



Arkansas Department of HEALTH & HUMAN SERVICES

Project Title: Pink Carnation Sunday

Amount: \$10,137

Project Description:

Pink Carnation Sunday, a BreastCare project, seeks to increase awareness and education about breast cancer and the importance of annual mammography among women age 40 and older and to provide information about the free screening services BreastCare offers. The event is conducted twice annually, during the 4th Sundays in April and October, and is held in faith-based organizations across the state of Arkansas.

Trained by BreastCare staff, faith-based organization's volunteers give a short educational speech before their congregations promoting breast cancer awareness. Women 40 years and over are given a pink carnation and are provided the opportunity to pledge to get a mammogram if they have not received one during the past year. BreastCare staff follow-up on pledges and address barriers to getting breast cancer screening, including offering referral and enrollment into BreastCare.

Pink Carnation Sunday began in 2000 with 12 churches in 3 counties. In October 2005, 135 churches with 1,128 women pledging and 732 (65%) of those women received a mammogram. This project has reached thousands of Arkansas men and women and the "word" is spreading exponentially. It has been a vital tool for BreastCare, employing action amongst citizens, particularly minorities, and has proven to be effective.

Service Area:

