

## Just Ask!

The Just Ask campaign is brought to you by the Tennessee Cancer Consortium. It is a "promising practice" modified from programs implemented in WA and NY by the Breast and Cervical Screening Program in TN.

The TN Cancer Consortium is a statewide non-profit organization with over 300 volunteers. Its mission is to reduce the impact of ALL cancers on ALL people in Tennessee through education, research, advocacy, service, collaboration, and networking.



TN Cancer Consortium

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Tennessee Cancer Consortium



## Just Ask Campaign

Just Ask is a program within the Tennessee Cancer Consortium. The “train the trainer” program aims to deliver health education messages on breast, cervical, and colorectal cancers to their clients. The goal of this campaign is to promote screenings, early detection, and raise awareness, but ultimately save lives of those who are at risk of these health issues.

### Overview

The Just Ask campaign is targeted towards women with higher rates of cancer, the under and uninsured. These women will be given information on female cancers, brochures, facts, and local resources such as financial assistance organizations and screening locations to aid in their efforts of preventative measures towards physical health issues.

### Trainer

The trainer would be the hairstylist, cosmetology student, or salon staff. The trainers will complete an approximate 2-hour session lead by a healthcare professional that includes local resources, facts, myths, role play scenarios, a script, surveys, and other materials that they will learn about and understand how to properly distribute this information to their clients. After the training session,

the trainers will pledge to share the learned information with a set number of clients where gift card incentives will be given upon the clients recruitment. Lunch may be provided during training.

### Trainee

The trainee would be the client of the trainer. He or she would be approached by the trainer regarding the breast, cervical, and colorectal cancer information in hopes of the client agreeing to be evaluated on the following health issues. The trainee will complete a pre and post survey about their knowledge of the health issues and complete a risk assessment test informing them of their level of risk for these diseases. Lastly, there will be a 90 day follow-up if the client has scheduled a pap smear, mammogram, or a colorectal cancer screening.

