

## 2025 TOOLKIT

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# Tennessee

## **PINK & PEARL**

### *Campaign*



**TENNESSEE CANCER COALITION**  
prevention • early detection • treatment • survivorship



**Tennessee**  
BREAST & CERVICAL  
SCREENING PROGRAM

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## *What is the Tennessee Pink and Pearl Campaign?*

For the months of October and November, Tennessee's Breast and Cervical Screening Program, Comprehensive Cancer Control Program, Lung and Colorectal Cancer Screening Program, Cancer Registry, and Tobacco Use Prevention and Control Program invite you to engage with your community to promote both breast and lung cancer awareness. The Tennessee Pink & Pearl Campaign aims to bring awareness to both breast cancer (represented by the pink ribbon) and lung cancer (represented by the pearl ribbon) by combining efforts to encourage patients to get their recommended cancer screenings. The pink ribbon is a powerful and recognizable symbol for breast cancer awareness, which is the leading cancer in Tennessee for women. This campaign adds the pearl ribbon, representing lung cancer, the leading cause of cancer death in Tennessee.

The idea for the TN Pink and Pearl Campaign began when members of the Tennessee Department of Health attended the Vanderbilt University Medical Center's Rural Health Consortium, where Dr. Kim Sandler presented a study she authored, "Women Screened for Breast Cancer are Dying From Lung Cancer: An Opportunity to Improve Lung Cancer Screening in a Mammography Population." In the study, researchers identified 251 women undergoing screening mammography at the medical center who were also eligible for lung cancer screening in 2016. By 2019, 63 of those women had enrolled in lung screening. Three were diagnosed with lung cancer via screening, and zero deaths had occurred. Of the remaining 188 who were not screened, seven were diagnosed with lung cancer, resulting in five deaths. The study concluded that women who followed health recommendations and were screened for breast cancer were still dying from lung cancer, which is also detected easily by screening.

The TN Pink and Pearl Campaign is currently in its sixth year of implementation and offers a wide variety of resources and outreach programs, including this toolkit, which provides sample social media posts for the campaign, strategies for awareness, and educational resources.

## *Pink and Pearl Day*

Pink and Pearl Day is the **first Friday of November**. On this day, we invite you to wear pink and pearls to raise awareness of this campaign. Please take pictures in your communities, businesses, and offices with your family, friends, and anyone who wants to help promote this campaign. We can't wait to see the creative ways your communities raise awareness in pink and pearl!



## ***What is the Tennessee Breast and Cervical Screening Program?***

### Tennessee Breast and Cervical Screening Program

Through the National Breast and Cervical Cancer Early Detection Program and the Centers for Disease Control and Prevention (CDC), the Tennessee Breast and Cervical Screening Program (TBCSP) helps low-income, uninsured women gain access to timely breast and cervical cancer screening and diagnostic services. State of Tennessee funding also allows TBCSP to provide diagnostic services for men. Individuals requiring treatment for breast or cervical cancer or precancerous conditions of these diseases may qualify for treatment through TennCare. For more information about this program and eligibility, please use the link above.

## ***What is the Tennessee Comprehensive Cancer Control Program?***

### Tennessee Comprehensive Cancer Control Program

The Tennessee Comprehensive Cancer Control Program (TCCCP) is a strategic approach to preventing or minimizing the impact of cancer in Tennessee. It involves state and local health departments, state, local, and community organizations, researchers, health care providers, decision-makers, cancer survivors and their families, and many others, all coming together to find and agree upon ways to address cancer concerns in their communities. TCCCP also facilitates the Tennessee Cancer Coalition (TC2).

## ***What is the Tennessee Cancer Coalition?***

### Tennessee Cancer Coalition

The Tennessee Cancer Coalition (TC2) is a statewide, multidisciplinary coalition of leaders in cancer care and support. TC2 provides networking, education, best practice sharing, and partnership opportunities for individuals and organizations. Members of TC2 represent organizations and individuals such as state government agencies, hospitals, colleges/universities, faith-based organizations, survivors, and insurance companies, to name a few. TC2 is free to join. Your membership will connect you to over 90 statewide organizations and over 200 individuals working together to create healthier communities in Tennessee.

## ***What is the Tennessee Lung and Colorectal Cancer Screening Program?***

[Webpage coming soon](#)

The Tennessee Lung and Colorectal Cancer Screening Program (TLCSP) uses state funds to provide lung and colorectal cancer screening and limited diagnostic services to eligible Tennesseans. The program's primary objective is to help low-income, uninsured Tennesseans access services to promote screening, early detection, and prevention of these diseases.

