



Be PINK is an educational resource which provides an important opportunity to empower adolescents to make the appropriate decisions and changes throughout their lifetime to reduce their risk of developing breast cancer.

Be PINK lessons, video and teacher toolkit are available to view and download for free on the CancerCare Manitoba website at:
www.cancercare.mb.ca/bepink

Be PINK includes: 3 ready-to-use lessons and interactive educational materials: DVD, games, class discussions, quizzes, power-point presentations.

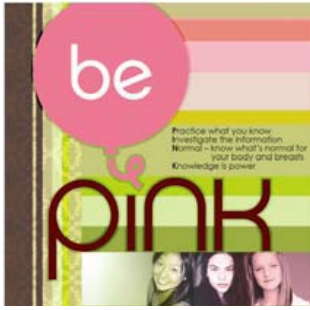
Be PINK reflects current, evidence-based core messages around issues of breast cancer, genetics, physical activity, nutrition, alcohol, tobacco use, information gathering/mythbusting, breast anatomy and development, breast and body familiarity and healthy decision-making.

Be PINK aligns with the Manitoba Curriculum Framework of Outcomes for Active Healthy Lifestyles and reinforces and supports existing active healthy lifestyle messages in the Physical/Health Education Curriculum.

Be PINK integrates into and supports the learning outcomes outlined for Grade 11 and 12 Biology.

Be PINK now includes a new DVD and Teacher Toolkit! Along with healthy living tips from Olympic Gold medalist Tessa Virtue and Olympic track and field competitor Sarah Wells, Bif Naked shares her story of surviving breast cancer. The video summarizes the information in the **Be PINK / Vivre en Rose** Adolescent Breast Health Resource.

Be PINK is also available in French: *Vivre en rose*. The DVD and Teacher Toolkit will be available in French in Fall 2012.



Since we introduced the DVD in 2011, the **Be PINK / Vivre en rose** message has reached over 1500 students in Manitoba, Saskatchewan, Alberta, Newfoundland and New York and we've had web hits from around the world with many people viewing the video online at www.cancercare.mb.ca/bepink

Some of the comments students have shared with us regarding the **Be PINK** DVD include:

- *"I found the facts and myths section most interesting."*
- *"I liked that the information was short and to the point along with being easy to understand."*
- *"I liked seeing and hearing from celebrities and survivors." Student, after seeing the Be PINK DVD.*

The Teachers' Toolkit is a facilitator's guide for the DVD. The video and the activities from the Toolkit take 60-90 minutes to deliver, which is the length of a typical high school class. Everything the facilitator needs is included in the DVD and Toolkit and the content is appropriate for both boys and girls. There are additional activities that can be done with all-girl classes. Currently the DVD and Teacher Toolkit are only available in English but both will be available in French in the coming year.

Some of the comments from teachers who have used the Toolkit and DVD include:

- *"Very educational and age appropriate for adolescent viewers. I wish I had seen this video when I was in high school."*
- *"The video does a great job of relating to the target audience. The actors were well-chosen and the video truly inspires a healthy lifestyle."*

For more information about **Be PINK or to receive a copy of the resource, DVD or Teacher Toolkit, please contact:**

Be PINK Project Manager

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