Lung Cancer Awareness Month



2016 Social Media Awareness Kit



Created by:





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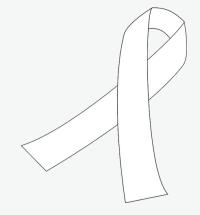
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Why an Awareness Kit?

About this Kit

This kit was created to reduce the burden of lung cancer in Colorado through social media awareness and outreach. The Colorado Department of Public Health and Environment has released a state cancer plan (www.coloradocancerplan.org) to reduce the incidence and mortality of cancer in Colorado by identifying state trends in risk factors, cancer prevalence and mortality. This burden can be reduced through education on risk factors, cancer screenings, and the provision of support for patients, survivors, and their family members. We hope you use this guide to help spread awareness of lung cancer during the month of November and throughout the year.





Who Should Use this Kit?

This kit is for anyone who wants to help spread the word about the risks, signs, and symptoms of lung cancer. It was created for health care providers, nonprofits, survivors, and patient advocates to help them amplify their social media reach during Lung Cancer Awareness month. You'll find suggested sample social media messaging that you can post as is or alter to fit your intended audience.

What is Lung Cancer Awareness Month?

November is Lung Cancer Awareness Month, a health campaign to increase awareness and raise funds. Money raised will go to research and services for lung cancer causes, risk factors, prevention, diagnosis, treatment, and cure.

Lung cancer is by far the leading cause of cancer death among both men and women, and has a high incidence rate. 1 in 15 Colorado men and 1 in 17 Colorado women will be diagnosed with lung cancer in their lifetime. Each year, more people die from lung cancer than of breast, colon, and prostate cancer combined, and close to 90% of those with known smoking status had a history of tobacco use. Informing all Coloradans of the magnitude of this disease, as well as the risks, can help save lives. Prevention and early detection are vital, and social media can aid in this awareness.



Colorado #LungCancer Stats

- 1 in 15 men in Colorado will be diagnosed with lung cancer in their lifetime
- 1 in 17 women in Colorado will be diagnosed with lung cancer in their lifetime
- 1201 men were diagnosed in 2014
- 1195 women were diagnosed in 2014
- 1564 deaths from lung cancer in 2014
- The incidence rate for men is declining faster than for women
- 650,000 smokers remain in Colorado
- 24,000 kids are smokers in Colorado
- 1/3 of smokers die prematurely of tobacco related illnesses
- In 2015 Tobacco sales increased for the first time in a decade

Colorado Lung Cancer Diagnoses and Tobacco Use

Non-Smokers - 10%

Smokers - 90%

In 2014, for those with known smoking status, close to 90% had a history of tobacco use.

DID YOU KNOW:

Smoking is a risk factor for other types

smoking cancer as well, including cancers and

stomach.

the blood, bladder, cervix, colon and

soft cancer as well, including cancer,

the blood, bladder, cervix, head and neck,

the blood, bladder, cervix, head and neck,

rectum, esophagus, head and stomach.

rectum, liver, pancreas and stomach.

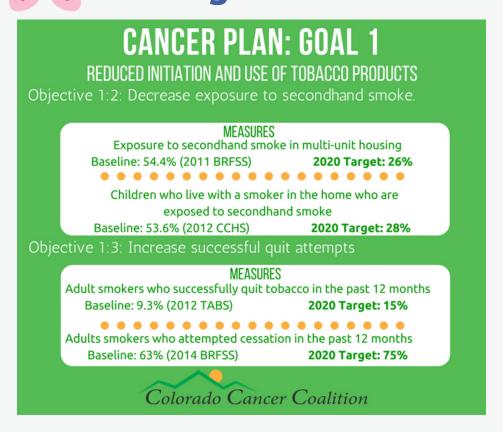
kidney, liver, pancreas

(CDC, 2016) (Colorado Central Cancer Registry, 2016)



1.1 STRATEGIES

- Establish, promote and enforce laws prohibiting the sale and restricting the marketing of tobacco products to minors, including increasing the allow- able age to purchase tobacco products to 21 and increasing local point-of-purchase ordinances designed to protect minors.
- Increase the purchase price of tobacco products.
- Implement health systems change strategies to increase access to and use of evidencebased cessation services, including referrals to the QuitLine.
- Educate youth on the risks of all tobacco product use, including e-cigarettes, and support positive youth development skills, targeting those under 18 years and those 18-24 years.
- Implement community outreach and education programs designed to reduce all forms of tobacco use.
- Institutionalize and standardize tobacco screening and evidence-based brief interventions such as Ask, Advise, Refer (AAR) or Ask, Advise, Assess, Assist or Arrange (5As).



