

NEWSLETTER

JUNE 2026

The mission of the South Carolina Cancer Alliance
is to reduce the impact of cancer on all South Carolinians.



From Porches to Paintbrushes: SCCA in Action

Over the past several months, the South Carolina Cancer Alliance has continued to expand its impact across the state through innovative community partnerships, cancer prevention initiatives, and health education programs.

From launching the Pink Palmetto Project in salons and trusted community spaces to hosting events such as Paint for Prevention and Survivor Stories, the Alliance has engaged South Carolinians in meaningful conversations about breast, cervical, prostate, and lung cancer prevention, screening, and survivorship. Through media partnerships, community outreach, and educational programs, the Alliance is helping bring life-saving information directly to the communities where people live, work, worship, and gather.

The Alliance has also strengthened statewide efforts to improve men's health through the Men United for Health Initiative, hosting events such as Brothers on the Porch and partnering with organizations across South Carolina to promote regular checkups, cancer screenings, and early detection. Community-based prostate screening events, youth tobacco prevention outreach, participation in local health fairs and cancer awareness events, and collaborations with healthcare providers, libraries, faith-based organizations, elected officials, and community leaders continue to expand the Alliance's reach.



Shaping the Future of Cancer Care in SC

Led by consultant Vinita Leedom, the SC Cancer Plan Workgroups are meeting regularly to develop the next iteration of the SC Cancer Plan. Recently, volunteers and partners gathered at the Girl Scout Leadership Center in Columbia for a day-long planning session focused on priorities and strategies to reduce the burden of cancer across SC.

We are grateful to the many volunteers, healthcare professionals, advocates, and community leaders who continue to share their time and expertise to help shape the future of cancer prevention, screening, treatment, and survivorship across SC.





Where Beauty Meets Health

The Pink Palmetto Project continues to expand across SC by partnering with trusted community spaces, including hair salons and beauty professionals, to increase awareness of breast and cervical cancer prevention and screening.

Through education, conversation, and community engagement, the project empowers women with information about the importance of early detection and encourages them to take proactive steps for their health. By meeting women where they are, the Pink Palmetto Project is helping make cancer education more accessible, personal, and impactful. - [Fox Carolina News Story](#)

Standing Together for Men's Health Across South Carolina



The SC Cancer Alliance recently met with The Most Worshipful Prince Hall Grand Lodge of South Carolina as part of our Men's United for Health Initiative. Together, we are working to educate, empower, and encourage men to prioritize their health through regular checkups, cancer screenings, and early detection.

During the meeting, members proudly signed the Men's United Pledge, committing to engage, inform, and inspire men across South Carolina and beyond to take an active role in their health and well-being.

Through partnerships like this, we are building stronger, healthier communities and helping ensure that more men have access to the knowledge and resources they need to make informed decisions about their health.

Community Award Nominations NOW Open

Do you know an organization making a meaningful impact in cancer prevention, screening, treatment, survivorship, or health equity in South Carolina? Help us recognize their contributions by submitting a nomination for the 2026 SC Cancer Alliance Community Awards. Award recipients will be recognized for their leadership, innovation, and commitment to improving the lives of South Carolinians affected by cancer.

Nominations are open through **July 13, 2026**. We encourage you to take a few minutes to nominate a deserving organization, health system, community health center, provider, or partner making a difference in communities across our state.

[Click HERE to submit your nomination today!](#)

Sponsorships Available

We invite businesses, healthcare organizations, foundations, and community partners to support this important statewide event through sponsorship. [Learn more here!](#)

Join partners like the **American Cancer Society, MUSC Hollings Cancer Center, Exact Sciences, Genentech, Sisters of Charity Foundation of South Carolina, and Humana Healthy Horizons**, who have already committed their support. Together, we can help advance cancer awareness, early detection, and improved outcomes for South Carolinians.

SAVE THE DATE

SEPT 17
2026
COLUMBIA, SC



ANNUAL MEETING

The Next Chapter: Introducing
South Carolina's Cancer Plan

[Register Today!](#)