also want to send out releases to media outlets in your area.



E – Sample Proclamation – This proclamation can be used with location, regional, or state government to hold official observances.

F – Sample Reminder Letter Language - Many clinicians send out patient reminders regarding screening for breast cancer. This letter has sample language that can be added to those letters so that recipients are encouraged to consider both breast and lung cancer screening, if appropriate.

G – Social Media Content - This section includes suggested Facebook posts and graphics for use throughout September, October, and November to encourage breast and/or lung cancer screening.

Also included is a description of the November 3rd Pink and Pearl Day featuring the hashtags #WVPinkandPearl and #WVPinkandPearlMyWhy along with a sign that can be used for individual and/or group photos. Please consider using these hashtags and posting photos on that day. This section also has tips and suggestions on holding a Facebook Live event.

All toolkit materials and images can be found on our website using this QR code or link.



<http://bit.ly/screeningToolkits>

If you need any assistance with customizing or using these materials, please email wvucancer@hsc.wvu.edu with your requests.



Attachment A (Pink and Pearl Campaign Rack Card) (9"X4")

BREAST CANCER SCREENING



WHY IS BREAST CANCER SCREENING IMPORTANT?

- Breast screening detects cancer before symptoms appear.
- Female breast cancer is the 2nd most commonly diagnosed cause of cancer deaths among West Virginians.
- 1 out of every 8 women 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.
- A woman's risk for breast cancer increases if she has a first-degree relative (mother, daughter, or sister) or multiple family members on either side of the family with breast or ovarian cancer. Also, having a first-degree male (father, brother, or uncle) relative raises a woman's risk for breast cancer.

WHO SHOULD BE SCREENED?

Mammography is the best screening tool for the early detection of breast cancer. Screening guidelines vary based on individual risk and family history. Talk to your healthcare provider to determine if you start screening at age 40 and whether you screen every year or every other year.

HOW DO I GET SCREENED?

Talk to your doctor about getting screened, if you qualify, and the risks associated with screening. If you have insurance, ask your provider for a referral.

If you do not have a healthcare provider and/or insurance and would like additional info, contact WVU Cancer Institute Cancer Prevention and Control at 877-287-2272.

To see if you might qualify for free breast cancer screenings, contact the WV Breast and Cervical Cancer Screening Program at 304-558-5388 or 1-800-642-8522 or visit WVDHHR.org/BCCSP.

LUNG CANCER SCREENING



WHY IS LUNG CANCER SCREENING IMPORTANT?

- Lung screening detects cancer before symptoms appear.
- Lung cancer is the most common type of new cancer cases diagnosed in West Virginians for both men and women.
- Less than 4% of eligible West Virginians are receiving the recommended lung cancer screening.

WHO SHOULD BE SCREENED?

According to the U.S. Preventive Services Task Force:

Adults ages 50-80 should get a low-dose computed tomography (LDCT) lung cancer screening if they:

- Currently smoke or quit within the past 15 years
- Have at least a 20-pack year history
of packs/day X # of years smoked
= pack-year history

HOW DO I GET SCREENED?

If you qualify, talk to your doctor about getting screened and the risks associated with screening.

If you have insurance, ask your provider for a referral.

If you do not have a healthcare provider and/or insurance and would like additional info, contact WVU Cancer Institute Cancer Prevention and Control at 877-287-2272.

The Patient Advocate Foundation provides experienced case managers free of charge to assist with a variety of financial and insurance-related inquiries. Call 866-684-2479 for additional information.

Breast and lung cancer screenings are provided in partnership with:





The Best Protection is Early Detection

Breast Screening

Date ____/____/____

Time ____ **am / pm**

Location _____

Lung Screening

Date ____/____/____

Time ____ **am / pm**

Location _____



In partnership with:

WVUCancerInstitute

Mountains of Hope West Virginia Cancer Coalition
Collaborating to Conquer Cancer



Attachment C (Customizable or Branded Clinic Flyer) (Standard 8.5 sheet of paper)

Customizable Flyer Front:



SCREENING FOR:

BREAST CANCER*

Pink is the ribbon color for breast cancer awareness. Breast cancer is the most diagnosed cancer and the second leading cause of cancer death in West Virginia women.

Mammography is the best screening tool we have for the early detection of breast cancer. Screening guidelines vary based on individual risk and family history. Talk to your healthcare provider to determine if you start screening at age 40 and whether you screen every year or every other year.

