



Pennsylvania Pink and Pearl Campaign

2024

Breast and Lung Cancer Screening Toolkit



Pennsylvania
Department of Health

pennsylvania
Cancer Coalition

Pennsylvania Pink and Pearl Campaign 2024 Toolkit

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ABOUT THIS TOOLKIT

In October and November, the Pennsylvania Comprehensive Cancer Control Program (PA CCCP), the Pennsylvania Breast and Cervical Cancer Early Detection Program (PABCCEDP), the Pennsylvania Cancer Registry (PCR), and the Tobacco Use Prevention and Control Program invite you to engage with your community to promote awareness of both breast and lung cancer, which are prevalent in women across our state. According to the most recent PCR data set (2021), 11,641 Pennsylvania females were diagnosed with breast cancer and there were 1,882 deaths due to the disease. Additionally, in 2021, 5,046 women were diagnosed with lung cancer, and there were 2,896 lung cancer deaths. More women were diagnosed with breast cancer than lung cancer, but lung cancer deaths were over two times greater than breast cancer among PA women.

This toolkit is designed to help cancer screening stakeholders and community partners implement evidence-based practices and unique strategies when communicating information about breast and lung cancer screening, prevention, and risk reduction.

WHAT IS THE PINK AND PEARL CAMPAIGN?

Breast cancer is the most diagnosed cancer in women in Pennsylvania. *PINK* is easily recognized and associated with breast cancer awareness. This campaign adds a new color, *PEARL*, which represents lung cancer, the leading cause of cancer death in Pennsylvania among men and women. The Pink and Pearl Campaign brings awareness to *both breast and lung cancer* to encourage women to get the recommended cancer screenings.

WHAT IS THE PENNSYLVANIA COMPREHENSIVE CANCER CONTROL PROGRAM?

[Pennsylvania Comprehensive Cancer Control Program \(pa.gov\)](https://www.pa.gov)

The PA CCCP in the Division of Cancer Prevention and Control of the Pennsylvania Department of Health monitors public health, establishes statewide goals for cancer control, and implements and evaluates state cancer plan objectives to address the cancer burden.

The 2023-2033 Pennsylvania Cancer Control Plan (Cancer Plan) serves as a blueprint that provides coalition partners and stakeholders with a coordinated framework to guide state cancer efforts to reduce cancer incidence and mortality. Cancer control efforts are aimed at preventing cancer; increasing cancer screening and early diagnosis; promoting equitable access to high-quality diagnostics, treatment, and services; and improving the quality of life and support for cancer survivors and caregivers.

WHAT IS THE PENNSYLVANIA BREAST AND CERVICAL SCREENING PROGRAM?

[Pennsylvania Breast and Cervical Cancer Screening Early Detection Program \(pa.gov\)](https://www.pa.gov)

The PABCCEDP is a free breast and cervical cancer screening program of the Pennsylvania Department of Health. It is paid for by the Department of Health with funding the Department receives from the Centers for Disease Control and Prevention.

Individuals requiring treatment for breast or cervical cancer, or precancerous conditions of these diseases, may qualify for free treatment through the Department of Human Services (DHS) - Breast and Cervical Cancer Prevention and Treatment Program (BCCPT).

WHAT IS THE PENNSYLVANIA CANCER REGISTRY?

[Pennsylvania Cancer Registry \(pa.gov\)](https://www.pacancerregistry.org/)

The PCR is a statewide data system responsible for collecting information on all new cases of cancer diagnosed or treated in Pennsylvania. The PCR has had statewide data collection since 1985. Information collected on each case includes patient demographics and medical information about the type of cancer, how far the cancer spread at the time of diagnosis, and the first course of treatment provided. The most current cancer data can be found on the Department of Health [Cancer Statistics](#) web page.

WHAT IS THE PENNSYLVANIA TOBACCO USE PREVENTION AND CONTROL PROGRAM?

[Pennsylvania Division of Tobacco Prevention and Control \(pa.gov\)](https://www.doh.pa.gov/Programs/Prevention/Pages/Tobacco-Prevention-and-Control.aspx)

Pennsylvania's statewide comprehensive tobacco-use prevention program consists of initiatives such as the PA Free Quitline, efforts to counter tobacco marketing, surveillance of tobacco sales to minors, promotion of clinical-practice guidelines for assessment and treatment of tobacco addiction and program evaluation.

Pennsylvania's Division of Tobacco Prevention and Control (PA-DTPC) has four goals:

- Prevent initiation of all tobacco product use among youth and young adults.
- Promote quitting among adults and youth.
- Eliminate exposure to secondhand smoke.
- Advance health equity by identifying and eliminating commercial tobacco product-related inequalities and disparities.

