

Mammography Saves Lives



Pink Ribbon Sunday

Mammography Awareness Program

A Guide for African American and Hispanic
Community Leaders



Dear Friends:

I invite you to join us in the fight against breast cancer. Become a member of our Pink Ribbon Sunday team.

Across the country, congregations of all denominations are helping to save lives by joining the **Pink Ribbon Sunday Program** developed by the U.S. Food and Drug Administration Office of Women's Health (OWH). The program provides leaders like you with free resources to help educate the women in their church and community about mammography. This education is vitally important because mammography is the best tool we have to detect breast cancer early.

The Pink Ribbon Sunday program works with churches, mosques, and temples because they are a main source of spiritual and economic support for African American and Hispanic communities. The program provides religious institutions with a guide and free resources to help them develop mammography awareness activities. The first Pink Ribbon Sunday campaign was conducted at 153 churches in Houston, TX in partnership with the local American Cancer Society. The program has since expanded nationwide to include rural and urban communities from Georgia to Puerto Rico and Washington, DC to Oklahoma. The Pink Ribbon Sunday Program has reached over 100,000 women and with your help this number will continue to grow.

As an active member of your congregation, you can play an instrumental role in this program. You can use your influence to raise awareness, provide hope, and inspire others to respond to this vital women's health issue. It is easy. Just follow the five simple steps outlined in this guide to organize a Pink Ribbon event in your community.

I encourage you to read this Pink Ribbon Sunday guide to learn how you and your congregation can create a mammography awareness activity that will promote action and maybe even save women's lives.

Your efforts can also motivate other congregations. We would like to share your success stories on our website. The back cover lists our address. I look forward to hearing from you.

Sincerely,

Marsha Henderson

Assistant Commissioner for Women's Health
U. S. Food and Drug Administration



Diabann Carroll

Award-winning Actress, Singer and Cancer Survivor



Dear Friends,

Many of you may know me from my ground-breaking performances as an actress and singer. Throughout my career, I have strived to depict strong women who epitomize “glamour, integrity, and ageless beauty.” I have learned over the years that the secret to real beauty comes from taking time to care for my health.

I am a breast cancer survivor. I am here today because I took the time to get screened. My lump was discovered early by a routine mammogram, and I was successfully treated.

Before I was diagnosed, breast cancer was the last thing on my mind. I did not have a family history of the disease. Thankfully, I did not let that stop me from getting regular mammograms. **Mammography helped save my life.**

All women, particularly African American women, must get regular mammography screenings. African American women have the highest death rate from breast cancer partly because we often do not get screened. Mammograms can help find lumps early when you have the best chance for a full recovery.

The **Pink Ribbon Sunday** program gives you the tools to educate others about the power of early detection of breast cancer through mammography. Use your voice to encourage your sisters, friends and neighbors to get regular mammograms.

My experience with breast cancer taught me that the key to good health is regular health screenings. I can testify that mammograms can help you survive breast cancer and enjoy a long life with style and grace.

Sincerely,

Diabann Carroll



Mayte Prida

Spanish Television Host, Author and Cancer Survivor



Dear Friends,

I am Mayte Prida, a mother, a sister, a daughter, a friend, an author, a Spanish television host, but most importantly, a cancer survivor. I was diagnosed with stage 3 breast cancer in 2001. When I received the news I was in total shock. I didn't fit the medical "profile" for the disease and there was no history of breast cancer in my family. I had never imagined that at the age of 38 and as a single mother with no health insurance, I would ever face such a monumental challenge.

The road to recovery has not been easy, but it has been full of blessings. One such blessing is the opportunity I now have to help others who are dealing with this illness. That is why I am honored to participate in the **Pink Ribbon Sunday** program because it is a great tool to spread awareness about the importance of regular screenings.

Breast cancer is the number #1 cancer killer for Hispanic women in the United States. Why? Because there is still a stigma of shame attached to the disease. And as a result, people don't speak about their "secret burden"—even with their families. In order to save lives, we need to break this cycle.

Since early detection is the key to survival, **let's make it a habit to do a breast self examination every month and get regular mammography screenings.** Thankfully, there are many programs available to help us. While scientists continue to search for a cure, we must take care of ourselves.

Life is precious and unique. Even when we face difficulties, life is definitely worth living!

Mucha Luz and good health,

Mayte Prida

SHARE THE GOOD NEWS...

