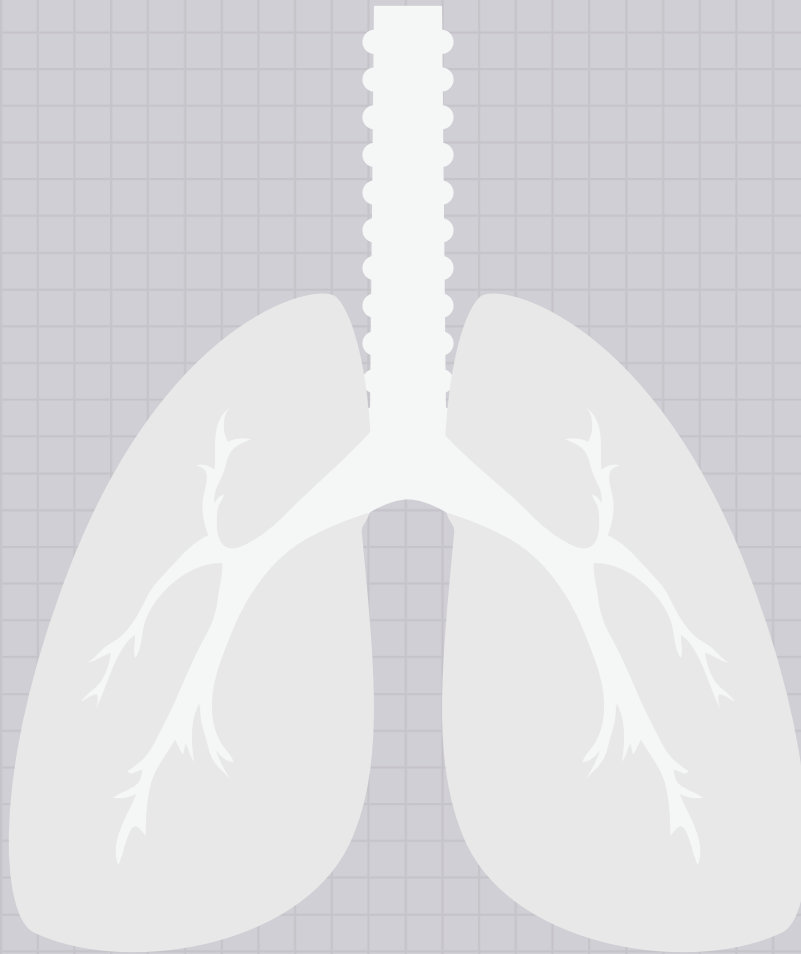


# Lung Cancer Awareness Month



## 2017 Social Media Toolkit

Created by:



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# Why a Tool Kit?

## What is Lung Cancer Awareness Month?

November is Lung Cancer Awareness Month, a health campaign to increase awareness about lung cancer, symptoms and risk factors, screening guidelines and more.

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 men in Colorado and 1 in 17 women in Colorado** will be diagnosed with lung cancer in their lifetime (up to age 85). **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.

## 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](http://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 by educating Coloradans on risk factors & cancer screening guidelines and by providing 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.



# Lung Cancer in Colorado

## LUNG CANCER IN COLORADO : WHO IT AFFECTS?



IN COLORADO,  
RATES  
OF LUNG  
CANCER ARE  
DECREASING



Source: Colorado Central Cancer Registry, 2015

### INCIDENCE

40.6

per 100,000

### MORTALITY

27.3

per 100,000

### INCIDENCE BY ETHNICITY, per 100,000



40.6

All Races



42.0

White, non-Hispanic



34.4

White, Hispanic



42.7

Black

## LUNG CANCER IN COLORADO : DETECTION + RISK



22.7%

Less than 1 in 4 cases  
are found early\*.

\*Early detection is percent in situ and localized staged cases.

A woman has a  
**1 in 17** chance\* of getting  
lung cancer.

\*up to age 85

1 in 17

A man has a **1 in 15** chance\*  
of getting lung cancer.

\*up to age 85

1 in 15

The **five-**  
year survival rate\*.

\*2005-2009.