WHAT IS THE PENNSYLVANIA CANCER COALITION?

[Pennsylvania Cancer Coalition](https://www.pccancercoalition.org/)

The Pennsylvania Cancer Coalition (PCC) is a statewide group that uses individual and collective resources to conduct comprehensive cancer control activities through implementation of the Cancer Plan. The Cancer Plan guides coalition activities by using data to identify cancer priorities, cancer disparities, and risk factors for cancer. The PCC selects evidence-based interventions and strategies to reduce the cancer burden, focusing on cancer prevention, promoting early detection and treatment, supporting cancer survivors and caregivers, and promoting health equity. Membership is open to all cancer stakeholders, including private and non-profit organizations, health care providers and organizations, business coalitions, academic institutions, local regional and state government agencies, researchers, cancer survivors, and individuals.



Promoting Breast and Lung Cancer Screening Awareness this October and November

About the Campaign:

Pink is easily recognized and related to breast cancer awareness, which is the leading new cancer in women in Pennsylvania. This campaign adds a new color, pearl, which represents lung cancer, the leading cause of cancer death in Pennsylvania. The Pink and Pearl Campaign brings awareness to both breast and lung cancer to encourage women to get their recommended cancer screenings.

Pink and Pearl Day:

To celebrate the campaign, the PA CCCP invites you to wear your pink and pearls on **Friday, November 1**, for the first annual Pink and Pearl Day.

Please take pictures in your pink and pearls! We invite you to post your pictures on social media along with two hashtags **#PAPinkandPearl** and **#MyPinkandPearlWhy**.

Please share your personal connection with this campaign, such as personal stories about breast or lung cancer.



Screening Recommendations:

Breast cancer screening guidelines by age:

- Women aged 40-44: Choice to start annual mammograms.
- Women aged 45-54: Annual mammogram.
- Women aged 55 and older: May switch to mammogram every 2 years or continue with annual mammogram.
- Women at high risk: Mammogram and breast MRI every year starting at age 25-40.

Lung cancer screening:

- Men and Women ages 50-80 who currently smoke or used to smoke a pack a day for 20 years (20-pack years)
- The lungs are screened using low dose computed tomography (LDCT).
- Shared decision between you and your doctor (talk to your primary care doctor or gynecologist)

Risk Factors



BREAST

Increased Age
Genetic Mutation
Reproductive History
Dense Breasts
Family History
Physical Inactivity
Taking Hormones
Drinking Alcohol

Being Overweight or Having Obesity After Menopause
Previous Treatment Using Radiation Therapy to the Chest or Breasts
Exposure to the Drug Diethylstilbestrol (DES)

BOTH

Smoking or Using Tobacco Products
Increased Age

LUNG

Smoking or Using Tobacco Products
Secondhand Smoke
Exposure to Radon Environmental Exposures
Radiation Therapy
Air Pollution
Personal or Family History of Lung Cancer



Resources:

- [PA Breast and Cervical Cancer Early Detection Program](#) This website contains toll-free phone numbers based on your area of residence.
- [Breast Cancer Screening Guidelines](#)
- [Breast Cancer Resources to Share | Breast Cancer | CDC](#)
- **Pennsylvania Tobacco Quitline:** 1-800-QUIT-NOW (784-8669) or 1-855-DEJELO-YA (335-3569)
Website: [Quitline \(pa.gov\)](http://Quitline.pa.gov).
- Find a lung cancer screening location near you: [Lung Cancer Screening Locator Tool | American College of Radiology \(acr.org\)](#)
- [American Lung Association: Saved By the Scan](#)

Outreach Strategies/Resources:

This toolkit focuses on print materials and provides language for media/local observances and social media content. Specifically, there is an informational sheet (see rack card), appointment reminder card, general breast and lung cancer screening flyer, and suggested social media content using the hashtags #PAPinkandPearl and #PAPinkandPearlMyWhy. 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 1, 2024, the PA CCCP invites 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 #PAPinkandPearl and #PAPinkandPearlMyWhy.

Attachment A – Palm Card – This card contains the PA Quitline information.

Attachments 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.

Attachment C – Rack Cards – 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.

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.

Social Media Posts – This section includes suggested posts and graphics for use throughout October and November to encourage breast and/or lung cancer screening.

For original materials, please reach out to Jennifer King at jennifekin@pa.gov or the Division of Cancer Prevention and Control at RA-DHCANCER@pa.gov



SOCIAL MEDIA

Sample Posts – Breast Cancer

This October and November, please join the Pennsylvania Cancer Coalition in promoting the Pink and Pearl Campaign 2024! Our mission? To increase awareness of breast and lung cancer screening across the Commonwealth of Pennsylvania.

