



2023 Campaign Toolkit



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.



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:

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***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.

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- 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.