18.7%

Source: Colorado Central Cancer Registry, 2017

Download these graphics: <http://bit.ly/LungCo2017>

# Lung Cancer in Colorado

**~2,420** Coloradans will be diagnosed with lung cancer <sup>1</sup>

- ≡ 6 Coloradans a DAY
- ≡ 46 Coloradans a WEEK
- ≡ 201 Coloradans a MONTH

**~1,640** Coloradans will die this year from lung cancer <sup>1</sup>

- ≡ 4 Coloradans die every DAY
- ≡ 31 Coloradans die every WEEK
- ≡ 136 Coloradans die every MONTH

**~5,624** lung cancer SURVIVORS <sup>2</sup>



## Are you a Survivor?

Patients and caregivers are encouraged to visit the following link to share their story:  
[https://survey.qualtrics.com/jfe/form/SV\\_79WfZmv5gbowZRb](https://survey.qualtrics.com/jfe/form/SV_79WfZmv5gbowZRb)

1- American Cancer Society 2017 Cancer Facts & Figures

2 - Colorado Central Cancer Registry estimate that 5,624 Coloradans diagnosed with lung cancer in Colorado between 1979 and 2015 are alive as of January 1, 2016



## #LowerYourRisk

Share risk reduction tips.

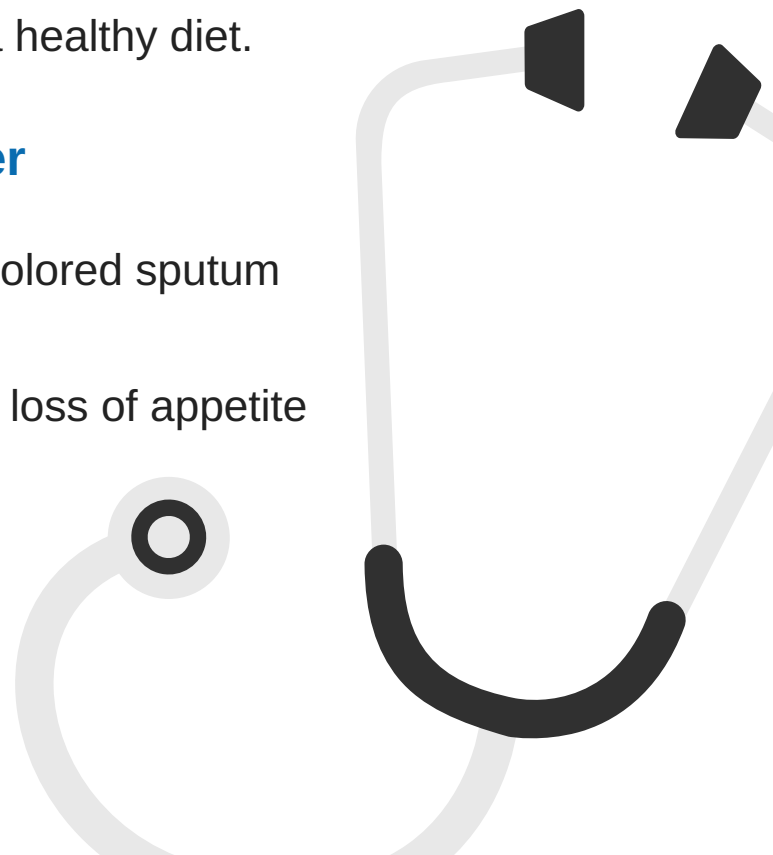


### Tips for Lung Cancer Risk Reduction

- Don't smoke.
- Avoid secondhand smoke.
- Get your home tested for radon.
- Avoid harmful chemicals.
- Exercise regularly and eat a healthy diet.

### Symptoms of #Lung Cancer

- Coughing up blood or rust-colored sputum
- Hoarseness
- Unintended weight loss and loss of appetite



# Tips for #LungCancer Awareness on Social Media

Pro Tip!

## Hashtags for #LungCancerAwarenessMonth:

#LungCancer  
#LungCancerAwareness  
#LungCancerAwarenessMonth  
#QuitSmoking  
#LCAM17

- Use hashtags to search for relevant content
- Use hashtags to expand the reach of your own content.

## Follow these influencers for #LungCancer Awareness Month:

### Colorado Cancer Coalition

Twitter: @CoCancerFund  
Facebook: @ColoradoCancerCoalition  
Web: <http://www.coloradocancercoalition.org>

### American Lung Association in Colorado

Facebook: <https://www.facebook.com/ALAColorado/>  
Web: <http://www.lung.org/>  
Twitter: <https://twitter.com/AmericanLungCO>



## Colorado QuitLine

Quitting tobacco is a process. Whether you are thinking about quitting, are not yet ready to quit, or have already quit, Colorado QuitLine can help you with each step of the way.

