

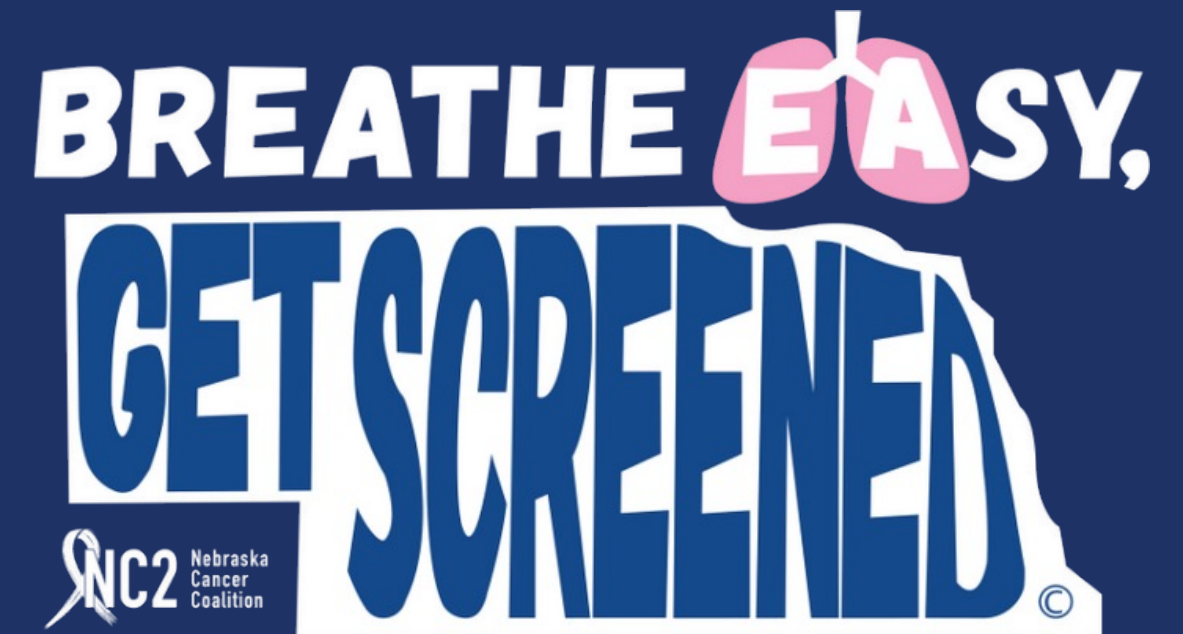


# 2023 Lung Cancer Campaign Kick-Off

October 11, 2023

## As you join:

- Enter your full name (first, last) in the chat box & as your username to help us track attendance
- Use the chat box for any technical questions
- All questions you want answered publicly or privately should be entered into the Q&A box, located on the top or bottom of your screen

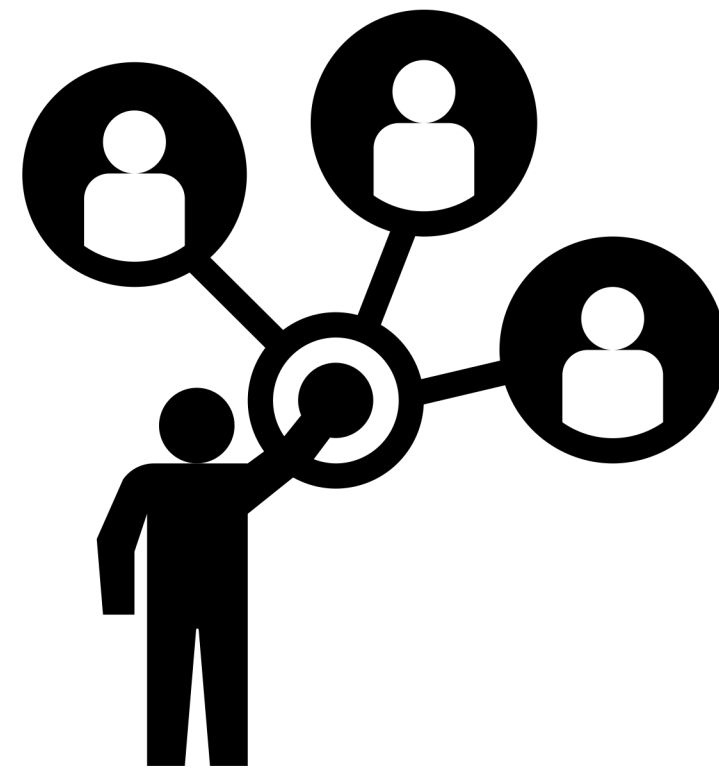


*Welcome*



## Vision

Conquering Cancer Together



## Mission

Connecting people and resources to strengthen cancer prevention, detection and quality of life in Nebraska.



