



2025 Toolkit

Wear a Little Purple with Your Pink

Pink is for breast cancer.

Purple is for domestic violence.

This October, wear both—because every woman matters.

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Overview

About this Toolkit

The **Wear a Little Purple with Your Pink** campaign is designed to inspire communities across Tennessee to work together to raise awareness of both breast cancer and domestic violence throughout October. It aims to support women's health advocates by providing evidence-based strategies and communication tools to promote awareness, prevention, and risk reduction.

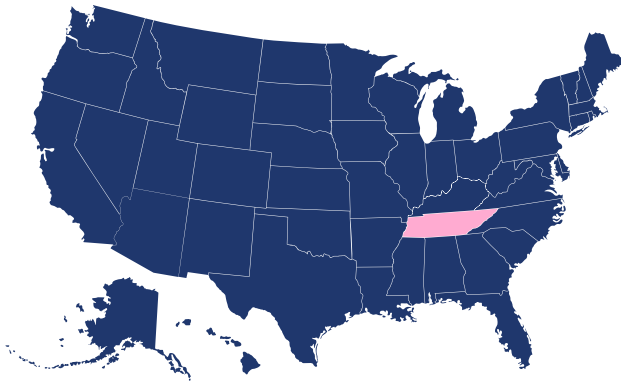


The Mission

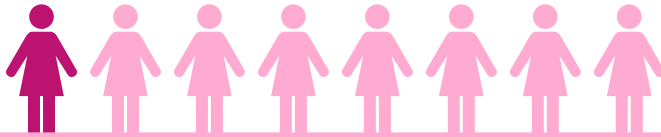
The 'Wear a Little Purple with Your Pink' campaign builds on the widely recognized pink ribbon for breast cancer awareness to also shine a light on domestic violence, symbolized by the purple ribbon. Throughout October, the campaign reminds us that while 1 in every 8 women will be diagnosed with breast cancer, an alarming 1 in 4 will experience domestic violence in her lifetime.

Statistics

Breast Cancer in Tennessee



Despite having the 11th lowest breast cancer incidence rate in the country, Tennessee has the **7th highest** breast cancer mortality rate.¹



One in eight women in the U.S. will be diagnosed with breast cancer in their lifetime.



Mammography can reduce breast cancer deaths by **20% to 40%** in women ages 40 to 74, especially with regular screenings. Early detection improves treatment outcomes.



Although White women experience higher rates of breast cancer diagnosis, Black women face a greater risk of dying from the disease.

95%

The five-year relative survival rate for localized breast cancer is 95%.³

1. U.S. Dept. of Health and Human Services, National Institutes of Health, National Cancer Institute. *State Cancer Profiles, 2017-2021*.

2. Sherman RL, Firth AU, Henley SJ, et al. *Annual Report to the Nation on the Status of Cancer, featuring state-level statistics after the onset of the COVID-19 pandemic*. *Cancer*. 2025;e35833. doi:10.1002/cncr.35833

3. U.S. Dept. of Health and Human Services, National Institutes of Health, National Cancer Institute. *Surveillance, Epidemiology, and End Results Program. Cancer Stat Facts: Female Breast Cancer*.

Statistics

Domestic Violence in Tennessee

In 2023, more than 60,400 cases of domestic violence were reported in Tennessee.¹



In Tennessee, **43%** of female murder victims are killed by a current or former intimate partner.²



46% of domestic violence victims were non-Hispanic Black, despite accounting for just 16% of the population.



Long term mental health effects of domestic violence include PTSD, depression, anxiety, and substance misuse.



One in four women will experience IPV during their lifetime.



Tennessee ranks 10th overall in the nation for the number of women losing their lives due to violence by men.

1. [Tennessee Bureau of Investigation \(TBI\), Tennessee Incident Based Reporting System \(TIBRS\), and Tennessee Department of Health, Division of Population Health Assessment, population estimates based on interpolated data from the U.S. Census's annual estimates of the resident population.](#)

2. [Tennessee Department of Health, Office of the State Chief Medical Examiner, Tennessee Violent Death Reporting System, Annual Homicide Report, 2022.](#)

Tennessee Resources

Tennessee Breast and Cervical Screening Program

The Tennessee Breast and Cervical Screening Program (TBCSP), funded by the CDC's National Breast and Cervical Cancer Early Detection Program, helps low-income, uninsured women access timely breast and cervical cancer screening and diagnostic services. State funding also allows diagnostic services for men. Those needing treatment for breast or cervical cancer or related conditions may qualify for TennCare.

[LEARN MORE >](#)

Prevention of Maternal Deaths Due to Violence Program

This 5-year initiative, funded by the U.S. Department of Health and Human Services Office on Women's Health, works to reduce maternal deaths caused by violence in Tennessee. The program strengthens data collection, implements evidence-based strategies, and supports sustainable prevention efforts. Key risk factors identified through the review of pregnancy-associated deaths include intimate partner violence and postpartum depression. The program trains home-visiting staff, care coordinators, and healthcare providers to recognize, screen, and respond to these risks using local and state resources.