Early Detection is the Best Protection

We all know someone who has been affected by breast cancer – a friend, mother, sister or maybe even you. About one in eight women in the United States will get breast cancer during her lifetime. Each year, nearly 40,000 women die from breast cancer. Breast cancer has had a devastating toll on African American and Hispanic women. African American women have the highest breast cancer death rate for all women. Breast cancer is also the leading cause of cancer deaths among Hispanic women.

There is Good News

We know that early detection of breast cancer can help to improve a woman's chance of survival. Mammography is the best tool for finding breast cancer early.

- Regular mammography screenings can help to save lives.
- More than 90% of women who find and treat their breast cancer early are cancer-free at five years.
- About 60% of breast cancer cases are diagnosed before they spread.
- Many breast lumps are not cancerous – **see your doctor right away to be sure.**
- The Food and Drug Administration (FDA) inspects all mammography facilities to make sure that they meet the same high quality standards.

The Pink Ribbon Sunday program was created to tell African American and Hispanic women the good news about mammography. Pink Ribbon activities help to educate women about mammography and to encourage them to take charge of their breast health by getting regular mammography screenings.

You Can Help

By getting your place of worship involved in the Pink Ribbon Sunday mammography awareness program, you may help to save lives. The Pink Ribbon Sunday program is simple and easy to implement. This guide provides sample activities, materials, and resources that will help you to organize Pink Ribbon Sunday activities and events for your congregation and community. In this guide, you will find:

- Basic Facts about Mammography
- 5 Simple Steps for Organizing a Pink Ribbon Activity
- Tips for Identifying Resources in Your Area
- Sample Flyers and Announcements

The guide is written for churches. However, it can be used by a variety of groups such as social clubs, sororities, community organizations, fitness clubs, and health groups.

PINK RIBBON SUNDAY...

Monday, Tuesday, Wednesday, Thursday, Friday, Saturday



The program got its name because the first activities were held at churches on Sunday. However, Pink Ribbon events can be held any day of the week depending on the beliefs and preferences of your community. You can have a Pink Ribbon Friday or Pink Ribbon Days that span an entire week.

Also, remember that you are not required to conduct your activities during the regular church service. Activities can be held after service, on Saturday, or in the evening during the week. For example, one church held a Pink Ribbon luncheon after the Sunday service.

ENLIGHTENING NEWS...

Learn the Facts about Mammography

It is important that you know the facts about mammography before you start planning your Pink Ribbon Sunday activities.

FACT #1

Every woman should work with her doctor or nurse to develop a breast health plan. Women should know the factors that may increase their risk for breast cancer. Women should also talk with their health care providers to find out when they should start getting mammograms.

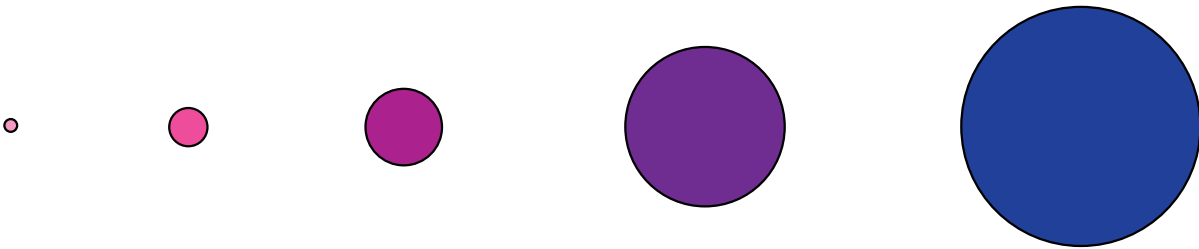
FACT #2

A mammogram is a low-dose x-ray picture of the breast. A trained expert takes several pictures of your breast. A specialist called a radiologist then examines the pictures. There is no risk of triggering cancer in healthy cells from the radiation given off from the equipment used.

Women have the right to get written results of their mammograms and the original mammogram pictures, not copies.

FACT #3

Mammograms can detect breast lumps when they are very small and long before they cause symptoms or problems. It can find breast cancer that is too small for a woman or her doctor to feel.



Mammograms are not perfect, but they are the best way to find small lumps. The smallest circle shown above gives you an idea of the size lump that may be detected by routine mammography. The largest circle shows the size lump that may be detected by a breast self-exam.

The circles do not represent actual sizes of breast lumps.