Call: 1-800-QUIT-NOW

Web: <https://www.coquitline.org>

Facebook: <https://www.facebook.com/QuitLineCO>

Twitter: <https://twitter.com/quitlineco>

COLORADO  
**QuitLine**™  
*Be tobacco free*



# Lung Cancer Awareness

## Sample Social Media Messaging

### Facebook Ideas

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>

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 <http://tobaccoisnasty.com/>

"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/LungCo2017>

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/2AuKt2K>

The emotional challenges of lung cancer don't have to be faced alone. Check out the different support groups in Colorado: <http://bit.ly/LungSupportCO2017>

### Twitter Ideas

It's #LungCancer Awareness month! #LCAM17 Learn more about what is being done to combat it here: <http://bit.ly/2ehJ7BK>

CO kids smoke 7 million packs of cigarettes a year! Stop them from starting. <http://tobaccoisnasty.com/>

"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. <http://bit.ly/LungCo2017>

"Overwhelmed with a #LungCancer diagnosis? Ask your doctor these 5 questions: <http://bit.ly/2AuKt2K>

Don't face #LungCancer alone. There are support groups across CO. #LCAM17 <http://bit.ly/LungSupportCO2017>





# Lung Cancer Awareness

## Sample Social Media Messaging

### Facebook Ideas

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>

National Jewish Health offers lung cancer support every third Thursday of the month. Join them Thursday the 16th at their main campus in Denver. More info here: <http://bit.ly/2eb2JE3>

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>

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: <https://www.coquitline.org/>  
Call the QuitLine at 1-800-QUIT-NOW or 1-800-784-8669.

### Twitter Ideas

History of smoking? Quit in the last 15 years? Between 55 - 80 years old? #GetScreened  
#LungCancerAwareness  
<http://bit.ly/2eCf0ku>

Join National Jewish Health's #LungCancer support group Thurs the 16th in Denver. <http://bit.ly/2eb2JE3>

Smoking doesn't just up your risk for #LungCancer; it impacts your whole body. #QuitSmoking  
<http://bit.ly/2cW3sdc>

#SmokingKills Need help quitting? Call 1-800-784-8669 or get free support here: <https://www.coquitline.org/>



# Lung Cancer Awareness

## Sample Social Media Messaging

### Facebook Ideas

Do you know how many people in Colorado will be diagnosed with lung cancer in their lifetime?

1 in 15 men

1 in 17 women

How can we change this? <http://bit.ly/LungCo2017>

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/2yl6Nsw>

Cigarette smoking is the leading cause of lung cancer, yet 24,300 high school kids in Colorado are smokers. The Campaign for Tobacco-Free Kids wants to do something about that. <http://bit.ly/2eqG4HE>

91,000! Kids now under 18 and alive in Colorado who will ultimately die prematurely from smoking. <http://bit.ly/2eqG4HE>

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: <http://bit.ly/1i80lcM>

Have you coughed up blood or experienced unintended weight-loss. 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>

### Twitter Ideas

1 in 15 Colorado men and 1 in 17 Co. women will be diagnosed with #LungCancer in their lifetime. <http://bit.ly/LungCo2017>

A #LungCancer diagnosis is difficult for everyone. Use this resource guide through your journey: <http://bit.ly/2yl6Nsw>

#SmokingKills but 24,300 high school kids are still smokers in Colorado. #DoSomething <http://bit.ly/2eqG4HE>

91,000! Kids now under 18 & alive in CO who will ultimately die prematurely from smoking. <http://bit.ly/2eqG4HE>

Happy Thanksgiving! Pass the turkey, not the secondhand smoke. Reduce your risk of getting #LungCancer <http://bit.ly/1i80lcM>

Coughed up blood or unintended weight-loss. Know #LungCancer symptoms <http://bit.ly/1pqZkm1>



# Lung Cancer Awareness

## Sample Social Media Messaging

### Facebook Ideas

Colorado wants to increase high-quality lung cancer screening rates to enable early detection. Learn about screening here: <http://bit.ly/2m4M0cD>

Take the Lung Cancer HealthRisk Assessment test here: <http://bit.ly/2erEiDh>

Confused by pack-years? <http://bit.ly/pack-year>  
Lung cancer screening is tricky to figure out. If you are 55 to 80 years, have a 30 pack-year smoking history and currently smoke or have quit within the past 15 years, talk with your health care provider about getting screened for lung cancer.

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>

Radon is the second leading cause of lung cancer and 50% of homes in Colorado have levels which should be mitigated. Testing your home is easy and affordable.

Find coupons for reduced-cost radon test kits at [www.coloradoradon.info](http://www.coloradoradon.info). Find contractors, certified by the National Radon Proficiency Program, who install systems to mitigate radon. Call the state's Radon Hotline at 1-800-846-3986 for radon information.