[LEARN MORE >](#)

Rape Prevention Education Program

The Rape Prevention and Education (RPE) program, funded by the CDC's Rape Prevention Education Program, focuses on preventing sexual violence through evidence-based prevention programs at the community and societal levels. Strategies include strengthening economic support for families, creating protective environments, and promoting social norms that protect against violence. The RPE program provides programs for both youth and adults. These initiatives and programs keep communities safe from sexual violence through education and training.

[LEARN MORE >](#)

Mammogram Awareness & Access



Annual Mammograms

Breast cancer screening can help find breast cancer early, when it is easier to treat. The US Preventive Services Task Force (USPSTF) recommends mammography screening every two (2) years for women aged 40 to 74 years.

Technology

A mammogram uses a special machine made just for examining breast tissue. It takes low-dose X-rays, less radiation than what's used for other parts of the body like your lungs or bones. During the test, the breast is gently compressed between two plates. This helps spread the tissue for a clearer image and keeps the radiation level low.



Screening Tests

Screening tests are medical exams used to detect diseases in individuals who aren't showing any signs or symptoms. It is important to learn what factors increase your risk of getting breast cancer. Talk to your provider to help you assess your risk. Visit the [USPSTF website](#) for more information and guidelines on breast cancer screenings.

Services & Access

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 1-877-6636 to see if you qualify for free screening.



Understanding Domestic Violence

What does domestic violence look like?



Types of Abuse

Physical violence, sexual violence, stalking, and psychological aggression



Early Red Flags

Early red flags include isolation, possessiveness, controlling, explosive anger, blame shifting, and bringing up past history



Cycle of Abuse

Cycle of abuse includes tension building, incident, reconciliation, and calm.



Emotional Attachment

Emotional attachment also known as a trauma bond is formed through repeated cycles of abuse and affection, making it hard to leave an abusive relationship

Recognizing the Warning Signs

- Constantly worried about what their abuser may do.
“Walking on eggshells.”
- Bruises, cuts, abrasions happening often or sensitive when questioned about them.
- Easily triggered by loud noises or sudden moves.
- Frequently missing work, events, or school. Rarely attends extra activities without abuser.
- Low self-esteem or worried about what abuser may think of their appearance.
- Making excuses for abuser’s behavior.
- Cautious or withdrawn when talking about home life.
- Overly careful or secretive about things on their phone.
- Unable to make plans or go places without abuser’s permission.
- Always looking over their shoulder, appearing anxious or fearful.

Join the Movement

October 24: Share Your Event Day Photos Online!

Purple and Pink Day is Friday, October 24, 2025. On this day, we invite you to join the national movement and wear pink and purple to raise awareness of this campaign. Please take pictures in your communities, your workplace, or with family and friends! Have fun, share resources, and spread the word about these important causes.



Find creative ways your community can bring awareness in purple and pink!

Share your pics online using hashtags:
#WearALittlePurpleWithYourPink
#WALPWYP #StrongerTogether
Order your official TDH WALPWYP shirt [here](#).

Light in the Window Campaign

The "Light in the Window" campaign is another way to individually show your support in October. The effort encourages individuals, businesses, schools, and public institutions to display purple lights or electric candles in their windows as a visible symbol of solidarity with survivors and a unified stance against domestic violence.



Pink and Purple Ribbon Campaign

Use pink and purple ribbons to create pins to be worn on clothes, hang ribbons on doors of businesses, homes, etc., create ribbons into wreaths, wrap ribbons around trees, and paint images of ribbons on store windows.

Join the Movement

Your October Game Plan: How to Wear, Share, and Care



Wear a Pink and Purple Ribbon

Show your support by wearing both ribbons together—pink for breast cancer awareness and purple for domestic violence awareness.



Team Up with Local Community Groups

Partner with local churches, schools, shelters, or health centers to help spread awareness and offer support for both causes.



Join the “Light in the Window” Campaign

Place a purple light or ribbon in your window during October to honor survivors and remember those lost to domestic violence.



Participate in “Wear a Little Purple with Your Pink” Day

Choose a day to wear pink and purple clothing or accessories to raise awareness for both breast cancer and domestic violence. Find an event in your area to attend.



Organize an Event; Invite a Speaker to Share Their Story

Invite a survivor of breast cancer or domestic violence to speak at an event, school, or workplace to help others understand the impact and where to get help. For a list of local health departments to inquire about October events, [click here](#).



Share Helpful Info on Social Media

Post the Domestic Violence Hotline number, share this campaign toolkit (explain what's in it), and highlight local resources like shelters or health clinics.