## ***What is the Tennessee Cancer Registry?***

[Tennessee Cancer Registry](#)

The Tennessee Cancer Registry (TCR) is a population-based, central cancer registry established by TN law, the Cancer Reporting System Act of 1983. This law made cancer a reportable condition in TN. The mission of the TCR is to collect and use quality data for the purpose of decreasing the incidence and mortality of cancer in Tennessee. TCR staff achieve this goal by collecting, on average, over 50,000 records per year on patients diagnosed and/or treated for cancer in TN. This includes data on non-resident individuals seeking care at TN healthcare facilities, which is subsequently shared with the patient's resident state cancer registry. TCR data is used to support potential suspected cancer cluster investigation studies that are requested by Tennessee citizens who are concerned about a potential elevation of cancer in their community. Data from TCR is available directly by request to the Tennessee Department of Health's [data request portal](#).

## ***What is the Tennessee Tobacco Use Prevention and Control Program?***

[Tennessee Tobacco Use Prevention and Control Program](#)

The Tennessee Tobacco Use Prevention and Control Program (TUPCP) uses evidence-based strategies to reduce tobacco use and tobacco-related disease in Tennessee. Its mission is to promote and protect the health and quality of life of Tennesseans. Since 1999, TUPCP has collaborated with local, state, and national partners to reduce tobacco use, dependence, and exposure through targeted interventions related to preventing youth initiation, eliminating secondhand smoke exposure, and promoting tobacco cessation.

## *Strategies for Outreach*

### **Involve your Local Government**

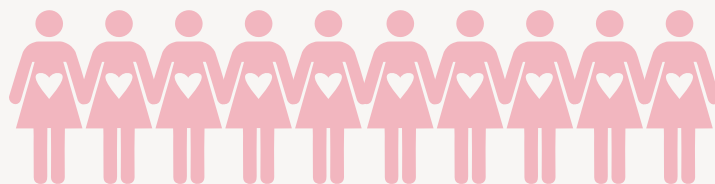
- Submit a proclamation request. Proclamations are issued at the discretion of the governor/mayor as a courtesy to residents to recognize a day, week, or month for a cause of significant statewide interest. This request can be submitted through your city or county's website.
- Request that local landmarks be lit pink on Pink & Pearl Day to honor those who have fought breast or lung cancer and the families of those who have lost loved ones to breast or lung cancer. Landmark examples: TN State Capitol, Chattanooga Aquarium, Korean War Veterans Memorial Bridge, etc.

### **Inviting Local Businesses to #GoPinkandPearl**

- Identify potential partnerships in your community. This could be grocery stores, local boutiques, business offices, local prevention coalitions, etc. Be creative!
- Send invitations to your identified partners using the business letter from page 7. Keep in contact with the businesses that agree to participate, and support them by forwarding any relevant emails.
- Encourage participants to post pictures using the hashtag #TNPinkandPearl.
- **Promote Pink and Pearl Day on the first Friday of November**

### **Outreach to Colleges and Universities**

- Although traditional college-aged students (ages 18-25) are not the typical age range to receive breast and lung cancer screening, they are an excellent resource for their communities, families, etc. Sororities and fraternities are especially known for community outreach with their alumni, who may fall into the eligible population for cancer screenings. Involving your local college or university can strengthen the community effort and engagement for the Pink and Pearl Campaign.



*If you need assistance with any of these outreach strategies, please contact*  
[thetennesseecancercoalition@gmail.com](mailto:thetennesseecancercoalition@gmail.com)



# *Business Outreach Letter*

Dear Business Leader,

You're invited to join the Tennessee Breast and Cervical Screening Program, Comprehensive Cancer Control Program, Tobacco Use Prevention and Control Program, Cancer Registry, and partners across the state in celebrating the annual Tennessee *Pink & Pearl* Campaign in October and November 2025. The campaign combines the breast and lung cancer awareness ribbon colors, pink and pearl. The *Pink & Pearl* Campaign brings awareness to both breast and lung cancer by encouraging women to get their recommended cancer screenings across the state of Tennessee.

In Tennessee, breast cancer continues to be the most frequently diagnosed cancer in women, while lung cancer is the leading cause of cancer death. Additionally, **in Tennessee 18 women die each day** from cancer, including breast and lung cancer. As a business leader, you have an opportunity to share screening and risk factor information with your employees. Cancer not only leads to economic burdens for employees but also for employers.

In support of this mission, we encourage your business to #GOPINKANDPEARL. GOPINKANDPEARL is a statewide movement for businesses to participate in the *Pink & Pearl* Campaign. Your business can participate by:

- Encouraging your staff to wear pink and pearls on Pink & Pearl Day, Friday, November 7<sup>th</sup>, 2025.
  - Post on social media using the hashtags: #GOPINKANDPEARL #TNPinkandPearl #MyPinkandPearlWhy
- Decorating your business in the months of October and November with pink and pearl ribbons, wall art, window paintings and more.
- Providing your employees and customers with the Pink & Pearl Campaign screening recommendations rack cards, the Tobacco Quitline palm cards, and other relevant educational resources.

