

Think Pink: And Tell a Friend



Kansas State University
Agricultural Experiment Station
and Cooperative Extension Service



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Suggested introduction

What is the color “pink” commonly associated with? Little girls. Because of this lifelong association as a symbol worldwide, pink is the perfect identification for Breast Cancer Awareness Month, a nationwide effort to bring awareness and education about the disease to women everywhere.

As part of this campaign, which began in the early 1980s, October was declared National Breast Cancer Awareness Month.

Think Pink: And Tell a Friend is an effort to encourage the special women in your life to get an annual mammogram, do monthly self-exams and make the effort to keep up on the latest findings and information regarding breast cancer.

Women need encouragement to get screened. *Tell a Friend* gives this kind of support with an encouraging annual program.

Educational goals

Participants will receive education and information regarding:

1. Facing the facts and breast cancer risk.
2. Lifetime risk clarification.
3. American cultural traits associated with breast cancer.
4. Breast cancer “myths”
5. Long-term good health practices and disease prevention.
6. The importance of mammography as “the champion of early detection.”
7. Good news concerning breast cancer rates, detection, treatment and prevention.

Suggested program preparation

1. Review this leader’s guide and the fact sheet for *Think Pink: And Tell a Friend* (MF2778) before planning your program.
2. Look over the Web sites and other resources for suggestions.
3. Have ample copies of the fact sheet, Breast Cancer Myths Quiz (page 3) and other handouts for the participants.
4. Prepare “Breast Cancer Survivor” ribbons for survivors who attend.
5. Literally “Think Pink” in preparation for this program. When publicizing, ask participants to wear pink the day of the program. Prepare pink ribbons as the symbol of October as Breast Cancer Awareness Month. Prepare the program site with pink decorations, balloons, handouts, etc.
6. Because of the availability of merchandise that supports breast cancer awareness, research and support, consider these items as door prizes or awards. Local patrons and businesses are encouraged to support programs of this type. Display prizes or incentives before and during the program. Include information about donors to show their support.
7. Resources for pink merchandise where a percentage of the profit goes to breast cancer research, treatment and patient resources are:
 - a. www.komen.org
 - b. www.cancersocietystore.com
 - c. www.kitchenaid.com
(pink Kitchen Aid Artisan Mixer)
 - d. www.oneineight.org
 - e. www.cafepress.com/buy/breast+cancer

Suggested teaching activities

1. Have participants work on the “Breast Cancer Myths: True or False” worksheet (page 3) as they arrive.
2. Have an “information table” set up with brochures from the American Cancer Society and any other resources regarding questions, resources, examination guides, support and post-treatment.
3. Have breast lump “models” available for participants to practice on to see if they can find the lumps in the models to aid in their own self exams. These are available through most county health departments or the county health nurse.
4. “Tell a Friend” Pledge: At the conclusion of your program, request all participants to stand and hold hands while they repeat the pledge after you, reading one line at a time for them to repeat. It is also a great idea to have the pledge printed on pink paper or cardstock, so they can pass it onto a friend who did not attend.

Answers to “Breast Cancer Myths: True or False” Quiz (page 3)

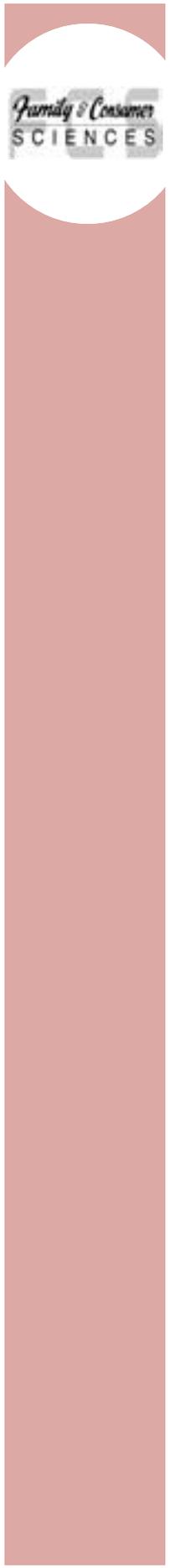
1. **False.** According to the American Cancer Society, 75 percent of all breast cancer diagnoses are in women 50 years of age or older, but 9,000 women 40 and younger were diagnosed in 2000. The younger the age at diagnosis, the more aggressive the cancer has historically proven to be.
2. **False.** Hereditary breast cancer counts for only 10 percent of cases. In 90 percent of all other cases, the cells became cancerous spontaneously.
3. **True ... but you're still at risk.** With late-in-life breast cancer, genetic connections are reduced.
4. **True.** The 1992 Mammography Quality Standards Act states that all U.S. facilities must be certified by the FDA. To become certified, they must produce clear films, use low level-radiation equipment, read a minimum of 480 mammograms a year and keep current in required continuing education.
5. **False.** By the time a lump can be felt in a self-exam, it can be 8 to 10 years old. Mammography detects cancerous lumps much earlier in their existence.
6. **False.** According to the American Cancer Society, 80 percent of all lumps are benign. Even though your doctor is confident that your lump is a cyst, a fibroid or premenstrual lump, if you are concerned **don't be reluctant to press for testing to rule out cancer.**
7. **False.** Waiting for test results is stressful. Ask specific questions in advance. “I'm concerned, and would feel better if we set up a time for a phone call in advance.” Delays are often legitimate ... but your peace of mind and health are at stake, and you are responsible for those two items.
8. **True.** The survival rate is now 96 percent with an early diagnosis and after five years of remission.
9. **False.** Cysts are common and rarely turn into cancer. The important component is finding out conclusively that the lump is, in fact, a cyst.
10. **False.** There is more good news than bad regarding a breast cancer diagnosis. With the ever-increasing survival rates, treatments with fewer side effects, improved diagnostic abilities, the ability to diagnose at early stages, a diagnosis of breast cancer is not a death sentence.

Breast cancer myths: True or False

1. __ You're too young to have breast cancer.
 2. __ You don't have a family history of breast cancer, so your risk is low.
 3. __ If your mother had breast cancer after she went through menopause, it slightly decreases your risk.
 4. __ Mammography facilities are regulated by the FDA. Technicians must be certified and participate in regular continuing education.
 5. __ If you do monthly breast self-exams, you don't need a mammogram.
 6. __ "Your lump is nothing to worry about. Let's watch it for a few months and wait to see what it does."
 7. __ You have no reason to worry. "Don't call us...we'll call you." "We'll have the results 'sometime' at the end of the week."
 8. __ A breast cancer diagnosis is not a death sentence.
 9. __ Breast cysts lead to malignant cancers.
 10. __ There is no "good news" when it comes to breast cancer.
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The 'Tell a Friend' Pledge

Today I pledge to my dear friends,
to those I love, and in whom I depend.
Today I pledge a monthly check,
for changes that she might suspect.
Today I pledge an open door,
when questions arise with the ones I adore.
Today I pledge my support to offer,
the encouragement she needs to visit her doctor.
Today I pledge to my dear friends,
to those I love, and in whom I depend.



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