LUNG CANCER*

White is the color for lung cancer awareness, represented by the pearl. Lung cancer is the second most diagnosed cancer and the leading cause of cancer death in both men and women in West Virginia, causing more deaths than colorectal, prostate, and breast cancers combined.

Adults ages 50-80 should get a low-dose computed tomography (LDCT) lung cancer screening if they:

- Currently smoke or quit within the past 15 years
- Have at least a 20-pack year history
of packs/day X # of years smoked
= pack-year history

*USPSTF Guidelines

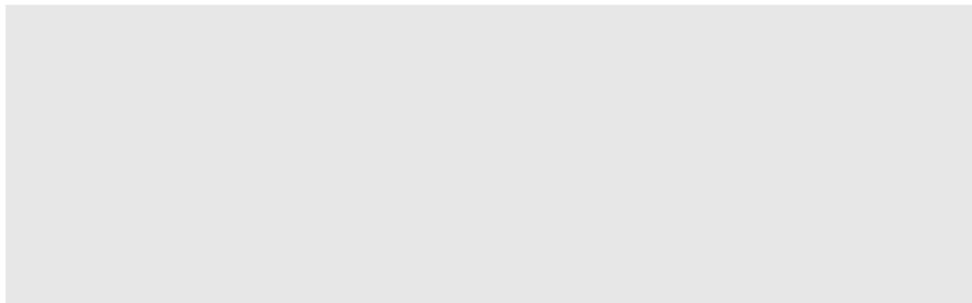
HOW DO I GET SCREENED?

Talk to your doctor about your risks and how to get screened. If you have insurance, ask your provider for a referral.

If you do not have a healthcare provider and/or insurance and would like additional info, contact WVU Cancer Institute Cancer Prevention and Control team at 877-287-2272.

To see if you might qualify for free breast cancer screenings, contact the WV Breast and Cervical Cancer Screening Program at 304-558-5388 or 1-800-642-8522 or visit WVDHHR.org/BCCSP.

The Patient Advocate Foundation provides experienced case managers free of charge to assist with a variety of financial and insurance-related inquiries. Call 866-684-2479 for additional information.



RISK FACTORS

BREAST

Being female

Genetic mutations

Personal history of breast cancer or certain non-cancerous breast diseases

Family history of breast or ovarian cancer

Having dense breasts

Reproductive history resulting in greater exposure to estrogen

Long term use of Hormone Replacement Therapy

Previous treatment with radiation to the breast or chest exposure to the drug diethylstilbestrol (DES)

Alcohol intake

Obesity

Smoking or using tobacco products

Increased age

BOTH

LUNG

History of radiation to the chest

Secondhand smoke

Radon

Environmental exposures

Personal or family history of lung cancer



Branded Flyer Front:



BREAST CANCER*

Pink is the ribbon color for breast cancer awareness. Breast cancer is the most diagnosed cancer and the second leading cause of cancer death in West Virginia women.

Mammography is the best screening tool we have for the early detection of breast cancer. Screening guidelines vary based on individual risk and family history. Talk to your healthcare provider to determine if you start screening at age 40 and whether you screen every year or every other year.

LUNG CANCER*

White is the color for lung cancer awareness, represented by the pearl. Lung cancer is the second most diagnosed cancer and the leading cause of cancer death in both men and women in West Virginia, causing more deaths than colorectal, prostate, and breast cancers combined.

Adults ages 50-80 should get a low-dose computed tomography (LDCT) lung cancer screening if they:

- Currently smoke or quit within the past 15 years
- Have at least a 20-pack year history
of packs/day X # of years smoked
= pack-year history

*USPSTF Guidelines

HOW DO I GET SCREENED?

Talk to your doctor about your risks and how to get screened. If you have insurance, ask your provider for a referral.

If you do not have a healthcare provider and/or insurance and would like additional info, contact WVU Cancer Institute Cancer Prevention and Control team at 877-287-2272.

To see if you might qualify for free breast cancer screenings, contact the WV Breast and Cervical Cancer Screening Program at 304-558-5388 or 1-800-642-8522 or visit WVDHHR.org/BCCSP.

The Patient Advocate Foundation provides experienced case managers free of charge to assist with a variety of financial and insurance-related inquiries. Call 866-684-2479 for additional information.