If you are interested in an opportunity to partner with us during the *Pink & Pearl* Campaign or learning more about other strategies to increase employee health and wellness, please contact [health department rep]. We look forward to partnering with you to create a healthier Tennessee!

Respectfully,

[Organization Representative]

XXX-XXX-XXXX

yourname@youragency.gov

# Sample Press Release

FOR IMMEDIATE RELEASE  
October xx, 2025

Contact:  
Email:

## EARLY DETECTION IS THE BEST PROTECTION!

*This October and November, (your state) celebrates the annual Pink & Pearl Campaign.*

This October and November, (your organization) is promoting breast and lung cancer awareness with the sixth annual *Pink & Pearl Campaign*. Originally developed in Tennessee, the Pink & Pearl Campaign aims to bring awareness to the prevalence of and screening options for breast and lung cancer. The campaign combines two significant symbols: the pink ribbon, which is widely recognized for breast cancer awareness, and the pearl ribbon, representing lung cancer awareness. In (your state), breast cancer is the (how commonly is it diagnosed) cancer among women, while lung cancer is the (where does lung cancer rank in your state) leading cause of cancer-related deaths.

Routine cancer screenings continue to be incredibly important. Healthcare providers encourage all eligible individuals to get routine check-ups, including routine cancer screenings. Screening increases the chance of early detection when more treatment options are available, which may increase the chance of survival.

(You may include a quote from your state's department of health or your organization about the importance of raising awareness of the need for improved breast and lung cancer screening rates)

### **Breast Screening Recommendations**

The current United States Preventive Services Task Force (USPSTF) guidelines recommend that women begin regular mammogram screenings at 40. Some women may need to start screening at an earlier age, depending on risk factors. Talk to your healthcare provider today. You may also receive additional screening information from the Centers for Disease Control and Prevention (CDC).<sup>1</sup>

(If your state offers a Breast and Cervical Screening Program, or other resources for those who are uninsured or underinsured, you may include that information here)

### **Lung Screening Recommendations**

The USPSTF recommends annual screening for lung cancer in adults ages 50 to 80 with a 20 pack-year smoking history and who currently smoke or have quit smoking within the past 15 years. Talk to your healthcare provider about your risk factors and determine if screening is right for you. You may visit the CDC for more information.<sup>2</sup>

### **Pink and Pearl Day**

On Friday, November 7<sup>th</sup>, 2025, *Pink & Pearl Day*, (your state) can support the campaign by wearing pink and pearls and sharing pictures on social media using hashtags #PinkandPearl and #MyPinkandPearlWhy.

*\*Note: You may also choose to include only national data for breast cancer and lung cancer as opposed to state-specific data.*

<sup>1</sup> [https://www.cdc.gov/cancer/features/breast-cancer.html?CDC\\_AAref\\_Val=https://www.cdc.gov/cancer/dcpc/resources/features/breastcancerawareness/index.htm](https://www.cdc.gov/cancer/features/breast-cancer.html?CDC_AAref_Val=https://www.cdc.gov/cancer/dcpc/resources/features/breastcancerawareness/index.htm)  
<sup>2</sup> [https://www.cdc.gov/lung-cancer/about/?CDC\\_AAref\\_Val=https://www.cdc.gov/cancer/lung/basic\\_info/](https://www.cdc.gov/lung-cancer/about/?CDC_AAref_Val=https://www.cdc.gov/cancer/lung/basic_info/)

Click here to enter text.



# Governor's Proclamation



STATE OF TENNESSEE  
**PROCLAMATION**  
BY THE GOVERNOR

**WHEREAS**, lung cancer is the number one leading cause of death in women in Tennessee and the most common newly diagnosed cancer in Tennesseans; and

**WHEREAS**, breast cancer is the second most commonly diagnosed cancer (first among women) and the third most common cause of cancer deaths (second among women) in Tennessee; and

**WHEREAS**, one out of every eight women in Tennessee will develop breast cancer in their lifetime; and

**WHEREAS**, the "pink ribbon" is a powerful and recognizable symbol for breast cancer awareness, which is the leading newly diagnosed cancer for Tennessee women; and

**WHEREAS**, "pearl" has been added to represent lung cancer, the leading cause of cancer death in Tennessee; and

**WHEREAS**, the Pink and Pearl Campaign is currently in its sixth year and has developed a wide variety of resources and outreach programs, including strategies for awareness and educational resources; and

**WHEREAS**, dedicating this day to focus on the promotion of breast and lung cancer screenings will help remind and encourage women in Tennessee to schedule theirs today;

**NOW, THEREFORE**, I, Bill Lee, Governor of the State of Tennessee do hereby proclaim November 7, 2025, as

*Pink & Pearl Day*

in Tennessee and encourage all citizens to join me in this worthy observance.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the official seal of the State of Tennessee to be affixed at Nashville on this first day of August 2025.