FACT #4

All facilities that offer mammograms in the United States must meet the same high standards set by the Food and Drug Administration (FDA). In fact, it's a law called the Mammography Quality Standards Act (MQSA). Under MQSA, the FDA inspects the safety and reliability of all mammography facilities like hospitals, clinics, x-ray centers, and mobile vans that offer mammograms.

Always look for the MQSA certificate. It shows that the staff has completed special training and that the equipment has been properly inspected.



FACT #5

Women with disabilities and women with breast implants can get mammograms. There are accessible mammography facilities for women with disabilities. To find an accessible facility, women should contact their insurance company, local health department, or national organizations like the American Cancer Society. Women with breast implants should tell their providers when they make their appointment to get a mammogram.

FACT #6

Women should talk to their doctor to see if digital mammography is right for them. Digital mammograms are pictures of the breast that are viewed on a computer. Regular mammograms are viewed on X-ray film. Some women should consider having a digital mammogram:

- Women under 50 years old.
- Women with “dense” breasts. (Breasts that have more tissue than fat.)

PINK RIBBON SUNDAY...

It's Easy

Planning a Pink Ribbon event is easy. Follow the five simple steps described here to plan and implement activities for your congregation or community.

Step 1 – Get Support from Church Leadership

Your first and most important step is to meet with your church leadership and/or health ministry to get their support for the Pink Ribbon Sunday program.

- Share the facts about mammography and tell them why it is important to educate the women in your community about mammography screening for breast cancer.
- Motivate church leaders with your ideas for Pink Ribbon Sunday events.
- Get the clergy and faith members to commit to the program.

Step 2 – Start Planning

Once you have the support of your church leadership, it is time to start planning. Meet with the health ministry or group of volunteers to decide how much time, energy, and resources your congregation wants to commit to the program. The planning group will need to decide if you want to conduct a simple activity or an advanced activity for your congregation.

Simple activities are easy to implement and require less time and resources. You may choose to do simple activities if you have a small church or a limited budget.

Advanced activities require more planning, volunteers, and resources. Advanced activities may also be open to the larger community and not just your congregation. You will have to account for larger crowds and increased demand for materials.



PINK SUNDAY

The King's Chapel AME Church in Anderson, SC held a month-long breast cancer awareness initiative which included a Pink Sunday program. The church had a talk by a guest speaker, served pink lemonade, and challenged members to a Pink Ribbon word search puzzle.

Some congregations start with simple activities and then work their way up to more advanced events. Your planning group will need to determine what is realistic for your congregation.

Examples of simple and more advanced Pink Ribbon activities are provided below.

SIMPLE ACTIVITIES

- Add mammography information to the church bulletin.
- Set up a table after services to distribute free FDA fact sheets on mammography.
- Host a small reception where you serve pink lemonade and cake while you discuss mammography screening.
- Provide a list of programs in your area that provide free or reduced cost mammograms.
- Designate a specific day to distribute pink ribbons and ask your congregation to wear pink (dresses, hats, ties, shirts), possibly at a service during National Breast Cancer Awareness Month.
- Hold a men's cook-off to raise money for a breast cancer organization.
- Organize a car pool to drive church members to their mammography appointments.

ADVANCED ACTIVITIES

- Organize a visit from a mobile van that offers mammography screenings.
- Invite a guest speaker, such as a breast cancer survivor or local representative from a breast cancer organization to speak to the congregation.
- Partner with other local churches to do a city-wide Pink Ribbon celebration.
- Conduct a church or community health fair, inviting local organizations and health centers to exhibit and provide information and screenings.
- Work with a local hospital to hold a walk or run event to create awareness.
- Host a prayer breakfast where ministers from local churches can listen to guest speakers talk about breast cancer.
- Arrange for a local doctor to do a radio or television interview to discuss mammography and breast cancer.

PINK RIBBON SUNDAY...

Spread the Word

Things To Consider

Regardless of the level of activity you choose, make sure that you research the mammography resources available in your community. There are a variety of organizations like hospitals, health departments, and non-profit agencies that may be able to help you to:

- Organize a Pink Ribbon event
- Join forces with one of their existing programs
- Identify resources like materials, free or low-cost screenings, and volunteers

You may also want to plan your activities and events to coincide with national health observances. This may help you to routinely schedule events, provide themes for activities, and increase the impact of your event by joining with other local and national organizations. Below are some observances that you may want to consider:

- National Mammography Day (October)
- National Breast Cancer Awareness Month (October)
- Mother's Day (May)
- National Cancer Prevention Month (January)
- Black History Month (February) or Hispanic Heritage Month (September/October)
- Select a day to observe the importance of health screenings
- National Minority Cancer Awareness Week (April)

Step 3 – Spread the Word: Promote Your Event

It is important that you promote your event. There are different strategies for spreading the word to your target audience. The strategy you choose will depend on the size of the crowd that you want to attend your Pink Ribbon Event. If you want to limit your activity to just your congregation, then you would not announce the activity to the public. However, if you are planning an activity for the entire community, then you may need to reach out to the media and other community groups to get the word out.