### Twitter Ideas

"Should I be screened for #LungCancer?  
<http://bit.ly/2m4M0cD>

Take this #LungCancer HealthRisk Assessment test here: <http://bit.ly/2erEiDh>

Want to calculate pack-years to see where you stand? <http://bit.ly/pack-year>

#LungCancer is preventable. Share how important it is to #QuitSmoking and avoid secondhand smoke. <http://bit.ly/1f2b0TC>

Have you tested your home for radon? Coupons for reduced-cost radon test kits at [www.coloradoradon.info](http://www.coloradoradon.info)

# What You Can Do

## Local public health agencies and community organizations can:

- Collaborate to remove barriers to cancer prevention, screening, treatment and support.
- Provide or host cancer survivors support groups.
- Assist community members with signing up for health insurance.
- Provide cancer information and resources that resonate with those you serve.
- Help those you serve to find out where they can receive cancer screenings and immunizations covered by their insurance.

## Providers and health care systems can:

- Offer patient navigation for cancer screening, treatment and survivorship.
- Refer to or integrate mental health services for cancer survivors.
- Use electronic medical records and other reminder systems to keep individuals up-to-date on cancer screenings and vaccinations that prevent cancer.
- Implement brief interventions, such as motivational interviewing, to improve individual health behaviors such as smoking, alcohol use, poor diet and physical inactivity.
- Connect patients and survivors to cancer research.
- Submit cancer cases to the cancer registry.

## Health insurers and policymakers can:

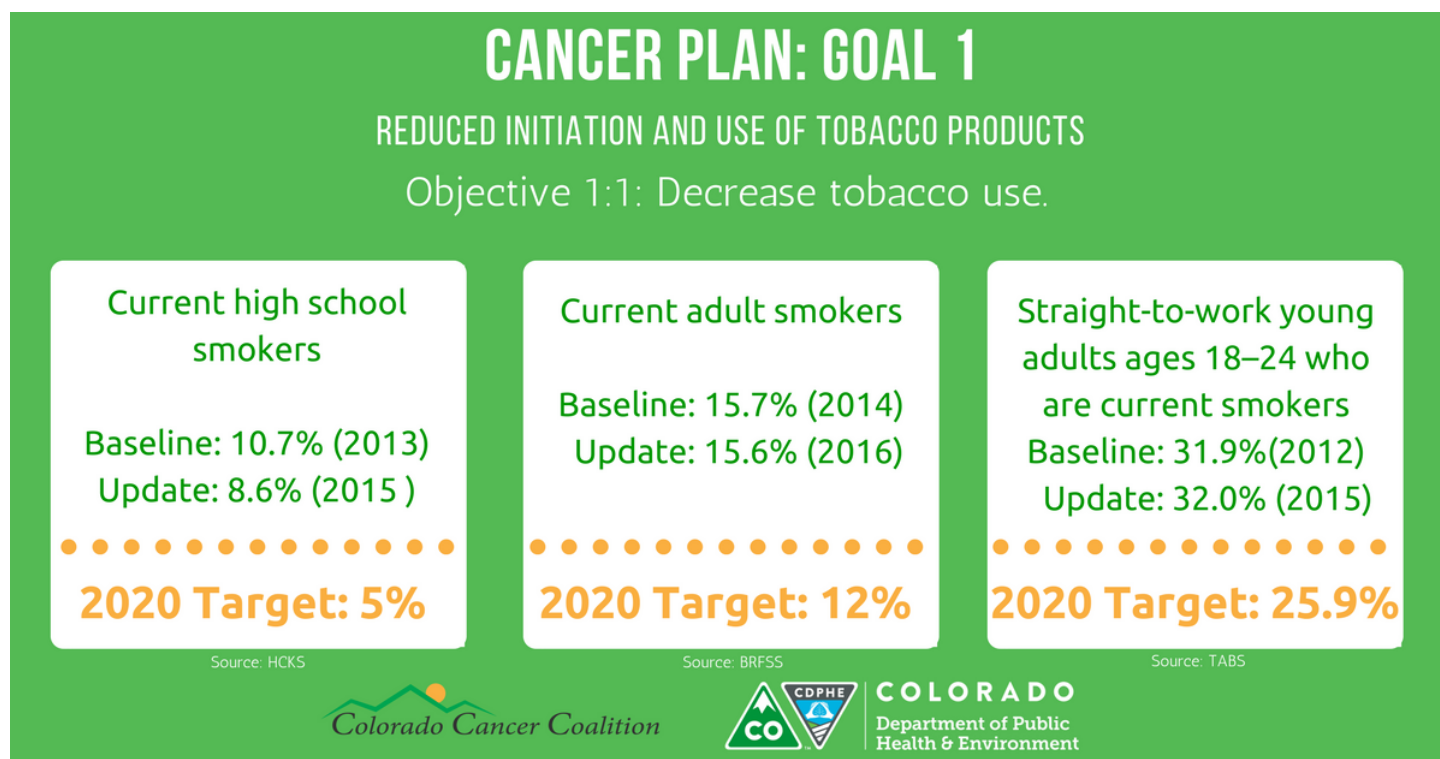
- Support access to and coverage of smoking cessation classes, nutrition programs, mental health providers and cancer treatment drugs.
- Ensure no cost sharing for all recommended cancer screenings and immunizations.
- Streamline access and reduce out-of-pocket costs to participate in cancer research including clinical trials.
- Support policies that make it easy for Coloradans to make healthy choices and to reduce their exposure to environmental carcinogens.