Organize Group Mammogram Appointments

Encourage women to schedule their mammograms together. Going as a group makes the experience less stressful and adds support.



Start a Social Media Challenge

Create a challenge—such as posting a photo in pink and purple and tagging 3 friends to join—to raise awareness and get more people involved.



Plan a Facebook Live Event

Host a live video on Facebook where someone can share their story, offer facts about breast cancer or domestic violence, and answer live questions from viewers.

Campaign T-Shirt



* Campaign shirts must be ordered by October 3, 2025 through Custom Ink, linked here.

Campaign Sticker



Virtual Backgrounds



Campaign Flyer



Wear a Little Purple with Your Pink

October honors two powerful causes—Breast Cancer and Domestic Violence Awareness. TDH and partners unite them in one bold campaign to protect, uplift, and empower women.

Get Screened

Mammograms Save Lives!

- Women 40-45 should begin annual mammograms.
- Women 45-54 should be screened every year.
- Women 55+ can get screened every two years or continue yearly.
- Talk to your doctor about a screening plan that's best for you.

Get Help

Break the silence. End the violence.

The Tennessee Coalition to End Domestic and Sexual Violence offers year-round counseling, prevention education, and advocacy for all ages. For support, call their 24/7 hotline at 1-800-356-6767 or reach the National Domestic Violence Hotline at 1-800-799-SAFE (7233) or text "START" to 88788.

Get Involved

- Download and share the [WALPWYP Toolkit online](#).
- Wear both pink and purple ribbons in October.
- Organize or attend a public event on October 17, 2025.
- Share information on social media and use hashtags online:
#WearALittlePurpleWithYourPink
#BetterTogether #WALPWYP
- Organize a group mammogram day.
- Partner with local breast cancer and domestic violence groups.

1 in 8

One in eight women in Tennessee will be diagnosed with Breast Cancer.

1 in 4

One in four women in Tennessee will experience domestic violence.

#1

Breast Cancer is the most diagnosed cancer in Tennessee women.

Top 10

Tennessee is among the top 10 states for women who lose their lives to intimate partner violence.



Scan the code for
campaign details
and helpful
resources.



TENNESSEE
PREVENTION OF MATERNAL DEATHS
DUE TO VIOLENCE PROGRAM



*[Become part of the movement, download & share the flyer here!](#)

Palm Card

FRONT



**One Voice.
Two Fights.
Her Strength.**

Two Critical Fights for Tennessee Women

Each year, over 5,000 Tennessee women face breast cancer. Too many also face deadly violence at home. Together, we can make a difference in every woman's health, safety, and future.

Breast Cancer Screening

Mammograms Save Lives!

- One in eight women in Tennessee will be diagnosed with breast cancer—the most common cancer among Tennessee women.
- Ages 40–45: Begin annual mammograms
- Ages 45–54: Screen every year
- Ages 55+: Screen every two years or continue yearly
- Talk with your doctor to find your best plan.



**Breast Cancer
Resources in TN**

BACK

Domestic Violence Resources

Break the silence. End the violence.

- One in four women in Tennessee will experience domestic violence.
- Abuse isn't always physical. It includes control, isolation, and threats.
- Every woman in a relationship deserves respect, safety, and love.
- National Domestic Violence Hotline: 1-800-799-SAFE (7233)
- TN Coalition to End Domestic & Sexual Violence: 1-800-356-6767



**TN Domestic
Violence
Resources**



TN Department of
Health

PROMULGATION

Developed in connection with TDH's October initiative, 'Wear a Little Purple with Your Pink.'

Social Media Messaging

- October in Tennessee honors two powerful causes—Breast Cancer and Domestic Violence Awareness. This month, we unite pink and purple to protect, uplift, and empower women across our state. Join us as we wear both—and stand for health and safety across Tennessee. Tag someone who inspires you to stand stronger. #WearALittlePurpleWithYourPink #StrongerTogether
- In October, we recognize two causes impacting women in Tennessee—Breast Cancer and Domestic Violence Awareness. Tennessee ranks among the top 10 states for women killed by men. Domestic violence is a health issue—and a safety crisis. If you're in danger or know someone who is, help is here. TN Crisis Hotline: 1-800-356-6767 #DomesticViolenceAwareness #StrongerTogether
- Someone you know could be silently struggling with domestic violence. Help is available. The Tennessee Coalition to End Domestic and Sexual Violence offers free, confidential support and resources for those in need. Learn more at tncoalition.org. You're not alone—we're #StrongerTogether. #WALPWYP #DomesticViolenceAwareness
- This October—and all year long—we're asking Tennesseans to show up and show strong!❤️Wear pink for breast cancer awareness.💜 Add purple for domestic violence prevention. One voice. Two powerful causes. No one fights alone! #StrongerTogether #TNWomen
- One Voice. Two fights. This October. Join the movement! Wear a little purple with your pink to raise awareness for both breast cancer and domestic violence—two issues that affect millions of women. Together, we can support, educate, and empower one another! #StrongerTogether #WALPWYP #BreastCancerAwareness #DomesticViolenceAwareness
- No one should face dating violence alone. This October, wear a little purple with your pink to honor survivors and raise awareness about prevention. Your story matters, your safety matters, and support is available. Together, we can break the silence and build a future free from abuse. #WALPWYP #SurvivorStrong #StrongerTogether
- Early detection saves lives. Being aware of your personal risk factors helps you make smarter choices for your health. Take charge of your health today! #WALPWYP #BreastCancerAwareness #StrongerTogether
- Did you know Tennessee ranks in the top 10 states for women who lose their lives to intimate partner violence—and 1 in 8 women are diagnosed with breast cancer in our state each year? Let's change those numbers. Start with awareness. Stand for both health and safety. #WearALittlePurpleWithYourPink #DomesticViolenceAwareness