# Our Programs



Advocacy



Education

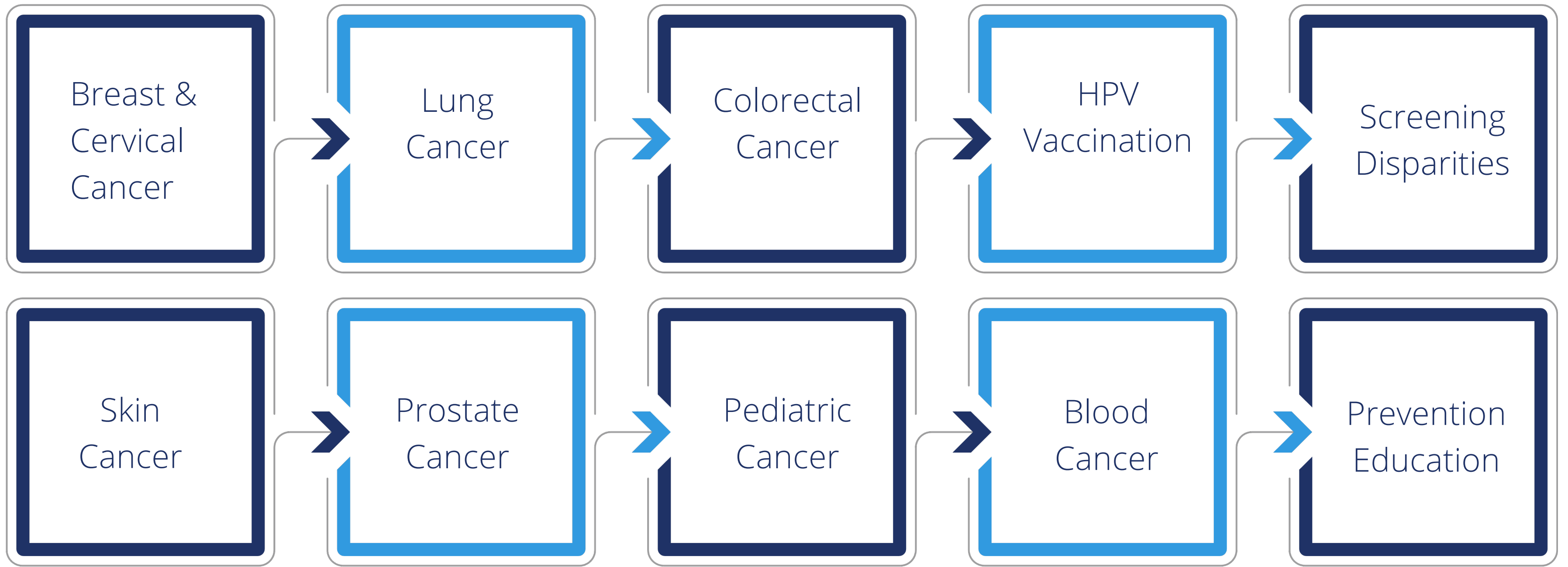


Outreach



Survivorship

# Action Areas





# Overview



**What is this campaign and why is it important?**



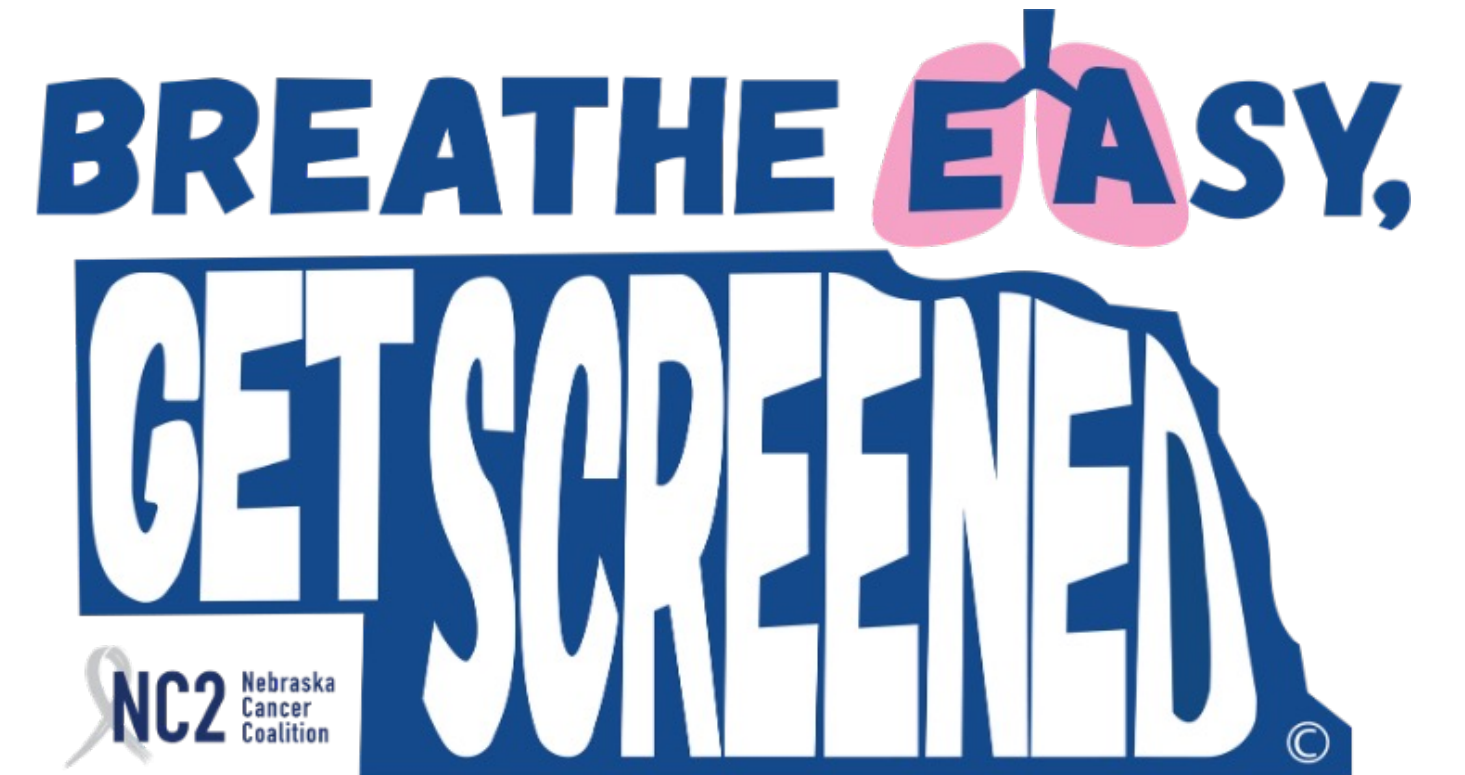
**How to access materials needed to promote campaign**



