



Pink and Pearl 2026 Campaign Toolkit

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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 be eligible for immediate, temporary TennCare coverage through the Breast and Cervical Cancer Presumptive Eligibility Program [Tennessee Department of Health TennCare Presumptive Eligibility](#).

What is the Tennessee Comprehensive Cancer Control Program?

[Tennessee Comprehensive Cancer Control Program](#)

The Tennessee Comprehensive Cancer Control Program (TCCCP) uses 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 and membership provides connection to over 100 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) provides 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 Tennessee's population-based central cancer registry, established under the Cancer Reporting System Act of 1983. This law made cancer a reportable condition in Tennessee. The mission of the TCR is to collect and use quality data for the purpose of decreasing the incidence and mortality of cancer. TCR staff achieve this goal by collecting, on average, over 50,000 records per year on patients diagnosed and/or treated for cancer in the state. 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 citizens who are concerned about a potential elevation of cancer in their community. Data from TCR is available 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 including 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 or mayor as a courtesy to residents to recognize a day, week, or month for a cause of significant interest. This request can be submitted through your city or county's website.
- Request that local landmarks be lit pink or pink and white 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: bridges, buildings, or other local attractions.

Inviting Local Businesses to #GoPinkandPearl

- Identify potential partnerships in the community. This could be grocery stores, local boutiques, business offices, salons, etc. Get creative!
- Send invitations to partners using the business letter template in this toolkit. Keep in contact with the businesses that agree to participate and support them throughout the campaign.
- Partner with the community to hold events to raise awareness and encourage lifesaving breast cancer and lung cancer screenings.
- Encourage participants to post pictures using the hashtag #TNPinkandPearl and #MyPinkandPearlWhy
- **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.

Outreach and Activity Ideas

- Partner with local boutiques and salons to provide screening education. Provide window clings to be placed in dressing room and salon mirrors. Have the businesses display the screening magnets, rack cards, and stickers for visitors to take.
- Partner with local boutiques to host a “Pink & Pearl Night” with extended hours, light refreshments, and Pink & Pearl education and swag. Boutiques could also provide a small discount for attendees wearing their pink and pearls because “Screenings Are Always in Style.”
- Provide screening resources and QuitLine information to mental health clinics to share with their clients to encourage quitting tobacco and on-time cancer screenings as part of a healthy lifestyle.
- Request local sports teams hold a Pink & Pearl Night and encourage the community to wear pink and/or white during a game to raise awareness of breast cancer and lung cancer screenings. Consider also requesting to set up a resource table or stand at the game’s entrance.

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 2026. 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 6th, 2026.
 - 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

Proclamation Request Letter

Adapt the following wording to your local government to request a local proclamation for Pink & Pearl Day 2026.

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 seventh 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, **XXX**, do hereby proclaim

November 6, 2026, as

Pink & Pearl Day

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

Press Release

FOR IMMEDIATE RELEASE

October xx, 2026

Contact:

Email:

EARLY DETECTION IS THE BEST PROTECTION!

Tennessee celebrates the annual Pink & Pearl Campaign, bringing awareness to two deadly cancers.

NASHVILLE, Tenn. — (Your agency) is promoting breast and lung cancer awareness throughout October and November with the seventh annual Pink & Pearl Campaign and Pink & Pearl Day on November 6, 2026. In (your state), breast cancer is the (how commonly diagnosed), while lung cancer is (where lung cancer ranks) cause of cancer-related deaths. The campaign combines two significant symbols: the pink ribbon, for breast cancer awareness, and the pearl ribbon, representing lung cancer awareness.

Routine cancer screenings continue to be the most important tool for early detection. Healthcare providers encourage all eligible individuals to get routine check-ups, including the routine cancer screenings for one's age bracket and risk factors. Screening increases the chance of early detection when more treatment options are available, which may increase the chance of survival.

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.