In partnership with:



Branded Flyer Back:

RISK FACTORS

BREAST

Being female
Genetic mutations
Personal history of breast cancer or certain non-cancerous breast diseases
Family history of breast or ovarian cancer
Having dense breasts
Reproductive history resulting in greater exposure to estrogen

Long term use of Hormone Replacement Therapy
Previous treatment with radiation to the breast or chest exposure to the drug diethylstilbestrol (DES)
Alcohol intake
Obesity

Smoking or using tobacco products Increased age

BOTH

LUNG

History of radiation to the chest
Secondhand smoke
Radon

Environmental exposures
Personal or family history of lung cancer



In partnership with:



WVUCancerInstitute



WVU Cancer Institute Joins Partners to Combine Breast Cancer Awareness with Lung Cancer Awareness

Pink and Pearl is a statewide initiative promoting cancer awareness

MORGANTOWN, W.Va. – The [WVU Cancer Institute](#), [WV Mountains of Hope State Cancer Coalition](#), and [WVU Medicine](#) are hosting a Pink and Pearl Campaign during the months of October and November to promote breast and lung cancer screening in the Mountain State.

Many West Virginians understand the need for breast cancer screening and are familiar with October's Breast Cancer Awareness Month campaigns and pink ribbons, yet many are not aware that November is Lung Cancer Awareness Month and that it is represented by a white (pearl) ribbon. This October and November mark the first Pink and Pearl Campaign in West Virginia promoting breast and lung cancer awareness together.

Cancer advocates are raising awareness for mammography, and now we have an opportunity to do the same for lung cancer screening, which can save even more lives. While breast cancer is the most commonly cancer diagnosed in West Virginian women, lung cancer is the leading cause of cancer deaths among both men and women in our state.

"Routine health screenings are an important part in a person's health care journey," said Hannah Hazard-Jenkins, Director of the WVU Cancer Institute. "With proper screening and interventions, we can save more lives and curb the rising number of breast and lung cancer deaths in our state. This campaign hopes to build on the tremendous job of raising awareness for mammography to include and encourage lung cancer screening."

In observance of Pink and Pearl promotions throughout October and November, various activities will occur throughout the state, including:

- The Mountains of Hope State Cancer Coalition's statewide dialogue promoting breast and lung cancer screening at their bi-annual meeting,
- The WVU Cancer Institute's celebration of Pink and Pearl Day, a national initiative promoting Pink and Pearl awareness activities on October 27 at the WVU Cancer Institute's Fall Cancer Conference, and
- The WVU Medicine is holding a system wide Pink Out Day on October 20 to support the campaign and raise awareness.

Others around the state are encouraged to join the initiative with community events and posting photos using the hashtags #WVPinkandPearl and #WVPinkandPearlMWhy on social media.



Breast Screening Recommendations (Optional)

The current United States Preventative Services Task Force (USPSTF) guidelines recommend women ages 50-74 should get a mammogram every two years and women ages 40-49 should talk to their provider to make a shared decision about getting a mammograms every two years.

Lung Screening Recommendations (Optional)

The current United States Preventative Services Task Force (USPSTF) guidelines recommend adults ages 50-80 should get a low-dose computed tomography (LDCT) lung cancer screening if they:

- Currently smoke or quit within the past 15 years.
 - Have at least a 20-pack year history (number of packs per day multiplied by number of years smoked = pack-year history), and
- Are either a current smoker or smoker who quit in the past 15 years.

For those interested in breast and/or lung cancer screening, it is important to talk to your provider about your risk factors and determine if screening is right for you. For more screening 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. To schedule an appointment at WVU, visit <https://wvucancer.org/patients-visitors>.

At the WVU Cancer Institute, we understand that cancer screening can save lives and we want to encourage screening for those eligible. Through our coordinated network of regional partners and our mobile cancer screening units, we provide high-quality cancer care close to home. Working with partners such as the WV Mountains of Hope Cancer Coalition facilitates a broader reach for our cancer awareness messages and promotes synergy as we work toward reducing the burden of cancer in our state.

For more information on the WVU Cancer Institute, visit WVUMedicine.org/Cancer.

–WVU MEDICINE–

Media Inquiries:

Angela Jones-Knopf, Corporate Director of Media Relations and Public Affairs, 304-285-7259,
knopfa@wvumedicine.org

21-xxx

ajk: 09-__-22



***Your institution* Joins Partners to Combine Breast Cancer Awareness with Lung Cancer Awareness**

Pink and Pearl is a statewide initiative promoting cancer awareness

Your city name, W. VA. – *Your institution*, the [WVU Cancer Institute](#), [WV Mountains of Hope State Cancer Coalition](#), and [WVU Medicine](#) are hosting a Pink and Pearl Campaign during the months of October and November to promote breast and lung cancer screening in the Mountain State.