*Bill Lee*

Governor

*Julie Nix*

Secretary of State

# *Proclamation Request Letter*

**WHEREAS**, lung cancer is the number one leading cause of death in women in Tennessee and the most common newly diagnosed cancer in Tennesseans; and

**WHEREAS**, breast cancer is the second most commonly diagnosed cancer (first among women) and the third most common cause of cancer deaths (second among women) in Tennessee; and

**WHEREAS**, one out of every eight women in Tennessee will develop breast cancer in their lifetime; and

**WHEREAS**, the "pink ribbon" is a powerful and recognizable symbol for breast cancer awareness, which is the leading newly diagnosed cancer for Tennessee women; and

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November 7, 2025, as

Pink & Pearl Day

in Tennessee and encourage all citizens to join me in this worthy observance.

## Previous Outreach Events



CHI Memorial held a screening event with its mobile lung bus and mobile mammography bus at a local golf and country club. The event was complete with 3 guest speakers and snacks. Other organizations that attended this event took this opportunity to share a wide array of healthcare services to encourage healthy behaviors.



The Weakley County Health Department and Martin Housing Authority hosted a lunch and learn for their partners, which included resources and information regarding the TN Pink & Pearl Campaign. A lunch was also provided for a staff member who had previously been diagnosed with breast cancer.



TriStar Skyline Medical Center partnered with the Goodlettsville Chamber of Commerce for an event called Bloom & Balance. Their team highlighted the importance of breast exams and mammograms, and connected women to their upcoming lung wellness screenings in November. Their partner, Solis, was on-site to help schedule women for their annual mammograms.



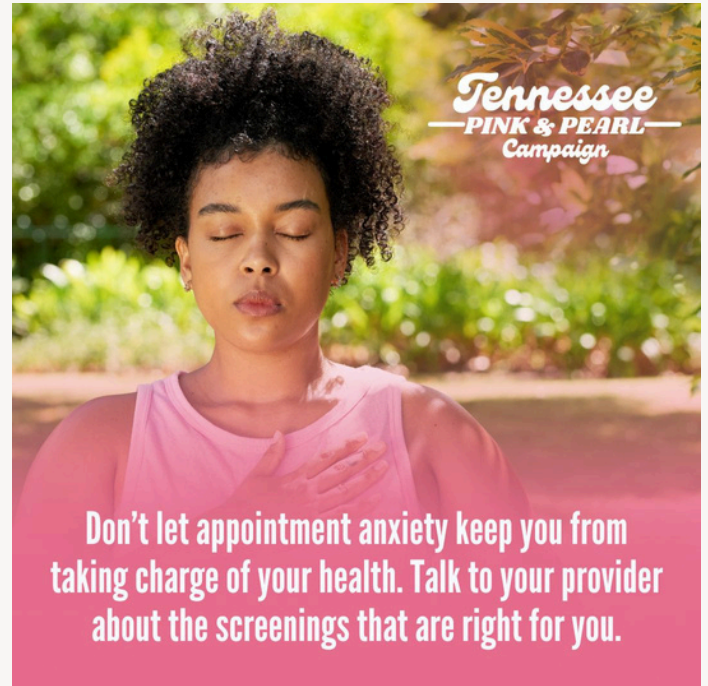
The Putnam County Health Department staff set up at a Fall Fun Fest with a table dedicated to promoting the TN Pink and Pearl Campaign and the Tennessee Breast and Cervical Program. They used infographics from the toolkit to provide education and provided yard games to engage families at the event.



# Social Media Graphics



# Social Media Graphics





# Social Media Graphics

## DON'T FORGET YOUR LUNGS

Your mammogram appointment is a great  
time to ask about lung cancer screening.  
Because screenings save lives.

#TNPinkandPearl #MyPinkandPearlWhy



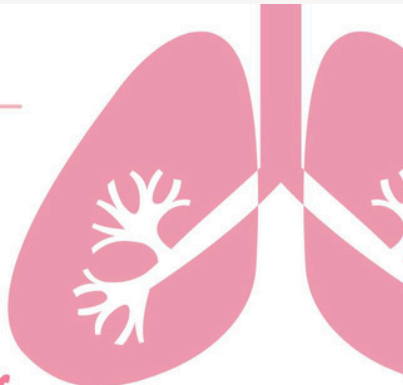
## EVERY DAY IN TENNESSEE



PEOPLE DIE FROM CANCER

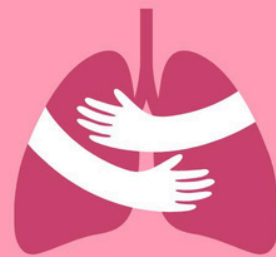
*Tennessee*  
—PINK & PEARL—  
Campaign

*Tennessee*  
—PINK & PEARL—  
Campaign



**Lung Cancer  
is the #1 Cause  
of Cancer Deaths  
in TN.**

Talk to your provider about lung cancer screening.