(Information if your state offers Breast and Cervical Screening Programs or other resources for those who are underinsured or uninsured.)

Lung Screening Recommendations

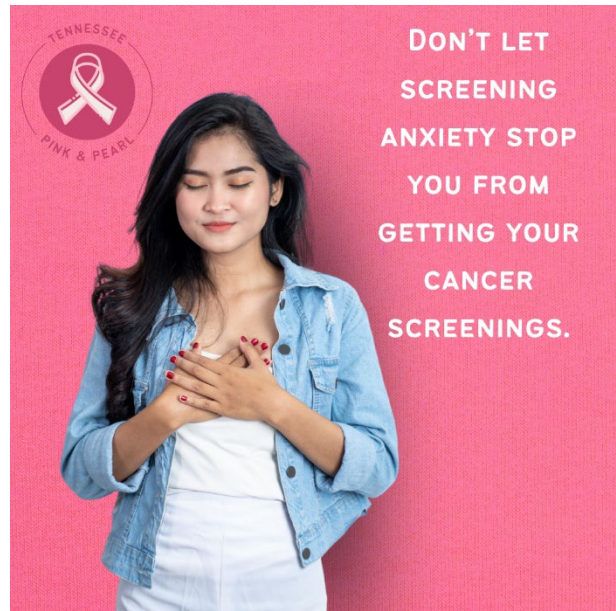
The USPSTF recommends annual screening for lung cancer in adults ages 50 to 80 with a 20 pack-year smoking history and who currently smoke or have quit smoking within the past 15 years. Talk to your healthcare provider about your risk factors and determine if screening is right for you.

(Information if your state offers Lung or Colorectal Screening Programs or other resources for those who are underinsured or uninsured.)

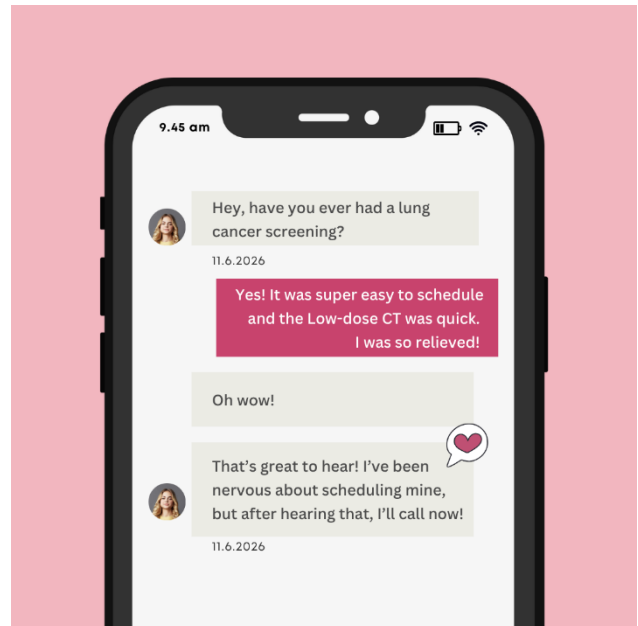
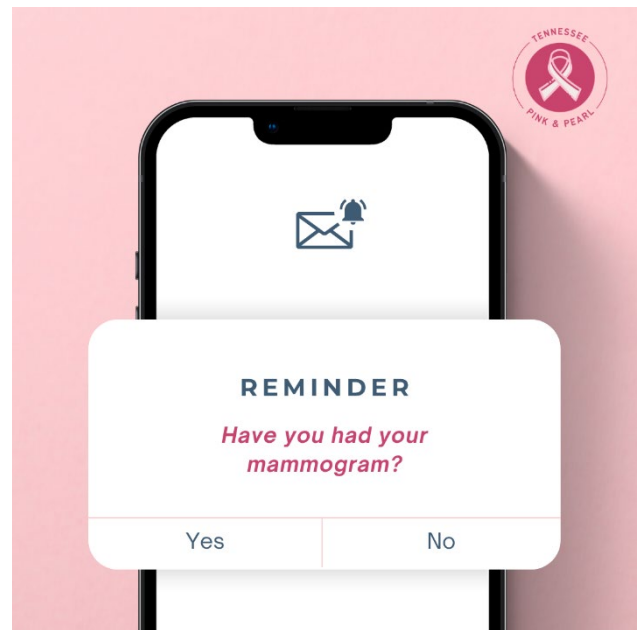
Pink and Pearl Day