**What ways can you help promote in your community?**



**Q&A**



# Lung Cancer in Nebraska

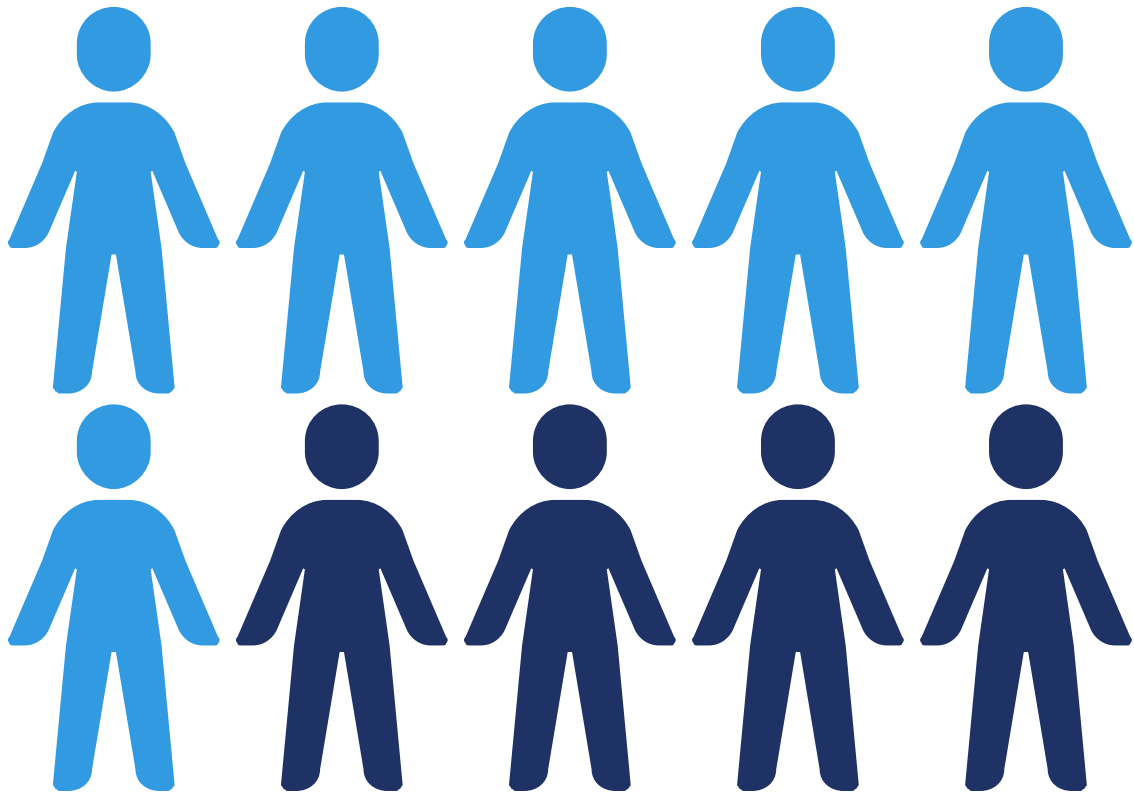
Leading cancer killer in  
Nebraska

Estimated 1,340 new  
cases & 630 deaths in  
NE in 2023

Nebraska ranks 27th in  
lung cancer screening

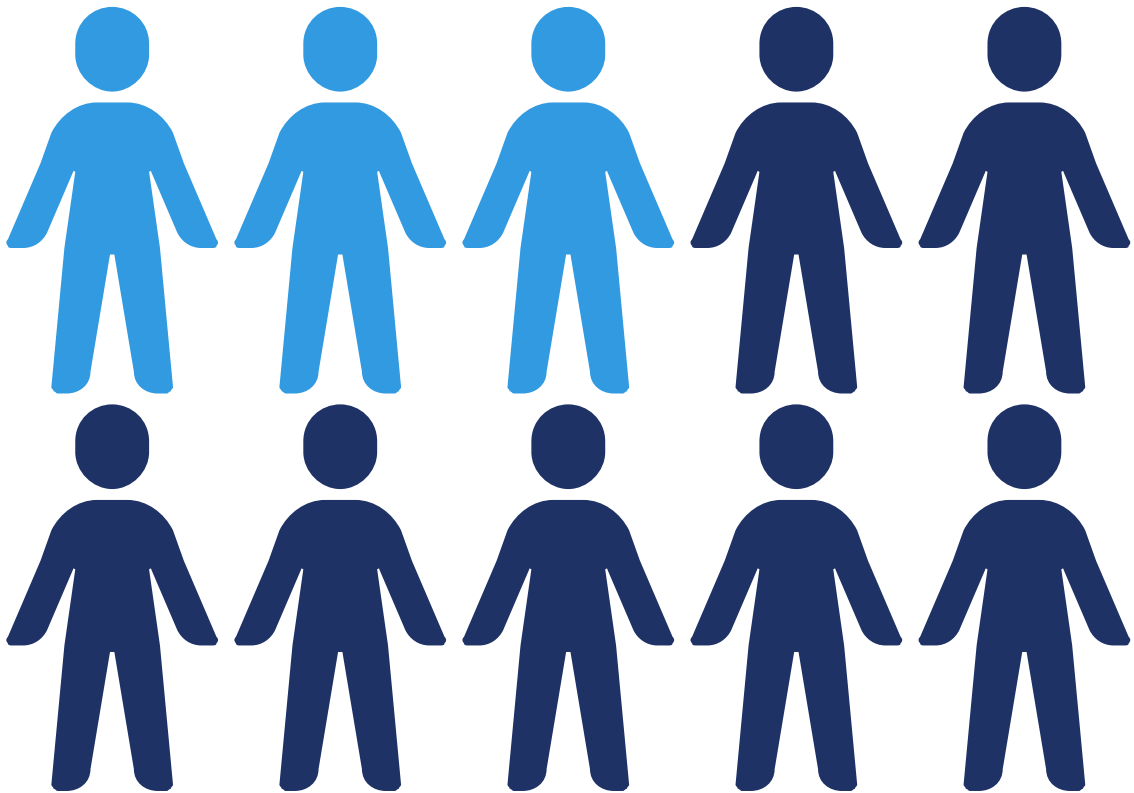
Only 6% of Nebraskans  
at high risk were  
screened in 2022