#PAPinkAndPearl
#BreastCancerAwarenessMonth
#LungCancerAwarenessMonth



- 1 in 8 women will be diagnosed with breast cancer in their lifetime.
- 1 in 10 breast cancer survivors are diagnosed between ages 40-45.
- Learn about risk factors and symptoms of breast cancer in young women [here!](#)

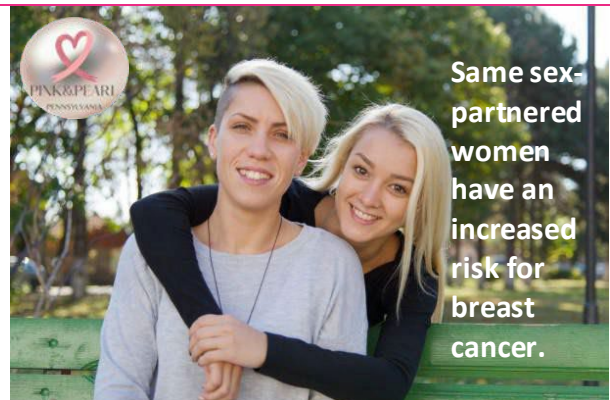
#BreastCancerAwarenessMonth



According to research, same sex-partnered women have an increased risk for breast cancer. Talk to your doctor about breast cancer screening today.

<https://bit.ly/3Kught5>

#BreastCancerAwarenessMonth



Are you between the ages of 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!](#)

#BreastCancerAwarenessMonth




Breast cancer is the most diagnosed cancer among Pennsylvania women.

Lung cancer is the leading cause of cancer deaths among Pennsylvania women.

If you are a current or former tobacco user, talk to your medical provider about Lung Cancer Screening when scheduling or discussing your annual mammogram.

#PAPinkAndPearl



Tweet This

Knowing your family history can help determine your risk of #BreastCancer. Learn more from My Family Health Portrait: <http://bit.ly/2MIKUQ>

No-cost mammograms are available at some professional medical facilities. Call 1-800-4- CANCER to schedule your mammogram today. <http://bit.ly/2LkhvZM>

Judi, a #BreastCancer survivor, reminds us that early detection can be the key to living. Hear more from survivors here: <http://bit.ly/2MqWZVW>

Although mammograms cannot prevent breast cancer, a mammogram is the best primary screening tool to find breast cancer early when it is easier to treat. Watch this video from the FDA Office on Women's Health to learn more.

<https://youtu.be/slq3TB7cvAc>



Breast cancer is the most common cancer in women in the United States, it accounts for about 30% (or 1 in 3) of all new female cancers each year.

Talk to your doctor to find out if you qualify for breast cancer screening!

[Screening for Breast Cancer | Breast Cancer | CDC](#)

#BreastCancerAwarenessMonth



Breast Cancer Screening for Transgender People

[Transgender People - Susan G. Komen®](#)

#BreastCancerAwarenessMonth



Sample Posts – Lung Cancer



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.

#PAPinkPearlMyWhy
#BreastCancerAwarenessMonth
#LungCancerAwarenessMonth



The cost of lung cancer screening is covered by Medicaid, Medicare, and most private insurers for those that meet the screening guidelines.

[Is lung cancer screening covered under your insurance?](#)

#LungCancerAwareness

#PAPinkAndPearl



It takes less than 10 seconds to complete LDCT lung cancer screening. Most people will not have to change their clothes!

[About The New Low-Dose CT Lung Cancer Screening Test | American Lung Association](#)

#LungCancerAwareness #PAPinkAndPearl

4 Advantages of Low-Dose CT

- 1. DETAIL IS KEY!**
LDCT provides more detailed imaging than traditional chest x-rays, detecting even the smallest abnormalities.
- 2. SAFETY FIRST!**
LDCT gives off 90% less radiation than a conventional CT scan. Additionally, the exam requires no imaging contrast.
- 3. SPEEDY!**
LDCT usually takes less than 10 minutes. Images are taken during a single breath hold.
- 4. MORE ACCURATE!**
More detailed images means more accurate diagnoses. Research shows that LDCT scans save more lives of those at high risk of lung cancer than traditional chest x-rays.

#LungCancerAwareness

As we move from #BreastCancerAwarenessMonth to #LungCancerAwarenessMonth, it's a good time to talk about the importance of lung cancer screening. [Screening for Lung Cancer | Lung Cancer | CDC](#) Talk to your doctor about your lung cancer risks to this November!

#PAPinkAndPearl

DETECTING LUNG CANCER EARLY COULD SAVE YOUR LIFE.

#LungCancerAwarenessMonth

What is your reason for receiving lung cancer screening?