Members of the public can join the campaign on Friday, November 6, 2026, for Pink & Pearl Day. Tennesseans can support the campaign by wearing pink and pearls and sharing pictures on social media using hashtags #PinkandPearl and #MyPinkandPearlWhy.

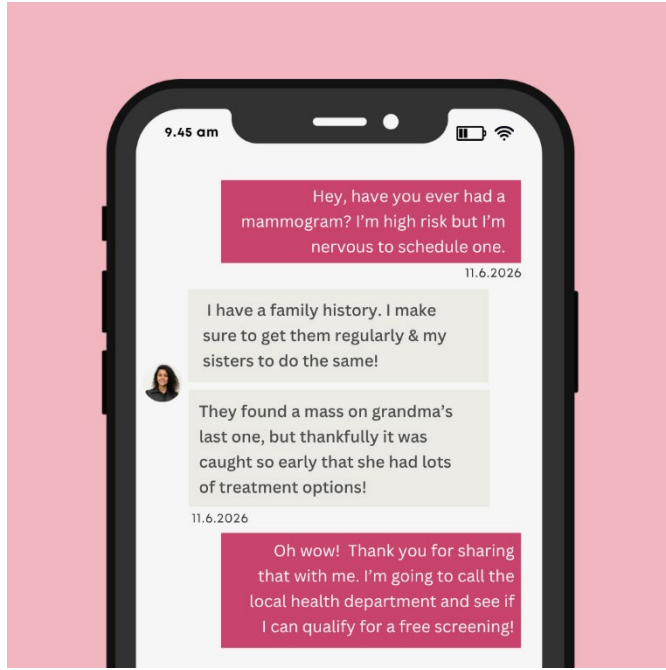
Social Media Posts



Social Media



Social Media



Social Media Messaging

- Lung cancer kills more women every year 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
- This October and November, we are celebrating the Pink and Pearl Campaign. This campaign combines awareness for both breast and lung cancer. 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 include not smoking or quitting smoking, eating a healthy diet, knowing your family history, and getting screened regularly. #TNPinkandPearl
- October 16th 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
- October is not just for women. Men, we need your help too! Encourage the women in your life (moms, aunts, wives, sisters, etc.) to go to their routine health visits. Getting screened for cancer early saves lives. Join us this October and November in promoting the Tennessee Pink and Pearl Campaign to encourage women to receive their recommended breast and lung cancer screenings. #MyPinkandPearlWhy
- Who are you going to remind to get their screenings? Tag 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
- 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

- Women ages 30-49 are being diagnosed with lung cancer at a higher rate than men. Reach out to your healthcare provider to discuss their recommendations for cancer screenings TODAY! #TNPinkandPearl #LungCancerAwareness
- 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 100 breast cancers diagnosed in the US is found in a man. Although this is rare, it's important for men to be aware of symptoms and risk factors for breast cancer for not only their loved ones, but also for themselves. Visit here to learn more about breast cancer in men: <https://bit.ly/3WdRE9Z>. #TNPinkandPearl

Appointment Card Reminder

English

	EARLY DETECTION IS THE BEST PROTECTION
Talk to your doctor to schedule your breast and lung cancer screening today! #TNPinkAndPearl	
	

CARRY THIS CARD IN YOUR
WALLET OR KEEP IT ON YOUR
FRIDGE TO REMIND YOU OF
YOUR NEXT APPOINTMENT!