# Early Detection is Key



**61%**

**5-year survival rate**  
if found at the local stage



**26%**

**Diagnosed at an early stage**  
partly due to low screening rates



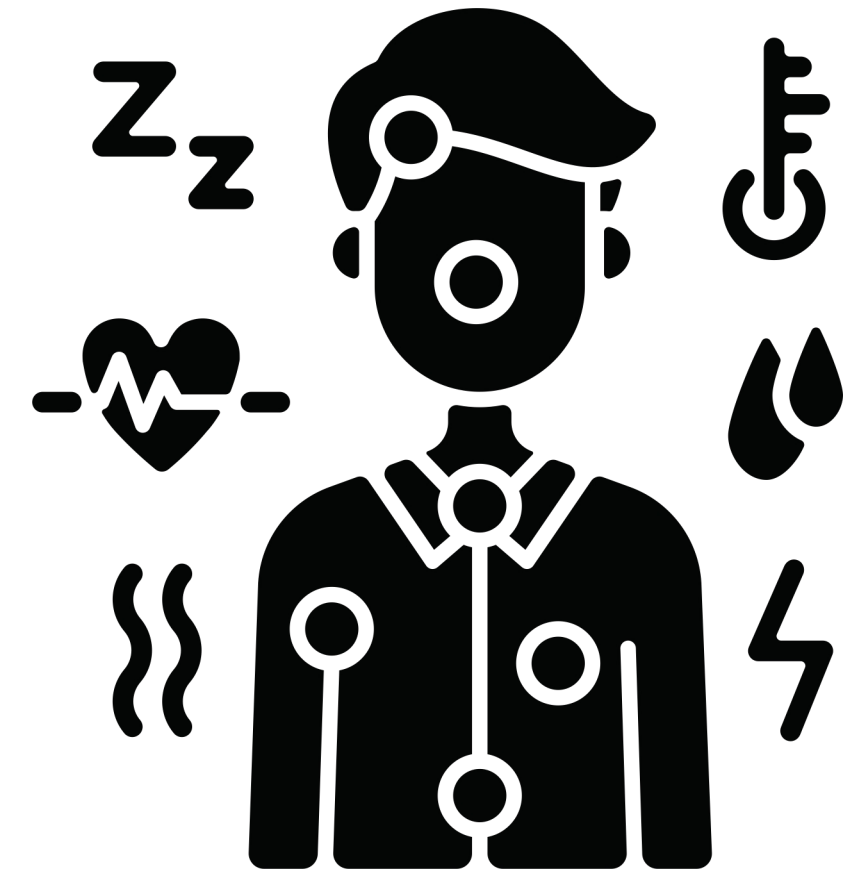
# Lung Cancer



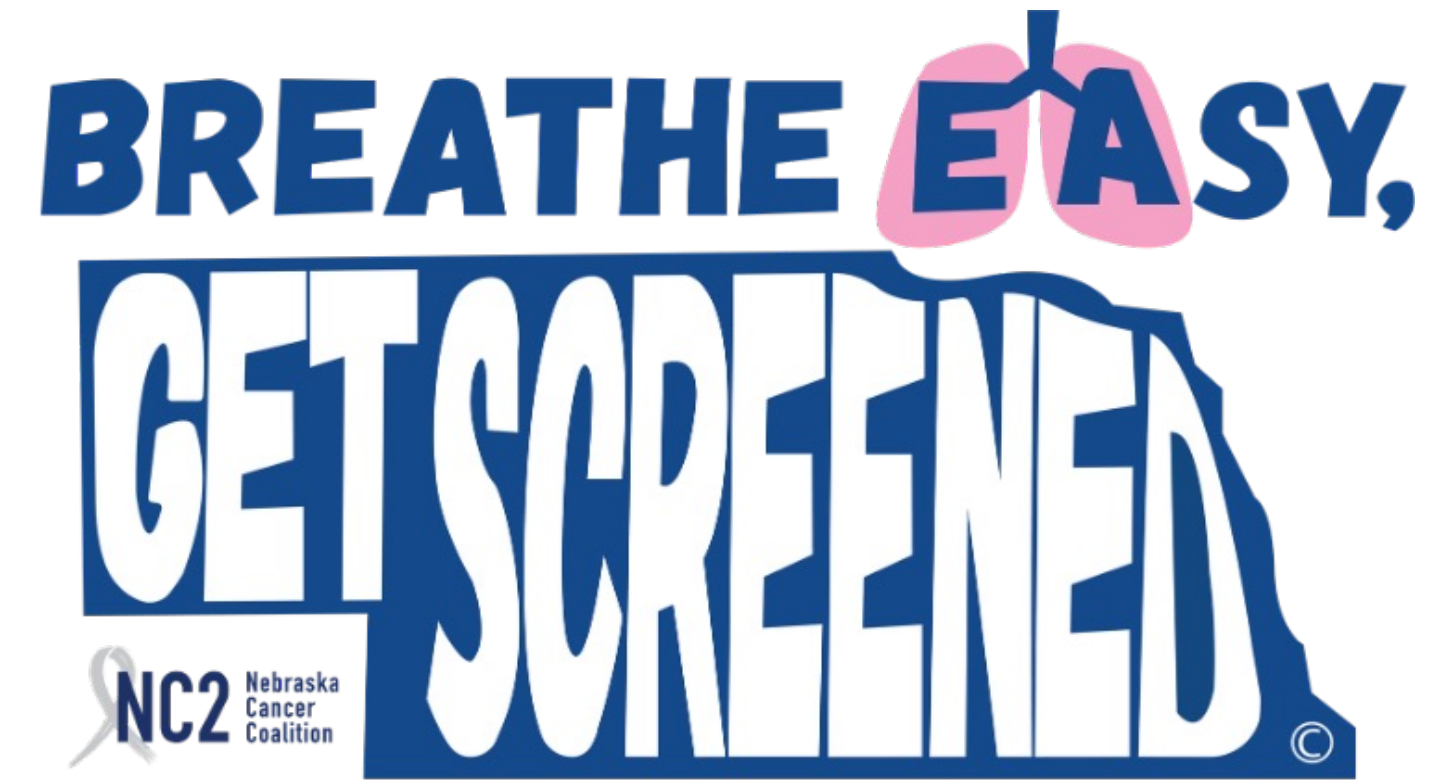
Cigarette smoking  
is #1 risk factor



Radon exposure is  
second leading cause



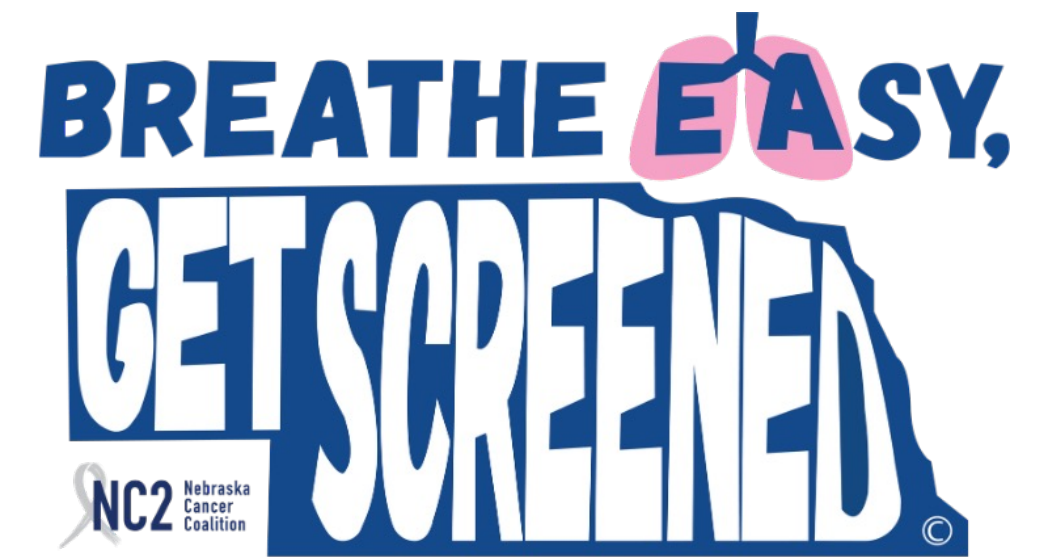
May not have  
symptoms before found  
by healthcare provider



# 2023 Lung Cancer Awareness Campaign

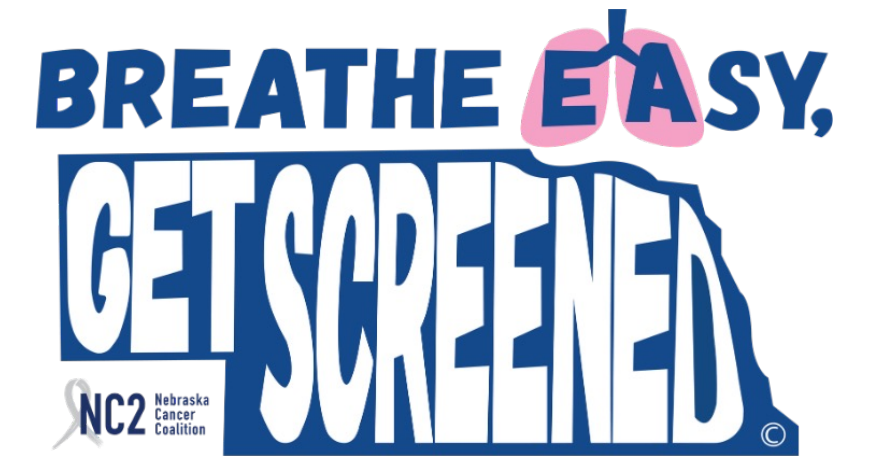
# GOALS OF CAMPAIGN

- Increase lung cancer screening rates across state of Nebraska
- Engage statewide partners in the utilization of the “Breathe Easy - Get Screened” campaign to raise awareness on the importance of lung cancer screening





# Materials Included



- **One page flyers/posters for different demographics**
- **Two page flyers/posters for different demographics**
- **Spanish one and two page flyers/posters**
- **Social media posts/messaging - Canva templates**
- **News release template and talking points**
- **TV display screens**

# Flyers/Posters

- One and two page
- Images for different demographics
- Download to print and display in your organizations and/or share with local community partners
- Materials can be co-branded with your organization logo



## LUNG CANCER SCREENING

Lung cancer is the leading cancer killer in Nebraska.