The following are examples of materials that can be used and modified to announce and promote your Pink Ribbon activities.

Note: Check the end of this guide for a sample promotional items that you can use in your events.

Flyers

Flyers, handouts, and cards are easy and inexpensive ways to promote your event and activities. They can be designed and formatted to fit your specific audience and printed in eye-catching colors and designs. Printed items can be used in the following ways:

- Posted on church bulletin boards or in areas that are well-traveled.
- Inserted in church newsletters and bulletins.
- Distributed during regular services or at other church activities.
- Copied and made available for members to distribute throughout your community, especially if you are promoting an activity outside of your church.

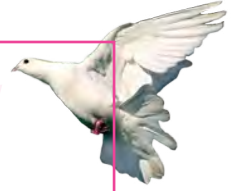
Church Bulletin Announcements

Another easy and inexpensive way of announcing an upcoming Pink Ribbon event is to publish a notice in your church bulletin or newsletter. You can print the announcement several weeks in advance of your event and reprint it as needed up to the day of the event. It can also be read to the congregation during services and church meetings. The same announcement can be sent to other churches and organizations for posting online and in newsletters.

PINK RIBBON SUNDAY...

Spread the Word

SAMPLE CHURCH BULLETIN ANNOUNCEMENT



Candlelight Prayer Vigil, {Insert date}

Join your fellow church members in celebrating and remembering the lives of loved ones we have lost to breast cancer, while recognizing the courageous survivors at **{Insert Location and Time}**. Information on breast cancer risk factors and mammography screening will be distributed to all participants. Please bring your family members, friends, and neighbors. Anyone wishing to remember a loved one or survivor can contact **{Insert Name}** for more information.

The previous tools are effective in promoting events within your congregation. For larger, community-wide activities you will need to expand your efforts. This may require the use of media outlets such as radio, television, newspapers, and popular websites. Just remember, promoting events through the media could lead to large crowds and the need for additional resources. Following are examples of successful ways to deliver messages to large audiences.

Public Service Announcement

A public service announcement (PSA) or community service announcement (CSA) can be used on radio or television to broadcast information about your event or activity. PSAs can be scripted and read “live” or taped for repeated broadcasting. PSAs can be done in various lengths (15 or 30 seconds), depending upon time constraints. They are intended to be used to raise the public’s awareness about your specific event. Check with local radio and television stations about free public service announcements.

PINK RIBBON SUNDAY...

It's Fun

Press Release

Whether you are promoting an upcoming event or announcing the success of a past event, you should consider using a press release. Press releases can help to educate not only your congregation but your community about what your church is doing. A press release can be distributed to TV or radio stations, newspapers, websites, health centers, clinics, and health advocacy organizations who can share the information with their members.

Step 4 - Implement Your Activities

It is important that you start preparing for your activity weeks in advance. The type of activities or events you choose will determine the necessary preparations. The following are some, but not all, of the items to take into consideration before each event.

THINGS TO CONSIDER

- Be sure to get the church leadership to approve the type of activity, date, time, and place before implementing each activity - no matter how simple. The announcements and flyers should also be approved.
- Estimate the number of participants and make sure that you have a facility that can accommodate your activity and the crowd.
- Identify and assign responsibilities to volunteers prior to the event. Have back-up volunteers available in case of an emergency.
- Ensure that you have enough supplies and materials for distribution (e.g., fact sheets, brochures, pink ribbons, pens, etc.). Have extra available.
- Make sure all speakers are approved by church leadership and have guest speakers send a copy of their presentation ahead of time.
- If needed, arrange for such items as a podium, platform, power source, microphone and sound system, lighting, projector, and screen.
- Make sure that the facility has been confirmed and paid for if necessary.
- Confirm outside participants (e.g., health providers, sponsors, mammography van, sponsors, media, etc.) and their role in events.
- Designate a person to provide information and answer questions about the event for attendees and media.

PINK RIBBON SUNDAY...

It's Empowering!

