



# 2023 Campaign Toolkit



## 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://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



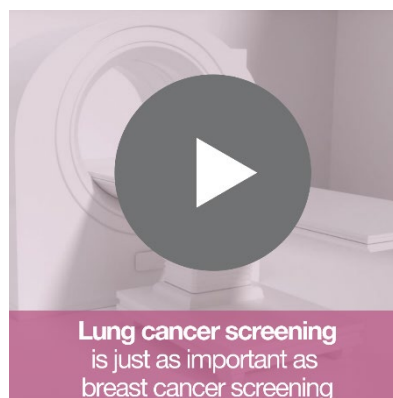
Who are you going to remind to get their breast or lung cancer screening? Tell us about the loved ones in your life that you will remind to get screened today with our hashtag

#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

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\*\*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.



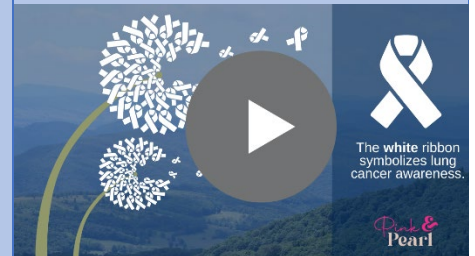
November is Lung Cancer Awareness Month. Lung cancer screening is recommended for people with a significant smoking history. Find out more at <http://bit.ly/LuCaProject> and talk to your doctor to find out if lung cancer screening is right for you.  
#LungCancerAwarenessMonth

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 white ribbon symbolizes lung cancer awareness.

Pink & Pearl

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](mailto: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>