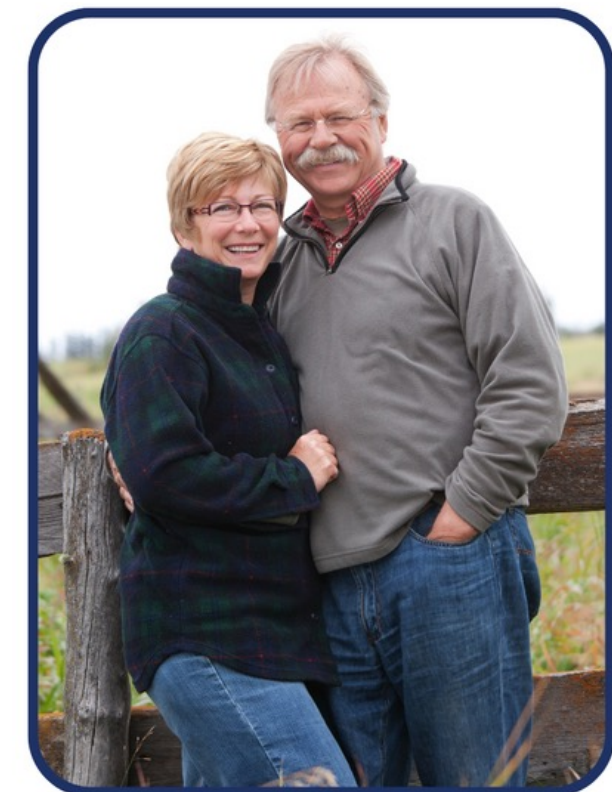
You may not have symptoms before the cancer is found by your healthcare provider.

Screening helps find lung cancer, making treatment possible.

Quitting smoking decreases your chances of lung cancer.

Learn more at [necancer.org/lung-cancer](https://necancer.org/lung-cancer)

OR use the QR code



TALK TO YOUR HEALTHCARE PROVIDER  
TODAY ABOUT LUNG CANCER SCREENING.



# Two page flyers/posters



## LUNG CANCER SCREENING

Lung cancer is the leading cancer killer in Nebraska.

You may not have symptoms before the cancer is found by your healthcare provider.

Screening helps find lung cancer, making treatment possible.

Quitting smoking decreases your chances of lung cancer.

Learn more at [necancer.org/lung-cancer](http://necancer.org/lung-cancer)

OR use the QR code



**BREATHE EASY,  
GET SCREENED.**



FLIP THE PAGE TO SEE IF YOU SHOULD BE SCREENED FOR LUNG CANCER.

## SHOULD YOU GET SCREENED?

If you are between the ages of



Current smoker

50-80



Quit in the last 15 Years

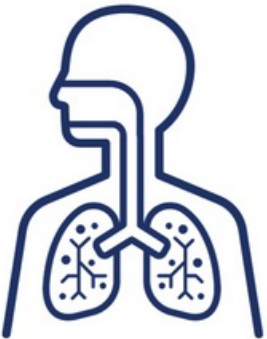
OR



Have a history of **smoking**  
**20 years** or more



1 pack per day for 20 years **OR**  
2 packs per day for 10 years



The only recommended screening test for lung cancer is a low-dose CT scan. You lie on a table and get your chest x-rayed to look for abnormalities.

TALK TO YOUR HEALTHCARE PROVIDER TODAY ABOUT LUNG CANCER SCREENING.





# Spanish translations



## CÁNCER DE PULMÓN PONER EN PANTALLA

El cáncer de pulmón es la principal causa de muerte por cáncer en Nebraska.

Es posible que no tenga síntomas antes de que su proveedor de atención médica encuentre el cáncer.

Los exámenes de detección ayudan a encontrar el cáncer de pulmón, lo que hace posible el tratamiento.

Dejar de fumar disminuye las posibilidades de padecer cáncer de pulmón.

Obtenga más información en [necancer.org/lung-cancer](http://necancer.org/lung-cancer)  
O utilice el código QR



**BREATHE EASY,  
GET SCREENED.**



VOLTE LA PÁGINA PARA VER SI DEBE HACER UN EXAMEN DE CÁNCER DE PULMÓN.

## ¿DEBE HACERSE UN EXAMEN?

Si estás entre las edades de



Actual fumador

50-80



Dejar de fumar en los últimos 15 años

0



Tiene antecedentes de tabaquismo 20 años o más



1 paquete por día durante 20 años O  
2 paquetes por día durante 10 años



La única prueba de detección recomendada para el cáncer de pulmón es una tomografía computarizada de dosis baja. Usted se acuesta en una mesa y le hacen una radiografía de tórax para buscar anomalías.

HABLE HOY CON SU PROVEEDOR DE ATENCIÓN MÉDICA SOBRE LA DETECCIÓN DEL CÁNCER DE PULMÓN.