1.2 STRATEGIES

- Maintain enforcement of no-smoking rules within 25 feet of building entries.
- Develop, implement, monitor, protect, strengthen and expand policies that protect populations
 from secondhand smoke exposure at home, in outdoor public places, at work and in multi-unit
 housing. For example, enact smoking bans in public housing units that also include an
 educational component about evidence-based cessation interventions.

1.3 STRATEGIES

- Institutionalize and standardize tobacco screening and evidence-based brief interventions such as Ask, Advise, Refer (AAR) or Ask, Advise, Assess, Assist or Arrange (5As).
- Expand access to and use of tobacco cessation services, including the QuitLine; and treatment, particularly among Medicaid clients through health care delivery interventions.
- Implement media campaigns with cessation promotion messaging to increase the number of quit attempts and successes among smokers, focusing on low-socioeconomic status adults.

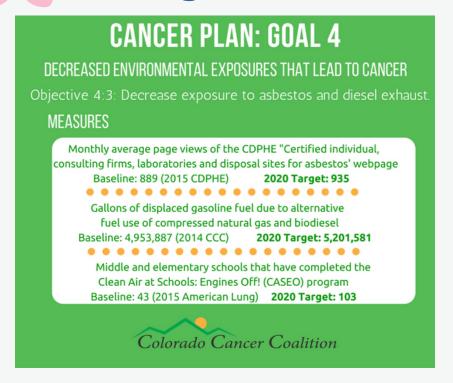


4.1 STRATEGIES:

- Educate the Colorado public, home owners, building owners, sellers, Realtors and policymakers about radon and its risk for lung cancer.
- Educate builders, code officials, city councils and county commissioners on radon facts, health effects and implementation of radon-resistant features in new construction.
- Promote environmental equity through radon testing and mitigation programs and outreach efforts directed at minority or indigent populations.
- Engage and educate Realtors, homebuyers and sellers on the importance of radon testing and information disclosure during real estate transactions.

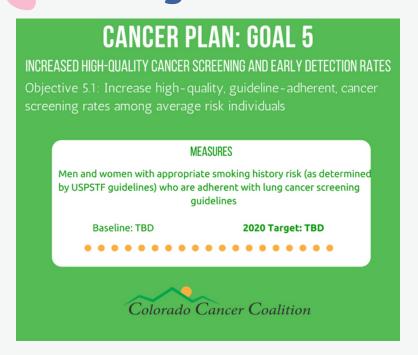
DID YOU KNOW:

After smoking, radon is the second leading cause of lung cancer in the United States. Radon is a colorless, odorless gas that comes from the natural breakdown of uranium in soil, rock and water. The geological makeup of Colorado puts all 64 counties at high risk for radon exposure.



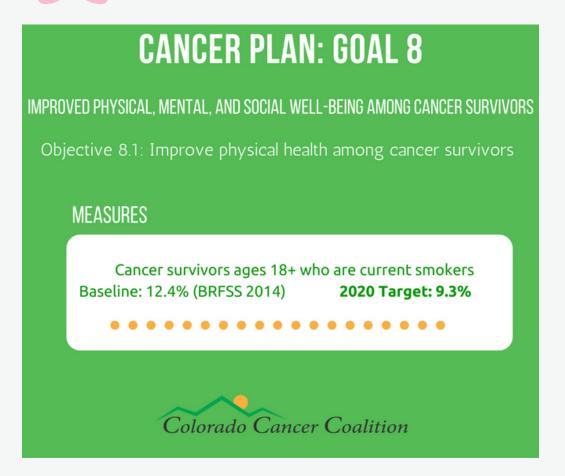
4.3 STRATEGIES:

- Encourage use of certified asbestos building inspectors prior to renovation or demolition activities.
- Educate homeowners on asbestos risk and requirements of the Air Quality Control Commission regulation 8, part B.
- Increase the number and accessibility of CNG/Biodiesel fueling stations and electric vehicle supply equipment (EVSE) systems.
- Develop a state and intrastate system of Compressed Natural Gas (CNG)/Biodiesel stations
 to increase their numbers and accessibility to promote and support local and long distance,
 commercial and diesel fleet use of alternative fuels.
- Educate diesel fleet owners/drivers about the benefits of alternative fuel, including reduced emissions and cost.
- Educate adults and students on the relationship between diesel exhaust and risks of respiratory illnesses and lung cancer.
- Promote and implement workplace policies to reduce exposure to carcinogens.



5.1 Strategies

- Educate primary care providers on the importance of a provider recommendation and adhering to nationally recognized, evidence based cancer screening guidelines such as the United States Preventive Services Task Force (USPSTF), the National Comprehensive Cancer Network (NCCN), the American Cancer Society (ACS) and the American College of Radiology (ACR).
- Educate patients and primary care providers on the importance of early detection of lung cancer among those who are high risk, and on the risks and benefits of screening.
- Implement client reminder systems (e.g., print or phone) to advise individuals in need of a cancer screening; messages may be tailored or general.
- Implement provider-oriented strategies, including provider reminders and recalls to identify
 when an individual is in need of, or overdue for, a cancer screening test based on individual
 or family history risk, and provider assessment and feedback interventions that present
 information about screening provision, in particular through use of an electronic health record
 system.
- Deliver one-on-one or group education conducted by health professionals or trained lay people to motivate individuals to seek screenings by ad- dressing indications for and benefits of screening, and what to expect during screening services. Use small media to support this education (e.g., brochures or newsletters).
- Implement workplace policies to provide paid time off for individuals to complete recommend- ed cancer screenings.
- Collaborate with health plans to achieve in- creased cancer screening compliance rates, for example through the use of National Committee for Quality Assurance (NCQA) Healthcare Effectiveness Data and Information Set (HEDIS) cancer screening measures.
- Implement evidence-based practices through engagement of patient navigators in cancer screening processes.



8.1 STRATEGIES

- Educate oncology providers on tobacco counseling and referral services.
- Implement evidence-based tobacco cessation programs in the cancer survivor population and advance policies that reduce out-of-pocket costs for evidence-based cessation treatments, such as medication and counseling.
- Track QuitLine calls from cancer survivors and provide direct education to survivors on the effects of tobacco on treatment efficacy, recurrence risk and second cancers.

Communicating #LungCancer on Social Media

Educate on the screening options for #LungCancer

The only recommended screening test for lung cancer is low-dose computed tomography (also called a low-dose CT scan, or LDCT). In this test, an X-ray machine scans the body and uses low doses of radiation to make detailed pictures of the lungs.

Who should be screened? The U.S. Preventive Services Task Force recommends yearly lung cancer screening with LDCT for people who:

- Have a history of heavy smoking*,
- Smoke now or have quit within the past 15 years, and
- Are between 55 and 80 years old

*Heavy smoking is considered a smoking history of 30 pack years or more. A pack year is smoking an average of one pack of cigarettes per day for one year. For example, a person could have a 30 pack-year history by smoking one pack a day for 30 years or two packs a day for 15 years.

Communicating #LungCancer on Social Media

POWERFUL, yet SIMPLE

Don't bombard people with information. Hook them with something short and powerful, then refer them to supporting, reliable and trusted resources to learn more.

Educate on the Symptoms of #LungCancer

Encourage individuals to see a healthcare provider with any of these symptoms:

- · A cough that does not go away or gets worse
- Coughing up blood or rust-colored sputum (spit or phlegm)
- Chest pain that is often worse with deep breathing, coughing, or laughing
- Hoarseness
- · Weight loss and loss of appetite
- Shortness of breath
- Feeling tired or weak
- Infections such as bronchitis and pneumonia that don't go away or keep coming back
- · New onset of wheezing

(American Cancer Society, 2016)

Tips for #LungCancer Social Media

Hashtags for #LungCancer Awareness Month:

#LungCancer #LungCancerAwareness #LCAM #LCAM16

Follow these influencers for #LungCancer Awareness Month:

Colorado Cancer Coalition
Twitter: @CoCancerFund

Facebook: https://www.facebook.com/ColoradoCancerCoalition

Web: http://www.coloradocancercoalition.org

American Cancer Society
Twitter: @AmericanCancer

Facebook: https://www.facebook.com/AmericanCancerSociety?fref=ts

Web: http://www.cancer.org/

American Lung Association - Colorado

Twitter: @AmericanLungCO

Facebook: https://www.facebook.com/ALAColorado/

Web: http://bit.ly/2dhiLyy

Center for Disease Control and Prevention

Web: http://bit.ly/1f2b0TC

Date	Facebook	Twitter
Tuesday, 11-1	November is Lung Cancer Awareness Month. The best thing we can do to raise awareness is share the dangers of tobacco. Learn more about what is being done to combat the deadliest cancer here: http://bit.ly/2ehJ7BK	It's #LungCancer Awareness month! #LCAM Learn more about what is being done to combat it here: http://bit.ly/2ehJ7BK
Wednesday, 11-2	FACT: Tobacco taxes reduce smoking rates. Raising cigarette taxes has been shown to be a very effective way to reduce smoking rates and to keep kids from starting to smoke. VOTE YES on 72 http://healthyco2016.com	Raising cigarette taxes keeps kids from starting to smoke. VOTE YES on 72! http://healthyco2016.com
Thursday, 11-3	Shine a Light is an educational event for the lung cancer community in your area. Come hear speakers who provide perspective and hope to those dealing with a diagnosis. Join the Lincoln Community Hospital in Hugo, CO this Sat. Nov. 5. More information here: http://bit.ly/1KPO0ti	Shine a #LungCancer Light at Lincoln Community Hospital this Sat. http://bit.ly/1KPO0ti
Friday, 11-4	Did you know that Colorado kids smoke 7 million packs of cigarettes a year? Increasing cigarette tax is a proven way to fight this deadly problem and keep kids from starting to smoke. Help save our kids lives and VOTE YES on Amendment 72. http://healthyco2016.com	CO kids smoke 7 million packs of cigarettes a year! Stop them from starting by voting YES on Amendment 72. http://healthyco2016.com

Date	Facebook	Twitter
Monday, 11-7	"The best time to stop smoking was 10 years ago. The second best time is today." Cigarette smoke contains more than 60 chemicals that are known to cause cancer. It's no wonder why 90% of people diagnosed with lung cancer had a history of tobacco use. Take charge of your health today. http://bit.ly/2dXpjjD	"The best time to stop smoking was 10 years ago. The second best time is today." 90% of #LungCancer diagnoses have a history with tobacco.
Tuesday, 11-8	Amendment 72 is a WIN-WIN FOR COLORADO! In addition to the benefit of reducing smoking, it invests the tax revenue back into our communities to reduce the harm caused by smoking & support those most affected by smoking & in need of health care. VOTE YES! http://healthyco2016.com	Amendment 72 will help save lives and support those most affected by smoking & in need of health care. VOTE YES! http://healthyco2016.com
Wednesday, 11-9	Are you or someone you know overwhelmed with a lung cancer diagnosis? Here are five great questions for the lung cancer doctor: http://bit.ly/2eucFsk	Overwhelmed with a #LungCancer diagnosis? Ask your doctor these 5 questions: http://bit.ly/2eucFsk
Thursday, 11-10	The emotional challenges of lung cancer don't have to be faced alone. If you are a Kaiser Permanente member, join this support group next Monday: http://k-p.li/2dXf7ci	Don't face #LungCancer alone. Kaiser members are invited to a support group on Monday: http://k-p.li/2dXf7ci

Date	Facebook	Twitter
Friday, 11-11	Can you answer yes to all of these questions: 1) Do you have a history of heavy smoking? 2) Do you smoke now or have quit within the past 15 years? 3) Are you between 55 and 80 years old? If so, it is recommended to get screened. Learn more here: http://bit.ly/2eCf0ku	History of smoking? Quit in the last 15 years? Between 55-80 years old? #GetScreened #LungCancerAwareness http://bit.ly/2eCf0ku
Monday, 11-14	Shine a Light is an educational event for the lung cancer community in your area. Come hear speakers who provide perspective and hope to those dealing with a diagnosis. Join the Lutheran Medical Center in Wheat Ridge on Thursday at 8:30 a.m. More information here: http://bit.ly/1KPO0ti	Shine a #LungCancer Light at Lutheran Medical Center this Thurs. http://bit.ly/1KPO0ti
Tuesday, 11-15	National Jewish Health offers lung cancer support through community every third Thursday of the month. Join them this Thursday from 2-3 pm at their main campus in Denver. More info here: http://bit.ly/2eb2JE3	Join National Jewish Health's #LungCancer support group Thurs. in Denver. http://bit.ly/2eb2JE3

Date	Facebook	Twitter
Wednesday, 11-16	Smoking is a risk factor for other types of cancer as well, including cancers of the blood, bladder, cervix, colon and rectum, esophagus, head and neck, kidney, liver, pancreas and stomach. See the harms of cigarette smoking and the health benefits of quitting here: http://bit.ly/2cW3sdc	Smoking doesn't just up your risk for #LungCancer; it impacts your whole body. #QuitSmoking http://bit.ly/2cW3sdc
Thursday, 11-17	DID YOU KNOW? For the first time in a decade, tobacco sales in Colorado increased last year. Let's raise awareness that there is more work to be done in our beautiful, healthy state. http://bit.ly/2b7uyeV	DYK: For the first time in a decade, tobacco sales in Co. <i>increased</i> last year. #RaiseAwareness #SmokingKills http://bit.ly/2b7uyeV
Friday, 11-18	We know how damaging tobacco use is for our health, but how do we quit? For support, including 24/7 encouragement, advice, coaching and referrals to local resources, go to www.smokefree.gov	#SmokingKills Need help quitting? Call 1-800-784-8669 or get free support here: www.smokefree.gov

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Date	Facebook	Twitter
Monday, 11-21	Do you know how many people in Colorado will be diagnosed with lung cancer this year? 1 in 15 men 1 in 17 women Let's raise awareness. http://bit.ly/1HqYBWP	1 in 15 Colorado men and 1 in 17 Co. women will be diagnosed with #LungCancer in their lifetime. #RaiseAwareness. http://bit.ly/1HqYBWP
Tuesday, 11-22	Breathe in strength and fill your lungs with hope from day one. Diagnosis is difficult for everyone. Use this resource guide from the American Lung Association through your journey. http://bit.ly/2ePZ6a9	#BreatheStrength Diagnosis is difficult for everyone. Use this resource guide through your journey: http://bit.ly/2ePZ6a9
Wednesday, 11-23	Cigarette smoking is the leading cause of lung cancer, yet 24,000 high school kids in Colorado are smokers. The Campaign for Tobacco-Free Kids wants to do something about that. http://bit.ly/2eqG4HE	#SmokingKills but 24,000 high school kids are smokers in Colorado. #DoSomething http://bit.ly/2eqG4HE
Thursday, 11-24	Happy Thanksgiving! Be thankful for your health and reduce your risk in getting lung cancer. Don't start smoking, stop smoking if you currently do, and stay clear of second hand smoke. Read more about the risk factors here:	Happy Thanksgiving! Pass the turkey, not the secondhand smoke. Reduce your risk in getting #LungCancer http://bit.ly/1i80lcM
	http://bit.ly/1i80lcM	18

Date	Facebook	Twitter
Friday, 11-25	Have you noticed shortness of breath, a cough that hasn't gone away, or you're feeling extra tired or weary lately? These are just some of the symptoms of lung cancer. Early detection could save your life. Read more on symptoms here: http://bit.ly/1pqZkm1	Have shortness of breath, a cough that won't go away, or feeling extra tired? Know #LungCancer symptoms http://bit.ly/1pqZkm1
Monday, 11-28	Colorado wants to increase high- quality lung cancer screening rates to enable early detection. Learn about screening here: http://bit.ly/1UNkg3E and take this risk-assessment test here: http://bit.ly/2erEiDh	"Should I be screened for #LungCancer? http://bit.ly/1UNkg3E Take this risk-assessment test here: http://bit.ly/2erEiDh
Tuesday, 11-29	We believe it is important to have well-being in all aspects of life; physical, mental, and social. This is true among cancer survivors in Colorado, too. Find lung cancer specific support here: http://bit.ly/2eutcfJ	#LungCancer patients and survivors should have physical, mental, and social well-being. Find support here: http://bit.ly/2eutcfJ
Wednesday, 11-30	Lung cancer is preventable. Continue to spread awareness throughout the year of the importance of quitting smoking and avoiding secondhand smoke. http://bit.ly/1f2b0TC	#LungCancer is preventable. #SpreadAwareness of how important it is to #QuitSmoking and avoid secondhand smoke. http://bit.ly/1f2b0TC

