

Tennessee Pink & Pearl Campaign

Promoting Breast and Lung Cancer Awareness
this October and November

IN PARTNERSHIP WITH TN COMPREHENSIVE CANCER CONTROL PROGRAM, TN BREAST AND CERVICAL SCREENING PROGRAM, TN CANCER REGISTRY AND TN TOBACCO USE PREVENTION AND CONTROL PROGRAM

About the Campaign:

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



Pink and Pearl Day:

To celebrate the campaign, we invite you to wear your pink and pearls on **Friday, November 5th** for second 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 our two hashtags **#TNPinkandPearl** and **#MyPinkandPearlWhy**. Please share your personal connection with this campaign, such as personal stories about breast or lung cancer, or how you have taken action to reduce risk factors, such as quitting smoking.

Resources:

TN Breast and Cervical Screening Program:

Hotline: 1-877-969-6636

Website: <https://www.tn.gov/health/health-program-areas/fhw/mch-cancer.html>.

Tennessee Tobacco Quitline:

Quitline: 1-800-QUIT-NOW

Website: <https://www.tn.gov/health/health-program-areas/fhw/tobacco.html>