Many West Virginians understand the need for breast cancer screening and are familiar with October's Breast Cancer Awareness Month campaigns and pink ribbons, yet many are not aware that November is Lung Cancer Awareness Month and that it is represented by a white ribbon. This October and November mark the first Pink and Pearl Campaign in West Virginia promoting breast and lung cancer awareness together.

Cancer advocates are raising awareness for mammography, and now we have an opportunity to do the same for lung cancer screening, which can save even more lives. The addition of the white color (represented by a pearl) symbolizes the ribbon for lung cancer awareness. While breast cancer is the most common cancer diagnosed in West Virginian women, lung cancer is the leading cause of cancer deaths among both men and women in our state.

"Quote from a health care provider or leader in your area." This campaign hopes to build on the tremendous job of raising awareness for mammography to include and encourage lung cancer screening.

Twenty cancer care and public health professionals from around the state met via zoom in early September to kick-off the planning process. In observance of Pink and Pearl promotions throughout October and November, various activities will occur throughout the state, including:

- The Mountains of Hope State Cancer Coalition's statewide dialogue promoting breast and lung cancer screening at their bi-annual meeting on November 3 at the Stonewall Resort,
- The WVU Cancer institute's celebration of Pink and Pearl Day, a national initiative promoting Pink and Pearl awareness activities on November 3,, at the WVU Cancer Institute's Fall Cancer Conference, and
- The WVU Cancer Institute mobile units' community events at two locations where both units, [Bonnie's Bus](#) and [LUCAS](#), will be screening on the same day.
- ***Prioritize your local events by adding to this list or tailoring the above depending on your needs.***

Others around the state are encouraged to join the initiative with community events and posting photos using the hashtags #WVPinkandPearl and #WVPinkandPearlMWhy on social media.

Breast Screening Recommendations (Optional)

The current United States Preventative Services Task Force (USPSTF) guidelines recommend women ages 50-74 should get a mammogram every two years and women ages 40-49 should talk to their provider to make a shared decision about getting a mammograms every two years.



Lung Screening Recommendations (Optional)

The current United States Preventative Services Task Force (USPSTF) guidelines recommend adults ages 50-80 should get a low dose computed tomography (LDCT) lung cancer screening if they:

- Currently smoke or quit within the past 15 years
 - Have at least a 20-pack year history (number of packs per day X number of years smoked = pack-year history), and
- Are either a current smoker or smoker who quit in the past 15 years.

For those interested in breast and/or lung cancer screening, it is important to talk to your provider about your risk factors and determine if screening is right for you. For more screening 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.

End with a statement reinforcing your organization's commitment to cancer screening and wellness.

For more information, visit *add your website and/or telephone number here.*

Media Inquiries:

Provide a contact person for media inquiries including their name, title, and telephone number.



Attachment E (Sample Proclamation)

Proclamation for Pink and Pearl Day on November 3 2023

This October and November mark the first Pink and Pearl Campaign in West Virginia (WV), which collectively promotes breast and lung cancer awareness. West Virginians have done a tremendous job in raising awareness for mammography and now have the opportunity to do the same for lung cancer screening, which can save even more lives.

Breast cancer is the most commonly diagnosed cancer in women across the United States. Each year in WV, approximately 1,470 women are diagnosed- and 288 women die- of breast cancer. Mammograms are the best way to find breast cancer early when it is easier to treat and before it is big enough to feel or cause symptoms, thereby lowering the risk of dying from breast cancer.

Lung cancer is the second-most commonly diagnosed cancer in both men and women and is a leading cause of death in WV. More people die of lung cancer than colorectal, prostate, and breast cancer combined. Each year, approximately 2,047 West Virginians are diagnosed with lung cancer, and approximately 1,460 will die from the disease. Only 22% of people are diagnosed at an early stage when the cancer is easier to treat and cure, indicating a need for increased awareness around lung cancer screening.

The Pink and Pearl Campaign brings awareness to both breast and lung cancer to encourage everyone to get their recommended cancer screenings. Whereas pink is the official color of breast cancer awareness, this campaign adds a new color- pearl (or white) - which represents lung cancer, the leading cause of cancer deaths in West Virginia and beyond.

In recognition of the important lifesaving prevention and early detection practices available for these two cancers, I, _____, of _____, do hereby proclaim November 3,, 2023 as Pink and Pearl Day in _____. I urge all _____citizens to work together to promote awareness in understanding the need to seek screening for these two detectable cancers.



Attachment F (Sample Reminder Letter Language)

We are encouraging breast and lung cancer screening centers to include language for both screening types in their annual appointment reminder letter to patients. Below you will find some sample language that can be included in your letters to your patients.

Breast Screening Recommendations (Optional)

Mammography is the best screening tool we have for the early detection of breast cancer. Screening guidelines vary based on individual risk and family history. Talk to your healthcare provider to determine if you start screening at age 40 and whether you screen every year or every other year.

Lung Screening Recommendations (Optional)

The current United States Preventative Services Task Force (USPSTF) guidelines recommend adults ages 50-80 should get a low-dose computed tomography (LDCT) lung cancer screening if they:

- Currently smoke or quit within the past 15 years
- Have at least a 20-pack year history
- Number of packs per day X number of years smoked = pack-year history

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.

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. This year October and November, 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 easily recognized and related to breast cancer awareness, breast cancer is the most diagnosed cancer and the second leading cause of cancer death in West Virginia women. This campaign adds a new color, pearl (or white), which represents lung cancer, the leading cause of cancer deaths in West Virginia and beyond.

Breast cancer is the most commonly diagnosed cancer and the second leading cause of cancer-related death in WV women. Each year in WV, approximately 1,470 women are diagnosed, and 288 women die of breast cancer.

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



Attachment F (PSA and Health Record Messages)

Public Service Announcements

October is Breast Cancer Awareness Month. Women ages 50-74 should get a mammogram every two years and women ages 40-49 should talk to their health care provider to make a shared decision about getting a mammogram every two years. Breast cancer is easier to treat when it's found early.

November is Lung Cancer Awareness Month. Adults ages 50-80 may need a lung cancer screening if they currently smoke or quit in the last 15 years and have a heavy smoking history. Lung cancer is easier to treat when it is found early. Talk with your doctor to see find out if this screening is right for you.

Electronic Health Record Messages

Text (general 50-80 - reminder)

Your doctor wants you to know that you may be at risk for lung cancer. Schedule an appointment to talk about your options. Take charge of your health! Call {provider name} today at 304-XXX-XXXX.

Text (general 40-80 women - reminder)

Your doctor wants to remind you of the importance of regularly scheduled mammograms. Schedule an appointment to talk about your options. Take charge of your health! Call {provider name} today at 304-XXX-XXXX.

Email (general 50-80 reminder)

Dear (NAME),

It is time for you to get screened for lung cancer. Screening can find cancer early when it is easier to treat and cure. People who smoke or with a history of smoking are at a higher risk of developing lung cancer. It is important to discuss screening with your health care provider.

Call us today at 304-xxx-xxxx to schedule a time to talk with me about screening for lung cancer. We can talk about your options.

Take charge of your health! I look forward to talking with you soon.

PROVIDER NAME

{insert provider name}

Email (general 40-80 women reminder)

Dear (NAME),

It is time for you to get screened for breast cancer. Screening can find cancer early when it is easier to treat and cure.

Call us today at 304-xxx-xxxx to schedule a time to talk with me about screening for breast cancer. We can talk about your options.

Take charge of your health! I look forward to talking with you soon.

PROVIDER NAME

{insert provider name}



Social Media Messages

Are you between ages 40-45? 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!](https://bit.ly/3RaEZRd) <https://bit.ly/3RaEZRd>

#BreastCancerAwarenessMonth



According to research, same sex-partnered women have an increased risk for breast cancer. Talk to your doctor about breast cancer screening today.

#BreastCancerAwarenessMonth <https://bit.ly/3Kught5>

<https://cancer-network.org/.../lesbians-and-breast.../>



October is #BreastCancerAwarenessMonth! Did you know breast cancer is the second most common cancer for women in the U.S.? Talk to your doctor to find out if you qualify for breast cancer screening! Read more quick facts: <https://bit.ly/3QRjgFu>

#WVPinkAndPearl



Mammograms are x-ray images that can often find breast cancer when there are no signs or symptoms. Learn more here: <https://bit.ly/3q63941>

#BreastCancerAwarenessMonth



This October and November, please join WVUCI in promoting the Pink and Pearl Campaign 2023! Our mission? To increase awareness of breast and lung cancer screening around the Mountain State.

<http://bit.ly/screeningToolkits>

#WVPinkAndPearl
#BreastCancerAwarenessMonth
#LungCancerAwarenessMonth



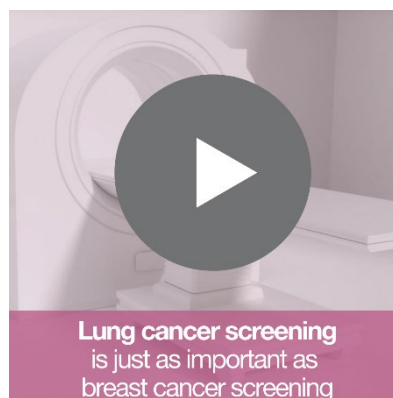
Who are you going to remind to get their breast or lung cancer screening? Tell us about the loved ones in your life that you will remind to get screened today with our hashtag

#WVPinkPearlMyWhy



As we move from #BreastCancerAwarenessMonth to #LungCancerAwarenessMonth, it's a good time to talk about the importance of lung cancer screening. <https://bit.ly/3dZNlra> Talk to your doctor about lung cancer this November!

#WVPinkAndPearl



Who are you going to remind to get their breast or lung cancer screening? Tell us about the loved ones in your life that you will remind to get screened today with our hashtag
#WVPinkPearlMyWhy

**



**This image is available to download and print. It can be used at events or in the image that people can personalize when participating in the social media campaign.



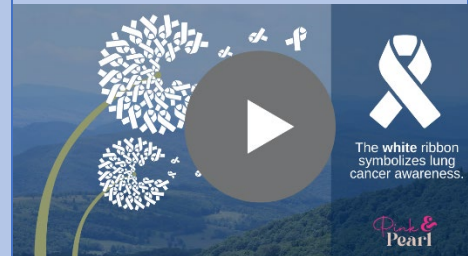
November is Lung Cancer Awareness Month. Lung cancer screening is recommended for people with a significant smoking history. Find out more at <http://bit.ly/LuCaProject> and talk to your doctor to find out if lung cancer screening is right for you.
#LungCancerAwarenessMonth

Lung cancer screening is recommended for...



The awareness ribbon color that represents lung cancer is transparent or white. It represents the often-invisible feeling that some people experience.

Talk to your doctor to find out if screening is right for you.
#LungCancerAwarenessMonth



The cost of lung cancer screening is covered by Medicaid, Medicare, and most private insurers for those that meet the screening guidelines. No eligible West Virginian screened on LUCAS will be turned away due to inability to pay.

#LungCancerAwareness
#WVPinkAndPearl



It takes less than 10 seconds to complete LDCT lung cancer screening. Most people will not have to change their clothes!

#LungCancerAwarenessMonth



It takes less than 10 seconds to complete lung cancer screening



What is your reason for receiving lung cancer screening? Tell us using the hashtag #WVPinkPearlMyWhy

#LungCancerAwarenessMonth



The LGBTQ+ community has a higher than average rate of smoking, the leading cause of lung cancer. Find out more at <http://bit.ly/LuCaProject> and talk to your doctor about the benefits of lung cancer screening.



My Why/Pink and Pearl Day (November 3rd)

Pink and Pearl Day is Friday, November 3, 2023. This year, we invite you to take part in this special day by wearing your pink and pearls and sharing your #WVPinkAndPearlMyWhy with your communities! Be sure to take pictures of your communities, businesses, offices, family members, friends, survivors, and others who are celebrating Pink and Pearl Day.

When posting to social media, please be sure to use the hashtags #WVPinkAndPearlMyWhy and #WVPinkAndPearl to help spread the message!

Also, be sure to send the WVU Cancer Institute photos of your communities' Pink and Pearl Day moments, so they can be shared statewide with fellow collaborators! You can send photos to wwucancer@hsc.wvu.edu and tag @wwucancer on your posts.

Sample Posts

To complement the above posts, we encourage you to create your own posts to increase awareness around Pink and Pearl Day! Below are examples you may find useful in crafting your own messages.

FACEBOOK: Hey, (NAME OF ORGANIZATION, COMMUNITY, ETC.)! To celebrate the Pink and Pearl Campaign, we invite you to participate in WV's first ever Pink and Pearl Day on November 3, 2023. Please join us in wearing your pink and pearls to increase awareness around breast and lung cancer screening! What is your #WVPinkAndPearlMyWhy for celebrating Pink and Pearl Day?

Share with us using our hashtag #WVPinkAndPearl

TWITTER: WV Pink and Pearl Day is Friday, November 3, 2023! What is your #WVPinkAndPearlMyWhy? #BreastCancerAwareness #LungCancerAwareness

QR Codes/bit.ly Links



<http://bit.ly/screeningToolkits>

