



Pink Carnation Sunday


BreastCare
Say Yes to a Mammogram!



Arkansas Department of Health
Keeping Your Hometown Healthy

ARBreastCare.com
501-661-2942

Dear Pink Carnation Sunday Leader,

BreastCare would like to invite your church to take part in Pink Carnation Sunday (PCS). PCS is part of our effort to educate women on the importance of regular mammograms for early detection of breast cancer.

BreastCare is a program of the Arkansas Department of Health that urges all women 40 years of age and older to get regular mammograms. The program also provides free breast and cervical cancer screening and follow up exams for eligible Arkansas women. For more information visit ARBreastCare.com or call 501-661-2942.

The Pink Carnation Sunday Toolkit

Your church can work with us in the fight against breast cancer by educating your congregation and encouraging your female members 40 years of age and older to pledge to get regular mammograms.

Early detection is the best way to fight breast cancer. This kit has the tools you need to host a Pink Carnation Sunday event so you can educate and empower the women in your congregation. The following pages include:

Information about Pink Carnation Sunday

Information about BreastCare

Breast Cancer Facts

Carnation Fundraising Tips

Pink Carnation Sunday Announcement
Speech

Further Steps for PCS

Pledge Form

Church Bulletin Template

Pink Carnation Sunday Pledges

Please visit ARBreastCare.com and click on "Pink Carnation Sunday" on the left tab to print a pledge form for every woman over 40 in your congregation. Encourage each woman to take her pledge home and put it on her fridge, or any place where she will continue to see it until she makes and goes to her mammogram appointment.

If you have any questions or comments, please call Marisa Nelson at 501-661-2728.

We look forward to working with you to win the fight against breast cancer!



What is Pink Carnation Sunday?

Pink Carnation Sunday Facts

BreastCare first started hosting Pink Carnation Sunday in 2000. PCS encourages faith communities to honor survivors and talk together about breast cancer and the importance of early detection. In the past 15 years thousands of women have pledged to get their mammogram through the Pink Carnation Sunday program.

PCS aims to:

- Educate women about breast cancer and the importance of regular mammograms among women ages 40 and older.
- Increase breast cancer screenings among women.

What Happens on Pink Carnation Sunday

- Volunteers in participating churches educate their congregations about breast cancer and early detection (see page 4).
- Volunteers organize fundraising events to purchase pink carnations for women in the congregation who are 40 years of age and older (see page 6).
- Women ages 40 years and older are given a pink carnation and asked to pledge (see page 7) to schedule and attend their next mammogram appointment.

Breast Cancer Facts

According to the American Cancer Society as of August of 2015:

- Breast cancer is the second leading cause of cancer deaths in women, after lung cancer.
- Experts think the number of cancer deaths in women under 50 is going down because of earlier detection through screening, increased awareness and improved treatment.
- There are more than 2.8 million breast cancer survivors in the United States.

*Data retrieved on 08/28/15 from <http://www.cancer.org/acs/groups/cid/documents/webcontent/003090-pdf.pdf>

Pink Carnation Sunday: Announcement Speech

Please read aloud during the announcement portion of your church service.

Good morning, I would like to wish you all a Happy Pink Carnation Sunday! Pink Carnation Sunday is an event sponsored by (name of your church) and BreastCare, a program of the Arkansas Department of Health.

Did you know?

- It is estimated that 410 women in Arkansas will die from breast cancer in 2015. That's more than a death a day for this year.
- Finding cancer early gives a woman more treatment options and makes it more likely she will survive the cancer. Regular mammograms for women 40 and over are key to early detection.
- If you have health insurance, it should cover regular mammograms with no costs to you. The BreastCare program is here to help if you don't have health insurance or are worried about follow up costs.

Would all women who are 40 years and older please stand...

(At this time have your ushers, youth, and/or deacons pass out carnations, if you are using them, and pledge forms to all women standing.)

Today, we present you with this carnation in the hope that you will pledge to receive a mammogram. We also give you a pledge form as a record of your commitment. I pray that you will join our church and BreastCare in the fight against breast cancer.

After the service I will have more information about breast cancer, BreastCare and how the program may help you get breast and cervical cancer screenings at no cost to you.

Remember, early detection is key. Sign the pledge form and get your mammogram. If you don't do it for yourself, please do it for the ones you love. The information provided today could help save your life. Once again, I would like to wish all of you a Happy Pink Carnation Sunday. May God continue to bless you all.

Church Bulletin Template

Please add this to your church bulletin before Pink Carnation Sunday.

Ladies, mark your calendar for [insert date] to celebrate Pink Carnation Sunday. We have partnered with BreastCare to provide a program to educate the women in our congregation about breast health and encourage them to receive a mammogram. We will have information about BreastCare, breast cancer screening, and the importance of early detection.