**CIGARETTE SMOKING IS  
THE #1 RISK FACTOR FOR  
LUNG CANCER**

#TNPinkandPearl #MyPinkandPearlWhy

 Tennessee  
BREAST & CERVICAL  
SCREENING PROGRAM

 TENNESSEE CANCER COALITION  
prevention early detection treatment survivorship

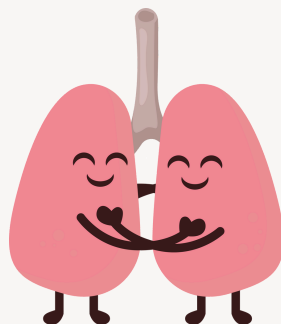
*Download*

# *Social Media Messaging*

- Lung cancer kills more women annually than breast, cervical, and ovarian cancer combined. Both breast and lung cancer screening exams are essential for women, but very few women recognize lung cancer as the leading cause of death. This October and November, we encourage all women to get their routine cancer screenings! #TNPinkandPearl
- Beginning in October, we are celebrating the Pink and Pearl Campaign. This campaign combines awareness for both breast and lung cancer and the appropriate screenings. We encourage all women to know their risk factors and check with their healthcare provider for screening recommendations. #TNPinkandPearl
- There are ways to reduce your risk factors for both breast and lung cancer! Several ways to reduce your risk include not smoking or quitting smoking, eating a healthy diet, knowing your family history, and getting screened regularly. #TNPinkandPearl
- **October 17th is National Mammography Day!** While you are getting your annual mammogram, don't forget to talk with your medical provider about your risk factors for lung cancer! #TNPinkandPearl
- Who are you going to remind to get their screenings? Share this post with the loved ones in your life below to remind them to get screened today. #MyPinkandPearlWhy #TNPinkandPearl
- Cigarette smoking is the #1 risk factor for lung cancer. There are at least 70 chemicals in cigarette smoke known to cause cancer in humans. In fact, people who smoke are 15 to 30 times more likely to get lung cancer or die from lung cancer than those who do not smoke. Need help quitting? The Tennessee Tobacco Quitline is here to help! Call 1-800-QUITNOW for support today! #LungCancerAwareness #TNPinkandPearl
- Although the likelihood of being diagnosed with breast cancer is similar among Black and White women, Black women are more likely to be diagnosed at later stages and to die from the disease. Know your risk factors, and talk to your provider about timely screenings. #TNPinkandPearl

*Tennessee*  
— **PINK & PEARL** —  
*Campaign*

- November is Lung Cancer Awareness Month, so please join us in raising awareness of the dangers of lung cancer this month. Lung cancer symptoms often don't show up until the cancer is in advanced stages, so know the symptoms and consult your health care provider if you have any concerns. Learn more about [lung cancer symptoms](#) today! #TNPinkandPearl
- 80% of lung cancer deaths are linked to smoking. Get help quitting today and call 1-800-QUIT-NOW! #TNPinkandPearl #LungCancerAwareness
- In the United States, lung cancer is the second most common cancer. It's also the leading cause of death from cancer. If lung cancer is found at an earlier stage, when it is small and before it has spread, it is more likely to be treated successfully. Lung cancer screening is recommended for certain people who smoke or used to smoke, but who don't have any signs or symptoms. Learn what to expect during a lung cancer screening [here](#).
- We understand that regular screenings can be scary, especially for those who have healthcare anxiety. But remember that on-time screenings save lives. Talk to your healthcare provider about which screenings are right for you, and put your health first. #TNPinkandPearl #MyPinkandPearlWhy
- About 1 in every 114 breast cancers diagnosed in the U.S. is found in men. Although this is rare, it's important for men to be aware of symptoms and risk factors for breast cancer, not only for their loved ones but also for themselves. Visit here to learn more about breast cancer in men: <https://bit.ly/3WdRE9Z>. #TNPinkandPearl
- Tennessee has the 2nd highest smoking rate in the country, with 17% of adults smoking. 35% of all cancer deaths among Tennesseans are caused by cigarette smoking. It's time to quit to protect your health and your future. Text "QUIT" to (615) 795-0600 to get started.



**Tennessee**  
**—PINK & PEARL—**  
Campaign

# Flyer (English)

**Tennessee**  
**—PINK & PEARL—**  
Campaign

The Tennessee Pink & Pearl Campaign aims to bring awareness to both breast cancer (represented by the pink ribbon) and lung cancer (represented by the pearl ribbon) by combining efforts to encourage patients to get their recommended cancer screenings. The pink ribbon is a powerful and recognizable symbol for breast cancer awareness, which is the leading new cancer for Tennessee women. This campaign adds the pearl ribbon, representing lung cancer, the leading cause of cancer death in Tennessee.