# TV display screens






# Social Media

**Estimated** **1,340**  
new cases of lung cancer in Nebraska in 2023

**Talk To Your Healthcare Provider About Lung Cancer Screening**

[www.necancer.org/lung-cancer](http://www.necancer.org/lung-cancer)



**BREATHE EASY, GET SCREENED**  
NC2 Nebraska Cancer Coalition

**NC2** Nebraska Cancer Coalition

**BREATHE EASY, GET SCREENED**  
NC2

**Quitting smoking at any age can lower the risk of lung cancer.**

**Talk to your healthcare provider today about lung cancer screening.**



[www.necancer.org/lung-cancer](http://www.necancer.org/lung-cancer)

**BREATHE EASY, GET SCREENED**  
NC2 Nebraska Cancer Coalition

**TALK TO YOUR HEALTHCARE PROVIDER ABOUT LUNG CANCER SCREENING**

[WWW.NECANCER.ORG/LUNG-CANCER](http://WWW.NECANCER.ORG/LUNG-CANCER)



# PR Materials



FOR IMMEDIATE RELEASE

**MEDIA CONTACT**

[Contact Name]  
[Title/Role]  
[Organization]  
[Phone]  
[Email]

**[Name of Organization] Joins #NC2 the Nebraska Cancer Coalition's Breathe Easy Get Screened Lung Cancer Campaign**

**City, Neb. (Month, Day, 2023)** – [Organization Name] has joined the annual statewide effort organized by the Nebraska Cancer Coalition (NC2) to heighten awareness of lifesaving lung cancer screening during November, Lung Cancer Awareness month.

**[Details about your Lung Cancer Awareness Month activities]**

Lung cancer is the leading cancer killer in Nebraska for both men and women. In 2023, the American Cancer Society estimates 1,340 new cases and 630 deaths from lung cancer in Nebraska. The stage of diagnosis strongly affects outcomes. The most recent Nebraska data indicates that the 5-year relative survival rates for lung cancer are 61% for early-stage diagnoses, while rates for later-stage cases fall to 34% for regional diagnoses and 7% for distant diagnoses.

“Lung cancer screening is critical, as symptoms often only become prevalent in later stages of the disease when it’s much more difficult to Breathe Easy and battle the disease. It’s important for Nebraskans with a history of smoking to talk to their health care provider about screening as soon as possible, especially those who have postponed appointments because of the pandemic,” said NC2 President Dr. Alan Thorson.

“Speaking with your primary care provider about cancer screening is something we encourage all Nebraskans to do. Take ownership of your health and don’t be afraid to advocate for yourself,” stated Dr. Mike Romano, MD. “Physicians and healthcare providers appreciate patients who do so.”

Screening for lung cancer with a yearly low-dose CT scan for those at high risk can reduce the lung cancer death rate by up to 20% by detecting tumors at early stages when they are more likely to be curable according to the American Lung Association (ALA). Lung cancer screening is recommended by the CDC for people ages 50-80 years with a 20+ pack-year smoking history who currently smoke or have quit within the past 15 years. In 2022, the ALA reported only 6% of Nebraskans at high risk for lung cancer were screened. It is critical that we spread the word that in order to Breathe Easy, Nebraskans should get screened for lung cancer.

**About Nebraska Cancer Coalition**

The [Nebraska Cancer Coalition](#) (NC2) is a nonprofit organization that serves all 93 counties in Nebraska. NC2’s membership and partners include health systems, providers, associations, cancer survivors and individuals. Together we aspire to achieve our mission of connecting people and resources to strengthen cancer prevention, detection, and quality of life in Nebraska. NC2 works towards implementing the goals and objectives of our strategic plan. Our vision is to ultimately Conquer Cancer Together.

###

**NC2 Lung Cancer Awareness Campaign 2023  
“Breathe Easy – Get Screened”  
Key Messages and Talking Points  
#BreatheEasyNE**

**Home Base Message:**

The Nebraska Cancer Coalition’s (NC2) lung cancer awareness campaign “Breathe Easy – Get Screened” addresses the lack of information about lung cancer screening, the leading cancer killer in our state. Lung cancer screening can find cancer early and save lives. Nebraska ranks 27th in lung cancer screening rates and only 6% of eligible Nebraskans at high risk for lung cancer were screened in 2022.

**Key Message #1: Lung cancer is the leading cancer killer in Nebraska and our state ranks 27th in screening rates.**

- In 2023, the American Cancer Society estimates 1,340 new cases in Nebraska.
- In 2023, the American Cancer Society estimates 630 deaths in Nebraska.
- In 2022, only 6% of Nebraskans at high risk for lung cancer were screened.

**Key Message #2: Lung cancer screening can find cancer early and save lives.**

- The stage of disease at diagnosis strongly affects the prognosis for lung cancer patients. The most recent Nebraska data indicates that the 5-year relative survival rates for lung cancer are 61% for early-stage diagnoses, while rates for later-stage cases fall to 34% for regional diagnoses and 7% for distant diagnoses (2022).
- Screening for lung cancer with a yearly low-dose CT scan for those at high risk can reduce the lung cancer death rate by up to 20% by detecting tumors at early stages when they are more likely to be curable.
- In 2022, only 6% of Nebraskans at high risk for lung cancer were screened.

**Key Message #3: Cigarette smoking is the number one risk factor for lung cancer.**

- In the United States, cigarette smoking is linked to about 80% to 90% of lung cancer deaths.
- People who smoke cigarettes are 15 to 30 times more likely to get lung cancer or die from lung cancer than people who do not smoke.
- People who quit smoking have a lower risk of lung cancer than if they had continued to smoke, but their risk is higher than the risk for people who never smoked. Quitting smoking at any age can lower the risk of lung cancer.
- Smoke from other people’s cigarettes, pipes or cigars (secondhand smoke) is the third most common cause of lung cancer in the United States.



# Public Info Page - [www.necancer.org/lung-cancer](http://www.necancer.org/lung-cancer)



## LUNG CANCER SCREENING SAVES LIVES

Every

**2.2**

**Minutes**

someone is diagnosed with lung cancer



Lung cancer is the leading cancer killer in



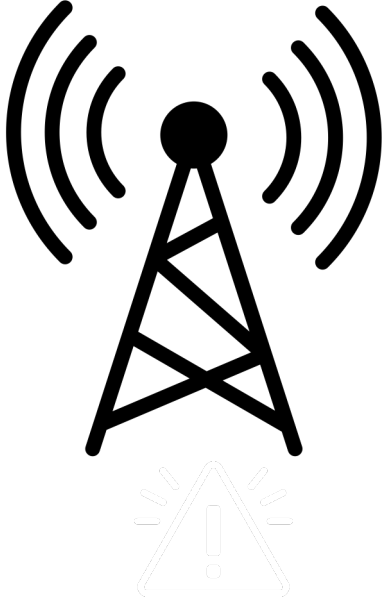
**1,340**

estimated number of new cases of lung cancer diagnosed in Nebraska in 2023

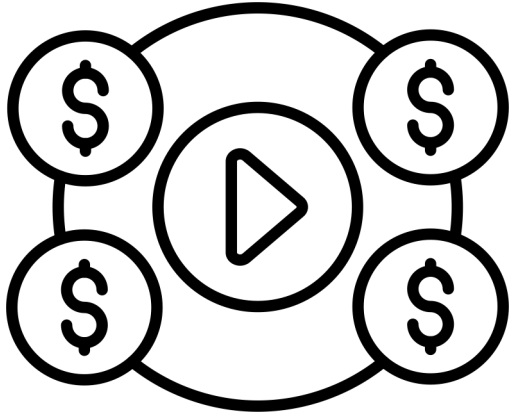
**630**

estimated number of deaths from lung cancer in Nebraska in 2023

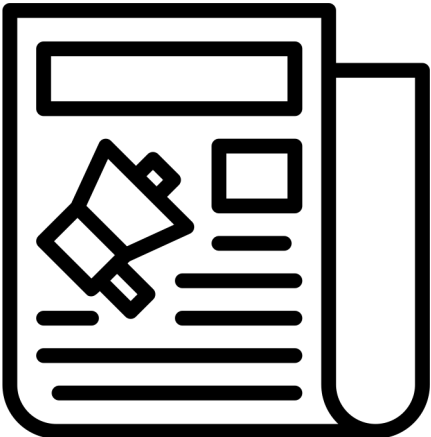
# Media coverage



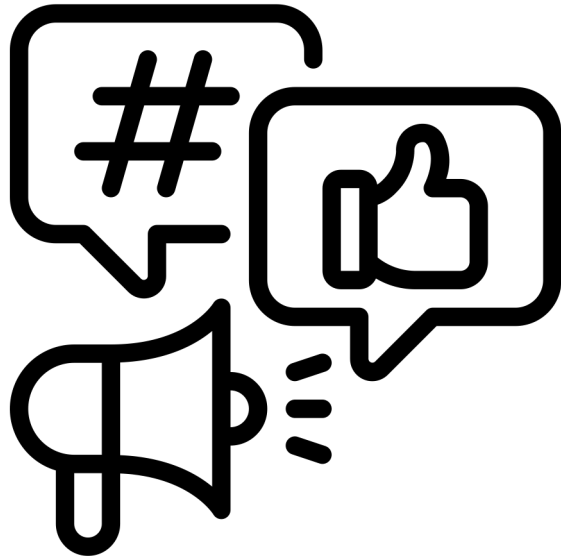
**Radio/Video interviews with local providers and lung cancer survivors - statewide coverage**



**Earned media - if have local story will work with you to get it to media**



**16,000 farmers, ranchers and ag community members will receive information - print & digital ads**



**Partner sharing through social media - make sure to use #BreatheEasyNE to help track impact**



# What you can do



## Here's how:

- **Contact your local news media outlets to help us build on our efforts during Lung Cancer Awareness Month and share with them your planned activities.**
- **There is a news release template available to you that can be adjusted to make your own.**
- **Consider offering news media members interviews with your key experts and/or lung cancer survivors.**
- **Volunteer to be a spokesperson/source for stories that may become available through our pitching efforts.**





# QUESTIONS



# NC2 Monthly Webinar - October

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**Wednesday, October 18**

**12 pm- 1 pm (CST)**

## **Breast Cancer: The Power of Prevention & Screening**

**Lisa Poole, MD**

*Methodist Estabrook Cancer Center*

**Sponsored By:**

**Genentech**  
*A Member of the Roche Group*

# NC2 Monthly Webinars - SAVE THE DATES

**Wednesday, November 8**

**12 pm- 1 pm (CST)**

**Accelerating Lung Cancer  
Screening – Reducing the Burden of  
Lung Cancer**

**Jaime Studts, PhD**

*University of Colorado Cancer Center/National  
Lung Cancer Roundtable*

**Sponsored By:**



**Wednesday, December 13**

**12 pm- 1 pm (CST)**

**NE Cancer Landscape:  
2023 in Review**

**Laura Schabloske & Tamara Robinson**

*Nebraska Cancer Coalition*





# Join Us

NC2 is not complete without YOU!

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**Cancer does not discriminate. It touches and impacts people across Nebraska.**

We are calling on your passion to join in the fight to *Conquer Cancer Together.*

Membership is open to individuals and organizations.



<https://necancer.org/NC2partner>



# Social Media



@NebraskaCancerCoalition



@NebCancer



@nebcancer



@NebraskaCancerCoalition



Questions/Comments

# Contact Us

**Laura Schabloske**

Interim Executive Director

[executivedirector@necancer.org](mailto:executivedirector@necancer.org)

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**Tamara Robinson**

Program Director

[programadmin@necancer.org](mailto:programadmin@necancer.org)



[www.necancer.org](http://www.necancer.org)