TN Department of Health | Putnam County Health Department

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CONTACT: Lisa Bumbalough
EMAIL: Lisa.Bumbalough@tn.gov

Early Detection is The Best Protection!

Tennessee celebrates the annual Pink & Pearl Campaign, bringing awareness to two deadly cancers.

Cookeville, Tenn. – The Putnam County Health Department is promoting breast and lung cancer awareness throughout October and November with the seventh annual Pink & Pearl Campaign and Pink & Pearl Day on November 6, 2026. The campaign combines two significant symbols: the pink ribbon, for breast cancer awareness, and the pearl ribbon, representing lung cancer awareness.

Routine cancer screenings continue to be the most important tool for early detection. Healthcare providers encourage all eligible individuals to get routine check-ups, including the routine cancer screenings for one's age bracket and risk factors. Screening increases the chance of early detection when more treatment options are available, which may increase the chance of survival.

Breast Screening Recommendations

The current United States Preventive Services Task Force (USPSTF) guidelines recommend that women begin regular mammogram screenings at 40. Some women may need to start screening at an earlier age, depending on risk factors. Talk to your healthcare provider today.

Lung Screening Recommendations

The USPSTF recommends annual screening for lung cancer in adults ages 50 to 80 with a 20 pack-year smoking history and who currently smoke or have quit smoking within the past 15 years. Talk to your healthcare provider about your risk factors and determine if screening is right for you.

Pink and Pearl Day

Members of the public can join the campaign on Friday, November 6, 2026, for Pink & Pearl Day. Tennesseans can support the campaign by wearing pink and pearls and sharing pictures on social media using hashtags #PinkandPearl and #MyPinkandPearlWhy.

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