



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.



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}