## WHEN SHOULD I GET SCREENED?

### Breast Cancer Screening:

The USPSTF recommends mammography screening every two (2) years for women aged 40 to 74 years.

### Lung Cancer Screening:

The USPSTF recommends annual screening for lung cancer in adults aged 50 to 80 years who have a 20-pack-year smoking history and currently smoke or have quit within the past 15 years.

Source: U.S. Preventive Services Task Force

**For resources and more information on the TN  
Pink & Pearl Campaign, [please click here.](#)**

This work was supported by Cooperative Agreement #NU58DP006307 from the Centers for Disease Control and Prevention (CDC). Its contents are solely the responsibility of the authors and do not necessarily represent the official views of CDC.



EVERY DAY IN  
TENNESSEE

# 39

PEOPLE DIE FROM CANCER

LUNG CANCER  
IS THE

# #1

LEADING CAUSE OF  
CANCER DEATH IN TN  
WOMEN

BREAST CANCER  
IS THE

# #1

MOST FREQUENTLY  
DIAGNOSED CANCER IN  
TN WOMEN

Source: Tennessee Cancer Registry

## HOW YOU CAN HELP:

- Encourage your friends, family, and colleagues to wear pink and pearls on **Pink & Pearl Day (the first Friday of November)**.
- Post on social media using the hashtags: **#GOPINKANDPEARL**  
**#TNPinkandPearl**  
**#MyPinkandPearlWhy**
- Get screened and encourage friends and family to do the same!



## Download

A printer-friendly version can be found through [this link](#).



**Tennessee**  
**PINK & PEARL**  
Campaign

# Flyer (Spanish)

## La Campaña ROSA Y PERLA de Tennessee

La Campaña Rosa y Perla de Tennessee aspira a promocionar el conocimiento del cáncer de mama (representado por la cinta rosa) y del cáncer pulmonar (representado por la cinta perla) por combinar los esfuerzos para animar a los pacientes a obtener sus pruebas recomendadas del cáncer. La cinta rosa es un símbolo poderoso y reconocible para el conocimiento del cáncer de mama, que es el cáncer nuevo más prominente para las mujeres de Tennessee. Esta campaña agrega la cinta perla, representando el cáncer pulmonar, la causa más prominente de la muerte del cáncer en Tennessee.

### ¿CUÁNDO DEBERÍA YO OBTENER UNA PRUEBA?

#### Las pruebas del cáncer de mama:

El **USPSTF** recomienda una prueba de mamografía cada dos (2) años para mujeres que tienen entre 40 a 74 años.

#### Las pruebas del cáncer de pulmonar:

El **USPSTF** recomienda una prueba anual para el cáncer pulmonar en adultos que tienen entre 50 a 80 años y que tienen una historia de fumar de 20 paquetes al año y que actualmente fuma o ha dejado de fumar dentro de los 15 años recientes.

Source: U.S. Preventive Services Task Force

**Para recursos y más información sobre la  
Campaña Rosa y Perla de TN,  
por favor haz clic aquí.**

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CADA DÍA EN  
TENNESSEE

# 39

PERSONAS MUEREN DE  
CÁNCER

EL CÁNCER  
PULMONAR  
ES LA

# #1

CAUSA MÁS  
PROMINENTE DE LA  
MUERTE DE CÁNCER  
DE MUJERES EN TN

EL CÁNCER DE  
MAMA ES EL

# #1

CÁNCER  
DIAGNOSTICADO MÁS  
FRECIENTE EN  
MUJERES DE TN

Source: Tennessee Cancer Registry

### CÓMO SE PUEDE AYUDAR:

- Anima a sus amigos, familia y colegas para vestirse en rosa y perlas en el Día Rosa y Perla (el primer viernes de noviembre).
- Comparte en las redes sociales usando las etiquetas: #VAYAROSAYPERLA #TNRosayPerla #MiRosayPerlaPorQué
- ¡Hágase la prueba y anime a sus amigos y familiares para hacer lo mismo!



TENNESSEE CANCER COALITION  
prevention early detection treatment advocacy

## Download

A printer-friendly version can be found through this link.



# Rack Card (English)

**Tennessee**  
— **PINK & PEARL** —  
Campaign

## **WHY IS BREAST CANCER SCREENING IMPORTANT?**

Breast screening detects cancer before symptoms appear. Breast cancer is the most commonly diagnosed cancer and the 2nd most common cause of cancer deaths among Tennessee women. 1 out of every 8 women in Tennessee will develop breast cancer in her lifetime.