Step 5 - Follow-Up

Follow-up is important for ensuring the ultimate success of any event. You should take note of how church leaders and members felt about the event, how smoothly the planning went, and which promotional tools and activities were most effective. Conducting the appropriate follow-up can help you to evaluate the success of your event and help you to efficiently organize future activities. In addition, monitoring the success of your program can help reinforce your congregation's commitment to mammography awareness.

Keep Track of Your Successes

- Count the number of people who attended your health fair or other activity.
- Document the number of fact sheets or other materials you distributed.
- Track how many women had a mammogram at your event.
- Hold a post-event meeting with the planning committee to discuss the lessons learned (What worked and what didn't?).
- Compile the names and contact information for guest speakers and other individuals who assisted with your activities, since they may be able to help you with future activities.
- Send a note to the FDA Office of Women's Health about your event. We may want to tell others about the success of your activities.

PINK TEA AND PARADES IN ATLANTA



In 2002, a city-wide Pink Ribbon Celebration was held in Atlanta in October - Breast Cancer Awareness Month. A "Pink Tea Party" was held to recruit planning committee members from churches across Atlanta. The celebration also included a community parade and a "Battle of the Bands" where mothers and grandmothers turned out to watch their children compete. Breast health promotional events were conducted during the entire month including a health fair, prayer breakfast and an educational workshop that was supported by the Governor of Georgia, Georgia's Director of Women's Health, the Fulton County Department of Health and Wellness, and the FDA Office of Women's Health.

Follow up with event attendees and participants to keep the message of the Pink Ribbon Sunday program alive long after the event. Encourage Pink Ribbon participants to continue to have regular mammograms and to seek additional information and support from local and national resources when needed. Also, provide support to participants who may be diagnosed with breast cancer. There are many ways that you can help to keep your congregation motivated and empowered.

Provide Ongoing Support

- Create a car pool to help your members get to their mammogram appointments.
- Start a support group for women who are diagnosed with or have survived breast cancer.
- Create a buddy system to provide household help and emotional support to women undergoing breast cancer treatment.
- Hold follow-up activities throughout the year to continue to raise awareness about mammography.
- Include men and children in your activities. Breast cancer affects **the entire family** not just the person with the disease.

PINK RIBBON SUNDAY...

Connecting Women to Resources

Reaching Out to Local and National Resources

It is critical that your Pink Ribbon activity help point women in the right direction for breast cancer and mammography information and services. You should identify local and national resources that can provide a wide range of materials and support, including:

- Government agencies
- Local hospitals
- Managed care organizations
- Local health departments
- Clinics
- Cancer centers

Keep a file of this information at your place of worship for quick reference and remember to include telephone numbers and websites. We have done part of the work for you. The next two pages list some helpful resources.

Food and Drug Administration (FDA)

The FDA has free resources that you can use.

Pink Ribbon Sunday Website

Download flyers, outreach cards, and other resources.

www.fda.gov/pinkribbon

Free Mammography Materials

Get free fact sheets and brochures.

View or Download: www.fda.gov/womenshealthpubs

Order Free Bulk Copies:

English - <http://promotions.usa.gov/f06owhcard.html>

Spanish - <http://promotions.usa.gov/f11owhspanish.html>

FDA-Certified Mammography Facilities

Find facilities in your area.

www.fda.gov/findmammography

Additional Resources

Other federal government agencies and national health organizations provide information on mammography and breast cancer. Check these resources:

Health Resources and Services Administration (HRSA)

Free or low-cost mammography services
www.hrsa.gov/gethealthcare/affordable/index.html

National Cancer Institute

Information on breast cancer screening and treatment
www.cancer.gov/cancertopics/types/breast or call 1-800-4-CANCER

Centers for Disease Control and Prevention

Statistics and other information on breast cancer
www.cdc.gov/cancer/breast/ or call 1-888-842-6355

National Women's Health Information Center

General information on breast cancer and other women's health issues
www.womenshealth.gov/ or call 1-800-994-9662 or TDD: 1-888-220-5446

American Cancer Society

Information on all forms of cancer
www.cancer.org or call 1-800-ACS-2345

PINK RIBBON SUNDAY...

You Can Make a Difference

There are many reasons why women do not get recommended mammography screenings including: fear, time, concerns about cost, lack of knowledge about mammography, and limited access to health care services. By organizing a Pink Ribbon Sunday event for your church or community, you can help to reduce some of these barriers. You can help to distribute reliable health information, provide emotional support, and connect women to local resources. More importantly, you can serve as an inspiration and role model for the women in your community.

The Pink Ribbon Sunday program gives you the power to make a difference. The program is easy and fun to implement. Just follow the 5 simple steps:

1. Get Support from Church Leadership

2. Start Planning

3. Spread the Word

4. Implement Your Activity

5. Do Your Follow-up

These proven steps as detailed in this guide will give you the tools and resources you need to make your activity a success.

Help to promote good health. Start planning your Pink Ribbon Sunday activity today!

PINK RIBBON SUNDAY...

Promoting Your Activities

The samples that follow can be used to promote your Pink Ribbon Sunday event. Please feel free to copy these items and change the text to better suit your needs. You can also download sample promotional flyers and handouts at:

<http://www.fda.gov/pinkribbon>

The featured samples include a:

- Flyer
- Handout
- Information Card
- Press Release
- Public Service Announcement

Pink Ribbon Sunday



{Insert Name of Church}
{Insert Name of Activity}

Date:
Time:
Location:
Contact:

Sample Handout

THE GOOD NEWS

The Pink Ribbon Sunday program was created to tell African American and Hispanic women the good news about mammography.

Did you know?

- Regular mammogram screenings can help to save lives.
- Mammograms are the best tools we have to detect breast cancer early - improving a woman's chance of successful treatment.
- More than 90% of woman who find and treat their breast cancer early are cancer-free at five years.
- Many lumps are benign (non-cancerous) - **see your doctor right away to be sure.**
- About 60% of breast cancer cases are diagnosed before they spread.

Every mammography facility in the United States, including mobile vans, clinics, and doctors' offices, must be inspected and certified by the U.S. Food and Drug Administration (FDA).

To find a FDA-certified mammography facility in your area, go to:
www.fda.gov/findmammography

Sample Information Card



Did you know?

All mammography facilities
in the U.S. must be certified by the
Food and Drug Administration (FDA)

Find a facility in your area:

www.fda.gov/findmammography



Office of
Women's
Health

Sample Press Release

FOR IMMEDIATE RELEASE:

{Month, Day, Year}

CONTACT:

{Contact Name}

{Organization Name}

{Contact Telephone}

**{Insert Your Church Name} Holds Pink Ribbon Day
Program to Promote Early Detection of Breast Cancer**

{City, State} — {Your Church Name} will host Pink Ribbon Day on Sunday, **{Month, Day, Year}**, **{Location: Street Address, City, State}** to raise awareness about mammography screening for the early detection of breast cancer among African American women.

“Breast cancer affects the entire family not just the person with the disease,” **{Insert Your Faith-leader’s name}** said, “This is why the church is mobilizing the church family to help raise awareness about early detection.”

{Your Church Name} is urging African American women to take responsibility for their breast health by getting routine mammography screenings—the best available method for detecting breast cancer in its earliest, most treatable stage. Mammograms may detect breast cancer before a woman can feel a lump and sometimes before it can be felt by a doctor during a clinical breast examination. Lack of screening can lead to later diagnosis, later entry into treatment, and even death.

The statistics support the **{Insert Your Church Name}**’s concern. Each year, an estimated 40,000 women will lose their lives due to breast cancer. African American women are more likely to die of breast cancer than are women of all other races. While the death rates may be attributed to many factors, screening plays an important role. Minority women especially African American and Hispanic women often do not get regular mammography screenings.

“There is no better time and no better place for women to learn about breast health and the importance of mammography screening. Early detection saves lives.” according to **{Insert Your Faith-leader’s name}**.

###

Sample Public Service Announcement

**FOR IMMEDIATE RELEASE:
PSA, FIFTEEN (15) SECONDS**

{Date the announcement can first be made}
Through {Date it should last be made}

CONTACT:

{Contact Name}
{Organization Name}
{Contact Telephone}

**SUBJECT: {Insert Your Church Name} Holds Pink Ribbon Day
Program to Promote Early Detection of Breast Cancer**

{Insert Your Church Name} will hold a Pink Ribbon Day Program to promote early detection of breast cancer in Hispanic women. The program will encourage Hispanic women in **{Insert Your City}** to take responsibility for their breast health by getting routine mammography screenings. Mammograms are the best available method for detecting breast cancer in its earliest, most treatable stage. For more information, call **{insert your church name, telephone number}**.



**Office of
Women's
Health**

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www.fda.gov/pinkribbon