## Employers and professional organizations can:

- Educate the public, employees and policymakers about best practices for cancer screening, treatment and survivorship support, including the importance of research funding.
- Support cancer survivors so they can continue to be successful employees.
- Offer employee benefits that encourage wellness.
- Provide time off for recommended cancer screenings and immunizations.



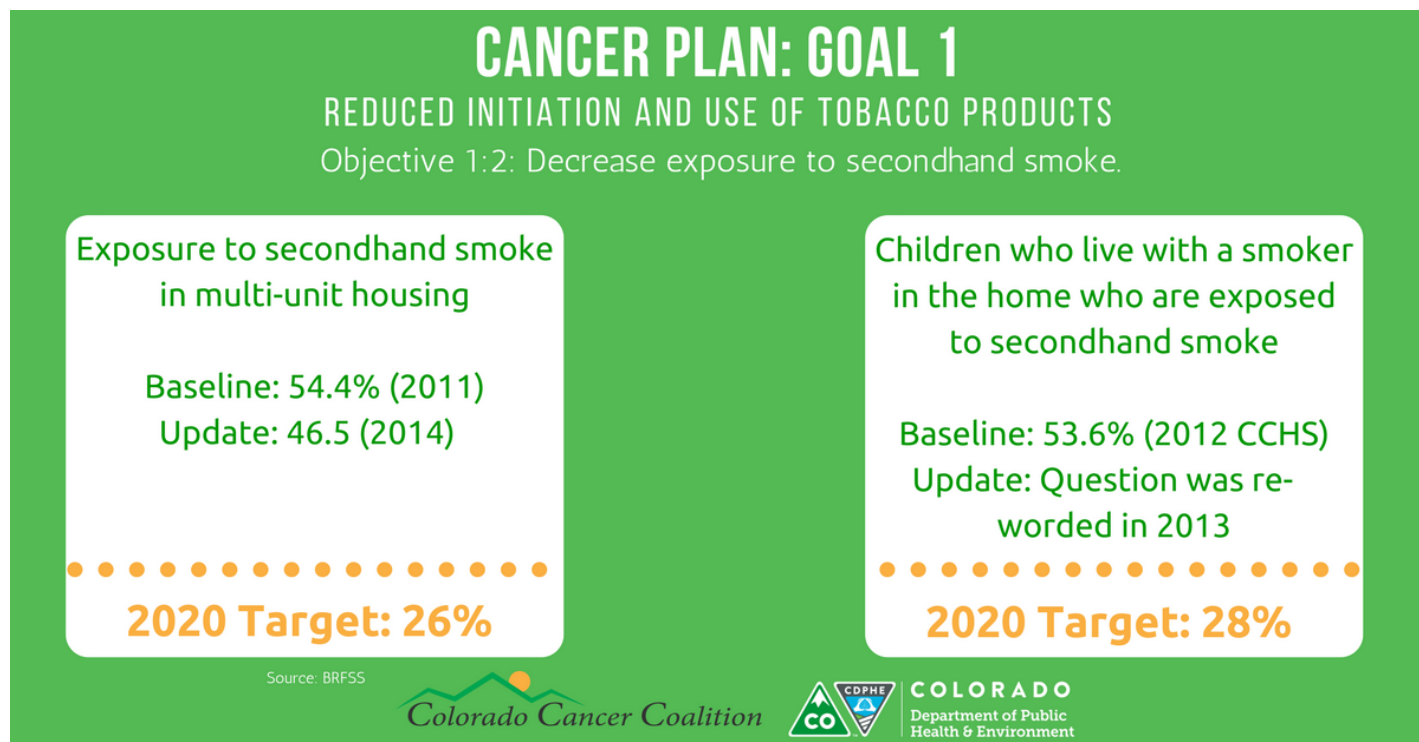
# The Colorado Cancer Plan and Lung Cancer



## 1.1 STRATEGIES:

- Establish, promote and enforce laws prohibiting the sale and restricting the marketing of tobacco products to minors, including increasing the allowable 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 evidence-based 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).

# The Colorado Cancer Plan and Lung Cancer



## 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.



# The Colorado Cancer Plan and Lung Cancer

## CANCER PLAN: GOAL 1

REDUCED INITIATION AND USE OF TOBACCO PRODUCTS

Objective 1:3: Increase successful quit attempts.

Adult smokers who successfully quit tobacco in the past 12 months

Baseline: 9.3% (2012)

Update: 10.3% (2015)



**2020 Target: 15%**

Source: TABS

Adults smokers who attempted cessation in the past 12 months

Baseline: 63% (2014)

Update: 67.8% (2016)



**2020 Target: 75%**

Source: BRFSS



Colorado Cancer Coalition



COLORADO  
Department of Public  
Health & Environment

### 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.





# The Colorado Cancer Plan and Lung Cancer

## CANCER PLAN: GOAL 4

### DECREASED ENVIRONMENTAL EXPOSURES THAT LEAD TO CANCER

Objective 4.1: Increase knowledge and community infrastructure to decrease exposure to radon.

Adults who know about radon

Baseline: 72% (2012)



**2020 Target: 80%**

Source: BRFSS

Adults who test their home for radon

Baseline: 42.0% (2012)

Update: 45.9% (2016)



**2020 Target: 50%**

Source: BRFSS

Cities & counties with local building codes for radon-resistant features in new construction

Baseline: 26 (2015)

Update: 30 (2017)



**2020 Target: 30**

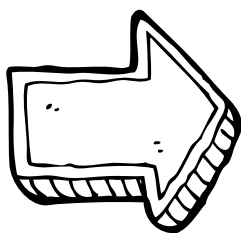
Source: CDPHE



**COLORADO**  
Department of Public  
Health & Environment

### 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, home-buyers and sellers on the importance of radon testing and information disclosure during real estate transactions.



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.



# The Colorado Cancer Plan and Lung Cancer

## CANCER PLAN: GOAL 4

### DECREASED ENVIRONMENTAL EXPOSURES THAT LEAD TO CANCER

Objective 4:3: Decrease exposure to asbestos and diesel exhaust.

Monthly average page views of the CDPHE "Certified individual, consulting firms, laboratories & disposal sites for asbestos" webpage

Baseline: 889 (2015)

Update: 937 (2015)

**2020 Target: 935**

Source: CDPHE

Gallons of displaced gasoline fuel due to alternative fuel use of compressed natural gas & biodiesel

Baseline: 4,973,233 (2014)

Update: 9,706,543 (2016)

**2020 Target: 5,201,581**

Source: CCC



**COLORADO**  
Department of Public  
Health & Environment

### 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.

# The Colorado Cancer Plan and Lung Cancer

## CANCER PLAN: GOAL 5

### INCREASED HIGH-QUALITY CANCER SCREENING & EARLY DETECTION RATES

Objective 5.1: Increase high-quality, guideline-adherent, cancer screening rates among average risk individuals

Men and women with appropriate smoking history risk (as determined by USPSTF guidelines) who are adherent with lung cancer screening guidelines

Baseline: TBD

2020 Target: TBD

Colorado Cancer Coalition



COLORADO  
Department of Public  
Health & Environment

## 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 addressing 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 recommended cancer screenings.
- Collaborate with health plans to achieve increased 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.

# The Colorado Cancer Plan and Lung Cancer

## CANCER PLAN: GOAL 8

IMPROVED PHYSICAL, MENTAL, AND SOCIAL WELL-BEING AMONG CANCER SURVIVORS

Objective 8.1: Improve physical health among cancer survivors.

### MEASURES

Cancer survivors ages 18+ who are current smokers  
Baseline: 12.4% (BRFSS 2014)    Update: 12.6% (BRFSS 2016)



**2020 Target: 9.3%**



**COLORADO**  
Department of Public  
Health & Environment

### 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.

# Recommended Lung Cancer Screening Locations

**\*Sites that are actively submitting data to the ACR Lung Cancer Screening Registry as required by the**

## Centers of Medicare and Medicaid Services

### AURORA

Health Images at Southlands  
6159 S. Southlands Parkway, Unit B  
303-341-7731

Invision Sally Jobe in Aurora  
1400 S. Potomac St., Ste. 180  
720-493-3687

The Medical Center of Aurora\*  
1501 S. Potomac St.  
303-695-2956

UCHealth System\*  
12401 E 17th Avenue  
720-848-1589

University of Colorado Hospital\*  
1635 N Ursula St.  
720-848-6604

### BOULDER

Boulder Community Foothills Hospital  
4747 Arapahoe Avenue  
303-440-2170

Front Range Preventive Imaging  
2880 Folsom, Suite 100  
303-443-7226

Health Images at Boulder  
2425 Canyon Boulevard  
Suite 150  
303-440-1000

### CANON CITY

St. Thomas More Hospital\*  
1338 Phay Avenue  
719-285-2076

### CASTLE ROCK

Castle Rock Adventist Hospital  
2350 Meadows Blvd.  
720-455-5000

### COLORADO SPRINGS

Colorado Springs Imaging  
6005 Delmonico, Suite 180  
719-260-6500

Memorial Hospital Central - UCHealth  
South  
1400 E Boulder St.  
719-365-5120

Memorial Hospital North - UCHealth South  
4050 Briargate Parkway  
719-364-3243

PENRAD Imaging @ Audobon Medical  
Campus\*  
3050 N Circle Drive  
719-785-9000

PENRAD Imaging at Broadmoor\*  
1263 Lake Plaza Drive, Suite #100  
719-785-9000

PENRAD Imaging at Sisters Grove  
Pavilion\*  
6011 Woodmen Road Suite 10  
719-785-9000

Penrose Hospital\*  
2222 N. Nevada Ave.  
719-776-5000

Printers Park Medical Plaza - UCHealth  
South  
175 South Union, Ste. 120  
719-365-5000

### COLORADO SPRINGS

St. Francis Medical Center\*  
6001 East Woodmen Road  
719-776-5000

### DENVER

Denver Health Medical Center  
777 Bannock Street  
Mail Code 0024  
303-602-8184

HCA Continental Division  
4900 South Monaco St.,  
Suite 380  
303-788-2500

Health Images at Diamond Hill  
9005 Grant Street, Suite 400  
303-964-1444

National Jewish Health\*  
1400 Jackson St.  
303-981-1615

Porter Adventist Hospital  
2525 S. Downing St.  
303-778-5238

Presbyterian/St. Luke's Medical Center\*  
1719 E 19th Avenue  
303-839-6400

Rose Medical Center  
4567 East Ninth Ave.  
303-320-2750

The Center for Advanced Diagnostics at  
Lowry\*  
8101 E. Lowry Blvd., Ste. 120  
303-340-8439

Touchstone Imaging Uptown  
1007 East Colfax Avenue  
303-248-5355

# Recommended Lung Cancer Screening Locations

**\*Sites that are actively submitting data to the ACR Lung Cancer Screening Registry as required by the Centers of Medicare and Medicaid Services**

## DURANGO

Mercy Regional Medical Center  
1010 Three Springs Ave.  
970-247-4311

## ENGLEWOOD

Centennial Medical Plaza  
14200 East Arapahoe Rd.  
303-699-3040

Centura Health HQ  
188 Inverness Drive West  
Suite 500  
720-839-7265

Invision Sally Jobe at Hampden  
Place  
401 W. Hampden Ave., Ste. 40  
303-643-4520

Swedish Medical Center  
501 E. Hampden Ave.  
303-788-8899

Touchstone Imaging Dry Creek  
125 Inverness Drive East  
Suite 140  
303-662-1674

## FORT COLLINS

Banner Fort Collins Medical Center\*  
4700 Lady Moon Dr.  
970-821-4040

Poudre Valley Hospital  
1024 South Lemay Avenue  
970-495-8602

The Imaging Center\*  
2127 E. Harmony Rd., Ste. 130  
970-282-2900

## FRISCO

St. Anthony Summit Medical Center  
340 Peak One Dr.  
970-668-2809

## FRUITA

Colorado Canyons Hospital and Medical  
Center\*  
300 W. Ottley Ave.  
970-858-3900

## GOLDEN

Invision Sally Jobe Golden Lakewood  
400 Indiana St., Ste. 130  
720-493-3687

## GRAND JUNCTION

Pavilion Imaging\*  
750 Wellington Avenue  
970-298-7558

## GREELEY

North Colorado Medical Center\*  
1801 16th St.  
970-810-2598

## GREENWOOD VILLAGE

Invision Sally Jobe at Centrum DTC\*  
8200 E. Belleview, Ste. 124  
720-493-3382

## LAFAYETTE

Touchstone Imaging Lafayette  
390 Empire Road, Suite 102  
303-253-3280

## LAKEWOOD

Health Images at Denver West  
1819 Denver West Drive  
Building 26, Suite 100  
303-416-1040

St. Anthony Hospital\*  
11600 West 2nd Place  
720-321-0000

Touchstone Imaging Lakewood  
14062 Denver West Parkway  
Building 52, Suite 180  
303-216-9000