Social Media Graphics



Wear a Little Purple with Your Pink

In October, we recognize two important causes—Breast Cancer and Domestic Violence Awareness.

Need help? Call Tennessee's 24-hour Domestic Violence Hotline 1-800-356-6767



Wear a Little Purple with Your Pink

October honors Breast Cancer and Domestic Violence Awareness. Schedule your mammogram today. If you're in danger, call Tennessee's 24-hour Hotline: 1-800-356-6767.



October unites two causes—Breast Cancer and Domestic Violence Awareness. Schedule your mammogram. If you're in danger, call the TN 24-hour Domestic Violence Hotline: 1-800-356-6767.

Wear a Little Purple with Your Pink



Social Media Graphics



Wear a Little Purple with Your Pink

1 in 8 women will be diagnosed with breast cancer in Tennessee. Call your provider or health department to schedule your mammogram today!



Wear a Little Purple with Your Pink

October honors two powerful causes—Breast Cancer and Domestic Violence Awareness. TDH and partners unite them in one bold campaign to protect, uplift, and empower women.



Wear a Little Purple with Your Pink

Tennessee ranks among the top 10 states for women killed by men.
Need help? Call Tennessee's 24-hour Domestic Violence Hotline 1-800-356-6767



***[Become part of the movement, download & share the full toolkit here!](#)**

Resources

Breast Cancer Resources

- Tennessee Breast and Cervical Screening Program (tn.gov)
- Tennessee Cancer Coalition (tn.gov)
- Tennessee Comprehensive Cancer Coalition (LinkedIn)
- Tennessee Comprehensive Cancer Control Program (tn.gov)
- USPSTF Recommendations for Breast Cancer Screening
- What is Breast Cancer? | CDC
- What Can I Do to Reduce My Risk of Breast Cancer? | CDC
- Bring Your Brave Campaign | Centers for Disease Control (CDC)
- Can I Lower My Risk of Breast Cancer? | American Cancer Society (ACS)

Domestic Violence Resources

- Be the Friend | Tennessee Coalition to End Domestic & Sexual Violence Love Is Respect National Teen Dating Abuse Helpline: 1-866-331-9474 National Domestic Violence Hotline: 1-800-799-7233
- National Resource Center on Domestic Violence (NRCDV)
- The National Sexual Violence Resource Center (NSVRC)
- Prevent Domestic Violence in Your Community | CDC
- Preventing Intimate Partner Violence | CDC
- Rape, Abuse & Incest National Network's (RAINN) National Sexual Assault Hotline and Live Chat: 1-800-656-HOPE (4673)
- Sexual Assault Center (SAC): 1-866-811-7473
- Tennessee Coalition to End Domestic & Sexual Violence

Family Planning Resources

- Family Planning Services (tn.gov) Family Planning Telehealth: 1-833-690-0223 (call to schedule an appointment)

Mental Health, Substance Abuse & Human Trafficking Resources

- Tennessee Human Trafficking Hotline: 1-855-55-TNHTH
- TN REDLINE (substance abuse treatment): 1-800-889-9789 (call or text)
- Department of Mental Health & Substance Abuse Services (tn.gov) Domestic & Sexual Violence Hotline: 1-800-356-6767 National Human Trafficking Hotline: 1-888-373-7888
- National Suicide Prevention Lifeline: 1-800-273-TALK

Contact



Partner with Us!

Join the Tennessee Department of Health in raising awareness about breast cancer and domestic violence—two critical issues impacting women in our state.

Partner with us to share lifesaving messages and trusted resources and bring campaigns like Wear a Little Purple with Your Pink to your community. Together, we can support women's health, safety, and strength year-round.



For questions about the WALPWYP campaign or to explore partnership opportunities, contact:

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Maternal Health
Division of Family Health and Wellness

**Scan to download
Toolkit assets and
learn more about
the WALPWYP
campaign.**

