The Cancer Health Staff's Favorite Cancer Awareness Slogans

November 8, 2019 By Cancer Health Staff

At Cancer Health, we strive to deliver authentic, easy-to-understand cancer information to our readers. Lately, we've come across lists rounding up the many slogans—some of which even we didn't know existed!—that promote cancer awareness. Here, we share some of our favorites and explain what they mean to us.

"Cancer Is a Word, Not a Sentence"

"There were so many slogans that I liked, I found it really hard to pick just one. In the end, I chose 'Cancer Is a Word, Not a Sentence.' This fits with what is behind our efforts to create Cancer Health. We are looking to help change the dialogue around what it means when you hear the word cancer. For so long, if you heard cancer, it was synonymous with dying. Today that is no longer true. With new innovative treatments helping battle cancer like never before, it's time to stop treating cancer like a sentence. Like the message embedded in our logo, it's time to say 'Can Heal!'"

—Ian Anderson, President and COO, Smart + Strong

"Pink Is Not a Cure"

"Breast cancer campaigns have helped promote awareness and early detection, which has allowed many women—and some men—to be successfully treated and become long-term survivors. But the pink campaigns often fail to include people with advanced or metastatic breast cancer who will be on lifelong therapy and are at risk of dying of the disease if we don't find better treatments. This slogan reminds us that we need more research to find cures for people with all stages of the disease."

—Liz Highleyman, Science Editor, Smart + Strong

"Positively Pink"

"This slogan reminds me of my good friend Lynne. She was diagnosed with breast cancer years ago but has been cancer-free for the past 15 years! She is one of the most positive people I know. She can light up a room and always makes you laugh. Even through trying times, she finds something good to focus on. Lynne appreciates all the goodness she has in her life and surrounds herself with friends and family. That is the definition of being 'positively pink' to me!"

—Diane Anderson, Vice President, Integrated Sales, Smart + Strong

“Fight the Fight, Find the Cure”

“I particularly like this slogan, as it covers both the fight against breast cancer and the research component toward curing the disease. It’s not about just winning the battle, but it’s also about curing it for future generations. This slogan possesses an attitude of strength and perseverance, which is an embodiment of the true grit individuals battling breast cancer demonstrate.”

—Paraskevi Xenophontos, Integrated Marketing Intern, Smart + Strong

“Screw Cancer”

“It’s succinct, action-oriented, and encapsulates how I personally feel about cancer. Both my paternal grandparents died of cancer as did my paternal aunt. It captures my feelings when I think fondly of my relatives who passed away from this disease, but it is also what encourages me to stay healthy for my family and myself. The journey is gritty and stressful but unites loved ones and caregivers on a mission of support and hope that focuses on screwing cancer.”

— Christian Evans, Chief Technology Officer, Smart + Strong

“Early Detection Saves Lives”

“For my family, it’s true. Early detection did save the life of a family member, whose cancer was caught so early that although they had to undergo surgery, no further treatment was necessary. It speaks to everyone who might be at risk for cancer—the National Cancer Institute estimates that nearly 40 percent of U.S. adults will be diagnosed with cancer at some point during their lifetimes. And it reminds me to take an active role in my own health care and take advantage of the preventive care services I’m lucky enough to have access to.”

— Meave Gallagher, Senior Editor, Cancer Health

“Not Just Surviving, Thriving”

“This slogan resonates with me both personally and professionally. As the editorial director of Smart + Strong, the publisher of Cancer Health and other health-related brands, I believe this slogan not only applies to people living with cancer but to all of us who endeavor every day to overcome our health challenges. I also am editor-in-chief of POZ, the sister brand of Cancer Health that focuses on people living with HIV. This slogan has long been a familiar one to those of us who have the virus, including me. I tested HIV positive in 1992. This slogan has been my mantra ever since!”

— Oriol Gutierrez, Editorial Director, Smart + Strong

“Real Men Wear Pink”

"Although breast cancer is frequently viewed as a women’s disease, males also develop this illness. In addition, breast cancer affects men with mothers, wives, daughters and other females they know or love who are among an estimated 266,120 of new cases of invasive breast

cancer—along with 63,960 cases of noninvasive breast cancer—that are expected to be diagnosed in the United States this year. This is why 'Real Men Wear Pink' is among my favorite breast cancer slogans.

To me, it makes perfect sense that breast cancer awareness campaigns—and other key physical and mental health initiatives—should also actively engage men. Often care and concern are perceived as female attributes, but men possess these feelings too.

Communities are made up of families with individual members who represent both genders. When loved ones develop cancer, this disease affects everyone. Cancer campaigns that invite men to participate offer fathers, brothers, sons, uncles, nephews and other males a chance to contribute their time and effort to becoming a part of the solution to end this scourge.

Additionally, targeted messages like this one allow those who are touched by the disease to express their emotions about breast cancer and show solidarity with women."

—Kate Ferguson-Watson, Editor-in-Chief, Real Health Magazine

"It's Just a Thing"

This one comes from Avie Barron, whose Cancer Health blog we love. It encapsulates a spirit that is easy to admire, if hard to achieve: You are more than your cancer. We celebrate people who find ways to rise above all the pain and fear this disease throws their way. Who endure, with grace and humor. I think of my mom, who died of cancer at age 61 yet even in her last days and moments somehow found a way to make the people around her feel better.

We are here in the fight with you, and you inspire us. As Jon Kabat Zinn wrote, "As long as you are breathing, there is more right with you than wrong with you, no matter what is wrong with you."

—Bob Barnett, Editor-in-Chief, Cancer Health

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