Lung Cancer Support in Colorado

Support Groups

The National Jewish Lung Cancer Support Group

Third Thursday of each month, 2-3 p.m.
National Jewish Health Main Campus
Cafeteria, Room L-111
1400 Jackson Street
Denver, CO 80206
http://bit.ly/2eb2JE3

Kaiser: Living With Lung Cancer

Third Monday of each month, 1-2 p.m. Kaiser's Franklin Medical Offices 2045 Franklin St, Denver, CO 80205 Heyer Room (basement) http://k-p.li/2dXf7ci

Area Healthcare Facilities Offering Support Groups

Penrose Cancer Center, Colorado Springs

Contact: Heather McWilliams, LCSW, 719-776-5878 www.penrosecancercenter.org

Porter Adventist Hospital, Denver

Contact: Linda Mitchell, 303-778-2583 or Jeanne Currey, 303-778-5832

Swedish Medical Center, Englewood

Contact: Sally L. Tenorio, Lung Cancer Nurse Navigator, 303-788-3994.

Organizations

Colorado Cancer Coalition Lung Cancer Task Force

The Lung Cancer Task Force is focused on decreasing the impact of lung cancer on public health. The Lung Cancer Task Force strives to increase awareness of lung cancer as the leading cause of cancer death in Colorado, encourage prevention of lung cancer through smoking cessation and radon mitigation, promote lung cancer screening CT and improve access to care.

http://bit.ly/2dHCOCx

American Lung Association in Colorado

5600 Greenwood Plaza Blvd., Suite 100 Greenwood Village, CO 80111 Telephone: 303-388-4327

http://bit.ly/2dZEVqA

Lung Cancer Screening in Colorado

(Facilities accredited by the American College of Radiology)

AURORA

University of Colorado Hospital

1635 Aurora Ct F726 Jeremy Iman Aurora, CO 80045 720-848-1115

BOULDER

Boulder Community Foothills Hospital

4747 Arapahoe Avenue Imaging Department Boulder, CO 80303 303-440-2170

Boulder Internal Medicine, dba/Front Range Preventive Imaging

2880 Folsom Suite 100 Boulder, CO 80304 303-443-7226

COLORADO SPRINGS

PENRAD Imaging at Broadmoor

1263 Lake Plaza Drive Suite #100 Colorado Springs, CO 80906 719-785-9000

PENRAD Imaging at Sisters Grove Pavilion

6011 East Woodmen Road Suite 10 Colorado Springs, CO 80923 719-785-9000

Colorado Springs Imaging

6005 Delmonico Ste 180 Colorado Springs, CO 80919 719-260-6500

DENVER

Center for Advanced Diagnostics at Lowry

8101 E. Lowry Blvd Suite 120 Denver, CO 80230 303-340-8439

National Jewish Health

1400 Jackson St. Denver, CO 80206 877-713-5066

Integrated Diagnostic Centers

4704 Harlan Street Suite 150 Jeanne Slazinik Denver, CO 80212 303-433-0302

Denver Health Medical Center

Department of Radiology 777
Bannock Street Mail Code 0024
Denver, CO 80204
303-436-6011

Lung Cancer Screening in Colorado

(Facilities accredited by the American College of Radiology)

GRAND JUNCTION

Pavilion Imaging

750 Wellington Avenue Grand Junction, CO 81502 970-255-7988

LONGMONT

Longmont United Hospital

1950 Mountain View Avenue Diagnostic Imaging Longmont, CO 80501 303-651-5093

LOVELAND

Medical Center of the Rockies

2500 Rocky Mountain Avenue Loveland, CO 80538 970-624-1400

MONUMENT

PENRAD Imaging at Tri-Lakes Health

Pavilion

17230 Jackson Creek Parkway Suite #160 Monument, CO 80132 719-785-9000

PUEBLO

Parkview Imaging Center, LLC

404 West 12th Street Jennifer M Pighetti Pueblo, CO 81003 719-542-0172

WHEAT RIDGE

Exempla Lutheran Medical Center

1st Floor Medical Imaging Department 8300 West 38th Avenue Wheat Ridge, CO 80033 303-425-2022

#LungCancer Screening Saves Lives!

Lung Cancer Awareness Month



2016 Social Media Awareness Kit



For more information:



thecoloradocancercoalition@gmail.com