## **WHO SHOULD GET SCREENED?**

Per the U.S. Preventive Services Task Force:

- Women ages 40-74 should get a mammogram every 2 years.

## **HOW DO I GET SCREENED?**

Talk to your provider about your risks and how to get screened. If you have insurance, contact your insurance company for a provider referral. If you do not have insurance, contact your local health department to schedule an annual well- visit.

Contact the TN Breast and Cervical Screening Program at 1-877-969-6636 to see if you qualify for free screenings.



**TENNESSEE CANCER COALITION**  
prevention • early detection • treatment • survivorship

**Tennessee**  
— **PINK & PEARL** —  
Campaign

## **WHY IS LUNG CANCER SCREENING IMPORTANT?**

Lung screening detects cancer before symptoms appear. Lung cancer is the most common cause of both new cancer cases and of causes of cancer deaths in Tennessee. Compared to persons across the U.S., Tennesseans are more likely to die from lung cancer.

## **WHO SHOULD GET SCREENED?**

Per the U.S. Preventive Services Task Force, adults between the ages of 50 and 80 should be screened with low-dose computed tomography (LDCT) every year who:

- Have a history of smoking at least a pack a day for 20 years and
- Currently smoke or have quit within the past 15 years.

## **HOW DO I GET SCREENED?**

Talk to your provider about your risks and how to get screened. If you have insurance, contact your insurance company for a provider referral. If you do not have insurance, contact your local health department to schedule an annual well-visit



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**Download**

# Rack Card (Spanish)

## *Campaña* — **ROSA & PERLA** — *de Tennessee*

### **¿POR QUÉ ES IMPORTANTE LA DETECCIÓN TEMPRANA DE CÁNCER DE MAMA?**

El examen de cáncer de mama puede ayudar a detectar el cáncer de mama en sus etapas tempranas, cuando es más fácil de tratar. El cáncer de mama es el cáncer más comúnmente diagnosticado y la segunda causa de muerte más común entre las mujeres de Tennessee. 1 de cada 8 mujeres en Tennessee desarrollará cáncer de mama a lo largo de su vida.

### **¿QUIÉN DEBE HACERSE EL EXAMEN?**

Según el Grupo de Trabajo de Servicios Preventivos de EE. UU. recomienda que las mujeres entre 40 y 74 años y tienen un riesgo promedio de cáncer de mama se hagan una mamografía cada 2 años.

### **¿CÓMO ME HAGO UN EXAMEN?**

Hable con su proveedor sobre sus riesgos y cómo hacerse las pruebas de detección. Si tiene seguro, comuníquese con su compañía de seguros para obtener una referencia de proveedor. Si no tiene seguro, comuníquese con su departamento de salud local para programar una visita de control anual.

Comuníquese con el Programa de Detección Temprana de Cáncer de Mama y Cuello Uterino de TN al 1-877-969-6636 para ver si califica para exámenes de detección gratuitos.



**TENNESSEE CANCER COALITION**  
prevention • early detection • treatment • survivorship

## *Campaña* — **ROSA Y PERLA** — *de Tennessee*

### **¿POR QUÉ ES IMPORTANTE LA DETECCIÓN TEMPRANA DE CÁNCER DE PULMÓN?**

El examen pulmonar detecta el cáncer antes de que aparezcan los síntomas. El cáncer de pulmón es la causa más común de nuevos casos de cáncer y de muerte por cáncer en Tennessee. En comparación con las personas en todo Estados Unidos, los habitantes de Tennessee tienen más probabilidades de morir de cáncer de pulmón.

### **¿QUIÉN DEBE HACERSE EL EXAMEN?**

El Grupo de Trabajo de Servicios Preventivos de EE. UU. recomienda exámenes pulmonares anuales con tomografía computarizada de dosis baja (LDCT) en quienes:

- Tiene antecedentes de fumar 20 paquetes o mas por año, y
- Actualmente fuma o ha dejado de fumar en los últimos 15 años
- Tienen entre 50 y 80 años

### **¿CÓMO ME HAGO UN EXAMEN?**

Hable con su proveedor sobre sus riesgos y cómo hacerse las pruebas de detección. Si tiene seguro, comuníquese con su compañía de seguros para obtener una referencia de proveedor. Si no tiene seguro, comuníquese con su departamento de salud local para programar una visita de control anual.



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# Patient Reminder Card (English)



**Early Detection is  
the Best Protection**

*Tennessee*  
—PINK & PEARL—  
Campaign

Talk to your doctor to schedule your breast and lung cancer  
screening today! #TNPinkAndPearl



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**¡Lleve esta tarjeta en su  
billetera o manténgala en  
su refrigerador para  
recordarle de su próxima  
cita!**

**Detección de cáncer de mama:**

- Fecha:
- Tiempo:
- Ubicación:

**Detección de cáncer de pulmón:**

- Fecha:
- Tiempo:
- Ubicación:

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**Download**



# Patient Reminder Card (Spanish)



## La Detección Temprana es la Mejor Protección

**Campaña**  
**ROSA & PERLA**  
de Tennessee

¡Hable con su médico para programar su examen de detección de cáncer de mama y pulmón hoy! #TNRosaYPerla




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**¡Lleve esta tarjeta en su billetera o manténgala en su refrigerador para recordarle de su próxima cita!**

**Detección de cáncer de mama:**

- Fecha:
- Tiempo:
- Ubicación:

**Detección de cáncer de pulmón:**

- Fecha:
- Tiempo:
- Ubicación:




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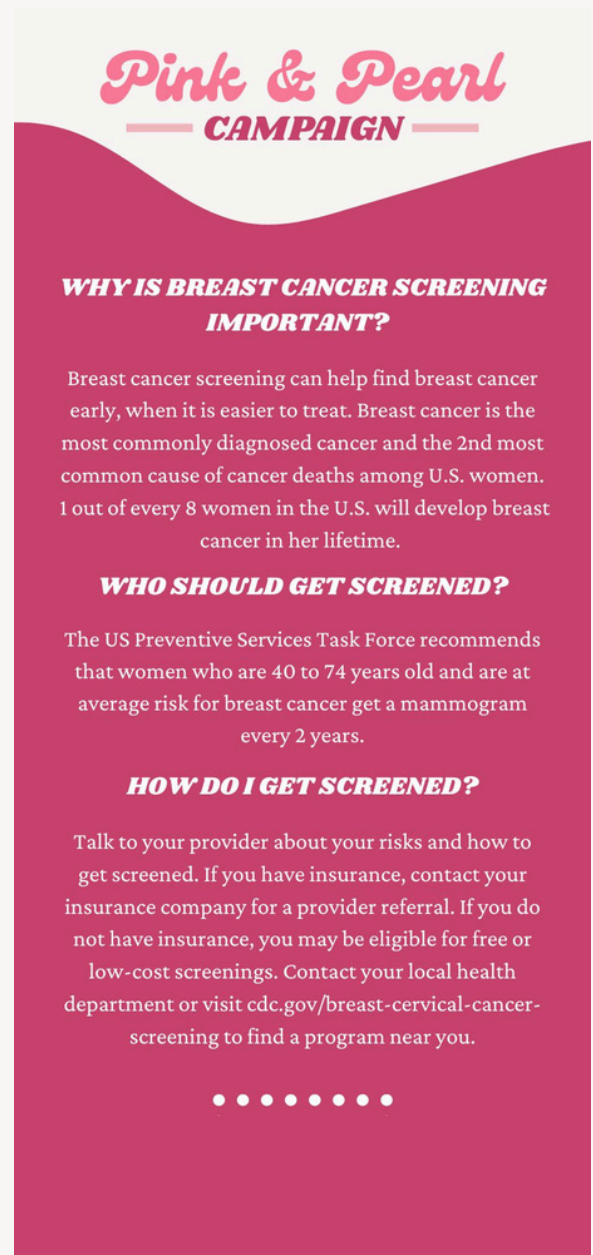
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# Customizable Templates

Download these templates to customize with your organization's information and logo. After completing the request form at the link below, you will receive an email with a link to the templates.



*Request Campaign Templates*



# *Additional Resources*

## *Breast Cancer Resources*

[Breast Cancer Basics](#) | CDC

[Breast Cancer Risk and Prevention](#) | American Cancer Society

[Bring Your Brave Campaign](#) | CDC

[Recommendations for Breast Screening](#) | US Preventive Services Task Force

[TN Breast and Cervical Screening Program](#) | TN Department of Health

[TN Cancer Coalition](#) | TN Department of Health

[TN Comprehensive Cancer Control Program](#) | TN Department of Health

[What are My Breast Cancer Risks?](#) | CDC

## *Lung Cancer Resources*

[Can Lung Cancer Be Found Early?](#) | American Cancer Society

[Can Lung Cancer Be Prevented?](#) | American Cancer Society

[Lung Cancer Risk Factors](#) | American Cancer Society

[Lung Cancer Basics](#) | CDC

[Lung Cancer Screening \(PDQ®\)—Patient Version](#) | National Institutes of Health

[Lung Cancer Screening Recommendations](#) | US Preventive Services Task Force

[TN Radon Program](#) | TN Department of Environment and Conservation

## *Tobacco Cessation Resources*

[Growing Inside Free of Tobacco and Smoking \(GIFTS\)](#) | TN Department of Health

[How to Quit Smoking](#) | CDC

[Tips from Former Smokers](#) | CDC

[TN Tobacco Use Prevention and Control Program](#) | TN Department of Health

[TN Tobacco QuitLine](#) | TN Department of Health