Tell us using the hashtag
#PAPinkPearlMyWhy

#LungCancerAwareness



The LGBTQ+ community has a higher-than-average rate of smoking, the leading cause of lung cancer. Find out more at [Outlast Tobacco - National LGBT Cancer Network \(cancer-network.org\)](https://www.outlasttobacco.org) and talk to your doctor about the benefits of lung cancer screening.

[Cancer Facts for Lesbian and Bisexual Women | American Cancer Society](https://www.cancer.org/american-cancer-society)

#LungCancerAwareness

#PAPinkAndPearl



Printable CAMPAIGN MATERIALS

Attachment A: Smoking Palm Card

(Front)

(Back)

Pennsylvania Pink & Pearl Campaign #PAPINKANDPEARL

When you smoke, you are increasing your risk for both breast and lung cancer. The most important thing you can do is to stop smoking today!



In partnership with the Division of Cancer Prevention and Control and the Division of Tobacco Prevention and Control

Call the Pennsylvania Tobacco Quitline today! *Get started for free!*

PA Free Quitline
1-800-QUIT-NOW (784-8669)
1-855-DEJELO-YA (335-3569)
PA.Quitlogix.org

Quitting tobacco is a process. If you have thinking about quitting, are not yet ready to quit, or have already quit, PA Free Quitline can help you with every step of the way.



Free, Convenient, Safe & Secure



Printable CAMPAIGN MATERIALS

Attachment B – Appointment Card

(Front)

| | |
|--|---|
| <p>Breast Screening</p> <p>Date ____ / ____ / ____</p> <p>Time _____ am / pm</p> <p>Location _____</p> | <p>Lung Screening</p> <p>Date ____ / ____ / ____</p> <p>Time _____ am / pm</p> <p>Location _____</p> |
|  <p>Pennsylvania Department of Health</p> <p>pennsylvania Cancer Coalition</p> |  <p>PINK & PEARL PENNSYLVANIA</p> |


(Back)



Attachment C: Rack Card (4 x 9)

(Front)

BREAST CANCER SCREENING



WHY IS BREAST CANCER SCREENING IMPORTANT?

- Breast cancer is ranked first for new cases of cancer among women in Pennsylvania.
- Breast cancer deaths are second only to lung cancer deaths among women in Pennsylvania.
- 1 out of every 8 women will develop breast cancer in her lifetime.
- Black and white women are diagnosed with breast cancer at similar rates, but black women are more likely to die from the disease.
- A woman's risk for breast cancer increases if she has a first-degree relative (mother, daughter, or sister) or multiple family members on either side of the family with breast or ovarian cancer.

Breast screening can detect cancer before symptoms appear and cancer spreads. Early detection of breast cancer leads to earlier treatment and better outcomes.

WHO SHOULD BE SCREENED?


- **Women aged 40-44:** Choice to start annual mammograms.
- **Women aged 45-54:** Annual mammogram.
- **Women aged 55 and older:** May switch to mammogram every 2 years or continue with annual mammogram.
- **Women at high risk:** Mammogram and breast MRI every year starting at age 25-40.

HOW DO I GET SCREENED?

- Talk to your doctor and share your family history to determine when you should start breast cancer screening.
- If you have insurance, ask your provider for a referral or to schedule your mammogram.
- If you are uninsured or under insured, you may qualify for free breast cancer screenings through the Pennsylvania Breast and Cervical Cancer Early Detection Program (PA-BCCEDP).

(Back)

LUNG CANCER SCREENING



WHY IS LUNG CANCER SCREENING IMPORTANT?

- Lung cancer is ranked second for new cases of cancer among women in Pennsylvania.
- Lung cancer has the highest death rate among women in Pennsylvania.
- According to the American Lung Association, as of 2022, only 7.4% of Pennsylvanian's who have a high risk of lung cancer have been screened.

Lung cancer screening can detect cancer before symptoms appear and cancer spreads. Early detection of lung cancer leads to earlier treatment and better outcomes.

WHO SHOULD BE SCREENED?

According to the American Cancer Society's 2024 updated screening guidelines:

- **All persons aged 50-80 years:** who currently or formerly smoked and
- Have smoked a pack (20 cigarettes) or more a day for 20 years (**20 pack-year**).

HOW DO I GET SCREENED?

- The lungs are screened using Low dose computed tomography (Low-dose CT).
- The screening exam takes about 5 minutes, and in many cases, you do not even have to undress.
- Talk to your doctor about getting screened and the risks associated with screening.
- Determining if you are eligible and should be screened for lung cancer is a **Shared decision between you and your doctor.**

To learn more go to [American Lung Association](#) or Scan here:

