



Pennsylvania Pink and Pearl Campaign **2025**

Breast and Lung Cancer Screening Toolkit



Pennsylvania
Department of Health

pennsylvania
Cancer Coalition

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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 (2022), 11,831 Pennsylvania females were diagnosed with breast cancer and there were 1,883 deaths due to the disease. Additionally, in 2021, 5,168 women were diagnosed with lung cancer, and there were 2,944 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 PA BCCEDP 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.pa.gov/cancer)

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](#)

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](#)

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 7**, for 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 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 \(pa.gov\)](#).
- 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 on the following pages.

Pink and Pearl Day is the first Friday in November each year. This year, on Friday, November 7, 2025, 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 and C – 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 D – 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.

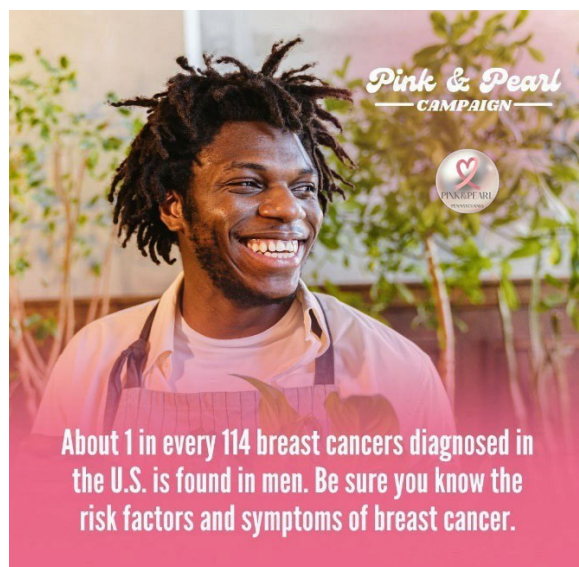
For original materials, please reach out to Jennifer King at jennifekin@pa.gov



SOCIAL MEDIA

Sample Posts – Breast and Lung Cancer

This October and November, please join the Pennsylvania Cancer Coalition in promoting the Pink and Pearl Campaign 2025! Our mission? To increase awareness of breast and lung cancer screening across the Commonwealth of Pennsylvania.





DON'T FORGET YOUR LUNGS

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

#PinkandPearl #MyPinkandPearlWhy



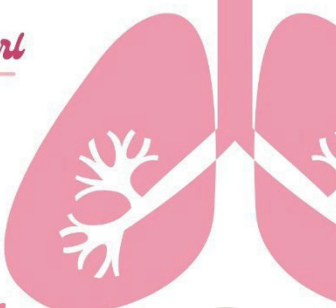


CIGARETTE SMOKING IS THE #1 RISK FACTOR FOR LUNG CANCER

#PinkandPearl #MyPinkandPearlWhy

Pink & Pearl
— CAMPAIGN —

Pink & Pearl
— CAMPAIGN —



Lung Cancer is the #1 Cause of Cancer Deaths in the US.



Talk to your provider about lung cancer screening.

Pink & Pearl
— CAMPAIGN —




Don't let appointment anxiety keep you from taking charge of your health. Talk to your provider about the screenings that are right for you.



Early detection of lung cancer is when the disease is **MORE TREATABLE**

If you smoke or used to smoke, ask your doctor about lung cancer screening.

LUNG CANCER SCREENING

Is covered by Medicare, Medicaid and most private insurers.

If you smoke or used to smoke, ask your doctor if you are eligible for lung cancer screening.




Printable CAMPAIGN MATERIALS

Attachment A: Smoking Palm Card

(Front)

**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

(Back)

**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 are 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)



*Early Detection is
the Best Protection*

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

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(Back)

*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:



Attachment C- Appointment Card

(Front)



*La Detección /
Temprana es la
Mejor Protección*

Campaña
— ROSA & PERLA
de Pennsylvania

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

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(Back)

*¡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:

Attachment D: Rack Card (4 x 9)

(Front)

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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 Pennsylvania women. 1 out of every 8 women in Pennsylvania 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 the PA Breast and Cervical Cancer Early Detection Program to see if you qualify for free screenings.

Call the hotline that covers the county where you live.
Bucks, Chester, Delaware, Montgomery, Philadelphia Counties
AccessMatters: 1-800-848-3367
All other Pennsylvania Counties
Adagio Health 1-800-215-7494

(Back)

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WHY IS LUNG CANCER SCREENING IMPORTANT?

Lung screening detects cancer before symptoms appear. Lung cancer is the most common cause of cancer deaths in Pennsylvania. Compared to other states across the U.S., Pennsylvanians 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.



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