Breast Cancer Screening:

- Date:
- Time:
- Location:

Lung Cancer Screening:

- Date:
- Time:
- Location:

Spanish

	LA DETECCIÓN TEMPRANA ES LA MEJOR PROTECCIÓN
¡Hable con su médico para programar su examen de detección de cáncer de mama y pulmón hoy! #TNRosaYPerla	
	

¡LLEVE ESTA TARJETA EN SU
BILLETERA O MANTENGALA 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:

[Download](#)

Rack Card



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 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.



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 cancer deaths in Tennessee.

Compared to persons across the U.S., Tennesseans are more likely to die from lung cancer.

WHO SHOULD GET SCREENED?

Adults between the ages of 50 and 80 should be screened with low-dose computed tomography (LDCT) every year if:

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

(Source: U.S. Preventive Services Task Force)

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.



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.

Download

Tobacco Cessation

Smoking Cessation

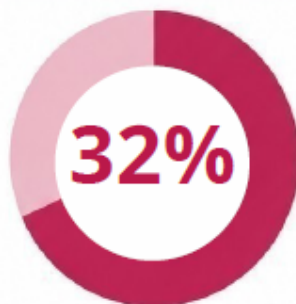
In 2023, there were approximately

945,754
smokers in Tennessee.



In 2023, Tennessee Tobacco Quitline (TTQL) received nearly **7,695 calls**.

TTQL has received more than **131,744 calls** since 2015.²



TTQL has helped **more than 9,000** participants quit using tobacco products and has an average quit rate of **32%** since 2015.²



The Tennessee Tobacco QuitLine is a **free, confidential** service that helps Tennesseans quit tobacco and nicotine products.



TTQL has enrolled **nearly 2,900** participants in its text program since March 2021,

averaging 528 text enrollees per year.²



It takes the average smoker **8-11** attempts to quit for good.³

Using QuitLine services can **double** your chances of quitting compared to trying alone.



CALLING THE QUITLINE

Tennessee residents can receive phone counseling for up to a year and free nicotine replacement.



TEXTING THE QUITLINE

Tennessee residents over 18 will receive on-demand text responses, including encouraging messages.



THE QUITLINE ONLINE

This provides self-guided tobacco cessation exercises and online messaging.



1. BRFSS, 2024 2. TN Tobacco Quitline, 2025 3. CDC, Surgeon General's Report, 2001

Flyer

PINK AND PEARL 2026

The Tennessee Pink & Pearl Campaign aims to bring awareness to both breast and lung cancer. This campaign combines efforts to encourage patients to get their recommended cancer screenings. The pink ribbon is a powerful symbol for breast cancer, the leading cancer in Tennessee for women. This campaign adds the pearl ribbon to represent lung cancer. Lung cancer is the leading cause of cancer death in Tennessee for both men and women. Join us in encouraging people all around Tennessee to participate in Pink & Pearl!

WHEN SHOULD I GET SCREENED?

Breast Cancer Screening:

Mammography screenings are recommended every two (2) years for women aged 40 to 74 years.

Lung Cancer Screening:

Annual screenings for lung cancer are recommended for 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

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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 the first Friday in November: **Pink & Pearl Day**.
- Post on social media using the hashtags: #GoPinkandPearl #TNPinkandPearl #MyPinkandPearlWhy
- Get screened and encourage friends and family to do the same!



Download Flyers

Customizable Templates



EARLY DETECTION IS THE BEST PROTECTION

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



PINK & PEARL DAY

NOVEMBER 6, 2026

HAVE YOU
SCHEDULED YOUR
CANCER
SCREENINGS?

#PINKANDPEARL #MYPINKANDPEARLWHY



WHY IS BREAST CANCER SCREENING IMPORTANT?

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HOW DO I GET SCREENED?

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CONTACT INFO HERE
to see if you qualify for free screenings.

[Request Customizable Templates](#)

Additional 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