About BreastCare

After 20 years of screening Arkansas women in need to detect cancer when it is most treatable, BreastCare continues to connect uninsured women with doctors and clinics to provide no-cost mammograms and Pap tests.

Below are talking points about BreastCare that you can use while you are passing out and collecting the pledge forms after the service.

Say “Yes” to a Mammogram

Enroll and make an appointment today. If your doctor is a BreastCare provider, ask to be enrolled in the program. If your doctor is not a BreastCare provider, visit ARBreastCare.com and click on “Find a Doctor” or call 501-661-2942 to find a BreastCare provider in your area.

Resources

For more information about breast cancer and services in your area, visit ARBreastCare.com and click on Resources.

American Cancer Society: Arkansas Chapter
www.acscan.org/action/ar

UAMS Regional Centers
<http://regionalprograms.uams.edu/regional-centers/>

Arkansas Cancer Coalition
www.arcancercoalition.org

Arkansas Department of Health
www.healthy.arkansas.gov
1-800-462-0599

Susan G. Komen for the Cure: Arkansas
www.komenarkansas.org
1-501-202-4399

Susan G. Komen for the Cure: Ozark
www.komenozark.org
1-479-750-7465

Susan G. Komen for the Cure: Texarkana
www.komentexarkana.org
1-903-791-9585

Encore for Women’s Health
Encoreforwomenshealth.org
1-888-663-3914

NCI Cancer Information Service
1-800-4-CANCER

Breast Cancer Risk Factors:

- Increasing age
- Family history of breast cancer
- History of breast cancer or non-cancerous breast disease
- Hormone changes: Women who start their periods at a young age, start menopause at a late age, have their first child later in life, and could not carry a child for a full nine months, may have an increased risk of breast cancer.

Breast Cancer Research

The American Cancer Society estimates the following in the U.S. during 2015:

- Over 231 thousand new cases of invasive breast cancer will be diagnosed in women
- Over 40 thousand women will die from breast cancer.

Fundraising Tips

One key part of Pink Carnation Sunday is when church volunteers present every woman over 40 with a pink carnation to encourage her to pledge to get a mammogram. BreastCare unfortunately doesn't have the funding to purchase these flowers for churches. Here is a list of ideas to help you cover this cost.

1. **Buy plain and in bulk** – It costs less to buy pink carnations without any decorations, and all at once. You could buy some ribbon separately and add bows on your own for decorated, much cheaper, carnations.
2. **Shop around** – Different flower shops will have different rates. Call all of your local shops and ask what their prices are before deciding. Some will even give you a discount if you explain that you're hosting a church event for breast cancer awareness!
3. **Involve your congregation** – discuss the event in advance and hold collections to help cover the cost of the flowers.
4. **Involve your youth** - youth groups generally like hosting fundraisers and getting involved. Having young people help fundraise for Pink Carnation Sunday will make them more aware of breast cancer prevention. They can even be recruited to encourage loved ones to get regular screenings!
5. **Make your own carnations** – Get creative and make carnations of your own! The internet has a lot of articles and videos on how to make carnations out of paper. Get youth from your congregation involved to make these flowers even more unique and meaningful.

Further Steps

Is your congregation excited about PCS? Are they interested in doing more to raise awareness of breast cancer prevention? Here are some ideas on further steps your church can take:

1. Bring in a doctor or nurse to discuss breast cancer prevention and answer any questions your congregation may have.
2. Invite a breast cancer survivor from your church family to discuss her experience and the importance of regular mammograms.
3. In a Bible study or Sunday School class, have small group discussions (4-6 people) about what may keep a woman from getting a mammogram. Come up with two steps to avoid these barriers.
4. Host a discussion on the spiritual reasons for getting screened and living a healthy life.

Pink Carnation

Pledge Form

I, _____, pledge to schedule and attend my next mammogram appointment. I know that regular screening and early detection saves lives. I choose to get regular screenings to protect my health, my body, and my family.

*Place this pledge form somewhere you look every day - on your fridge, on your closet door, wherever works best for you!

Things to Remember about your Breast Health

Know your breasts - Different people have different warning signs for breast cancer - and some don't have any signs or symptoms at all. Be sure to see your doctor if you have changes or signs that worry you, like a new lump, swelling, or pain.

Know your risk - There are factors you can control and others you can't that may make you at higher risk for breast cancer. Talk to your doctor about your level of risk.

Know your recommendations - Regular mammograms are the best tests doctors have to find breast cancer early. If you are 40 or over, talk to your doctor about your risk to see how often you should get a mammogram.

Get your screenings - We all get busy sometimes, but your health is important. Find the way that works best for you to remember your regular screening. See if your doctor's office has reminder calls or texts, or try to plan your visits on the same day of the year - like the day after your birthday or an anniversary.

Can BreastCare help you get the information you need? Please call 501-661-2942 with any questions or concerns.





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