## LITTLETON

Invision Sally Jobe at Littleton  
8200 Southpark Terrace  
720-493-3251

Invision Sally Jobe at Southwest  
Healthpark  
6169 S. Balsam Way, Ste. 170  
720-493-3565

Littleton Adventist Hospital\*  
7700 South Broadway  
303-730-8900

## LONETREE

Invision Sally Jobe in Lone Tree  
10450 Park Meadows Dr., Ste.105  
720-493-3687

Sky Ridge Medical Center  
10101 RidgeGate Pkwy.  
720-225-1076

## LONGMONT

Longmont United Hospital  
1950 Mountain View Avenue  
303-651-5231

# Recommended Lung Cancer Screening Locations

**\*Sites that are actively submitting data to the ACR Lung Cancer Screening Registry as required by the Centers of Medicare and Medicaid Services**

## LOUISVILLE

Avista Adventist Hospital  
100 Health Park Dr.  
303-925-6152

## LOVELAND

McKee Medical Center\*  
2000 Boise Ave.  
970-593-6183

Medical Center of the Rockies  
2500 Rocky Mountain Avenue  
970-624-1400

## MONUMENT

PENRAD Imaging at Tri-Lakes Health Pavilion\*  
17230 Jackson Creek Pkwy.,  
Ste. 160  
719-785-9000

## PARKER

Parker Adventist Hospital\*  
9395 Crown Crest Blvd.  
303-269-4626

## PUEBLO

Park West Imaging  
3676 Parker Blvd, Ste. 165  
719-595-7600

Parkview Medical Center\*  
400 West 16th St.  
719-584-4351

St. Mary Corwin Medical Center\*  
1008 Minnequa Ave.  
1-800-228-4039

## THORNTON

Health Images at North Denver  
9005 Grant Street, Suite 400  
303-964-1410

North Suburban Medical Center  
9191 Grant St.  
303-450-4569

## WESTMINSTER

St. Anthony North Health Campus  
14300 Orchard Pkwy.  
303-246-2462

## WHEAT RIDGE

Lutheran Medical Center\*  
8300 W. 38th Ave.  
303-425-4500

Touchstone Imaging Wheat Ridge  
7615 West 38th Avenue  
Suite B-115  
303-318-2900

## YUMA

Yuma District Hospital  
1000 West 8th Ave.  
970-848-4641

# 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: 3033884327  
<http://bit.ly/2dZEVqA>

# Support Groups

## National Jewish Health - Lung Cancer Support Group

Meets the third Thursday of every month from 2:00 - 3:00 pm  
1400 Jackson St, Denver, CO 80206  
Room A01B.  
303-270-2392

## Kaiser Permanente - Living with Lung Cancer

November 20  
Kaiser Permanente – Franklin Building 2045  
Franklin, Denver, CO  
Heyer Room  
Register 303-764-5310 or 720-536-7248

# Events

## Great American Smokeout - Nov 16

More info: <http://bit.ly/2hnHvZa>

## ACS CAN Policy Forum - Nov 16

Youth Tobacco Prevention for the 21st Century on Thursday Nov. 16 7:30 – 9:30 am  
Courtyard Marriott Hotel  
1475 South Colorado Blvd, Denver.  
<http://bit.ly/2ijO4Sn>

## LUNG FORCE Expo - Nov 18

8 am - 12:00 pm  
Broadmoor Hotel in Colorado Springs  
More info: <http://bit.ly/2ykNIs1>

## HealthONE Lung Cancer Screening Seminars

Tuesday, November 14th, 12-1 PM  
Swedish Medical Center (501 E. Hampden, 80113, Ponderosa Conference Room)

Tuesday, November 14th, 6-7:30 PM  
Rose Medical Center (4500 E. 9th Ave, 80220, Goodstein 1 & 2 Conference Room 2)

Wednesday, November 15th, 5:30-7 PM  
The Medical Center of Aurora (1501 S. Potomac Street, 80012, Conference Room 2)

To register, call 303-575-0055, or go to [LungSeminar.com](http://LungSeminar.com)



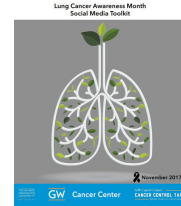
# Are you a Public Health Professional?

## Toolkit and Resources

### **GW Cancer Center Cancer Control Tap**

Lung Cancer Awareness Month Social Media Toolkit

<http://bit.ly/gwlung17>



**CDC Social Materials:** [https://www.cdc.gov/cancer/lung/shareable\\_graphics.htm](https://www.cdc.gov/cancer/lung/shareable_graphics.htm)

### **Agency for Effective Healthcare Research:**

<https://effectivehealthcare.ahrq.gov/decision-aids/lung-cancer-screening/>

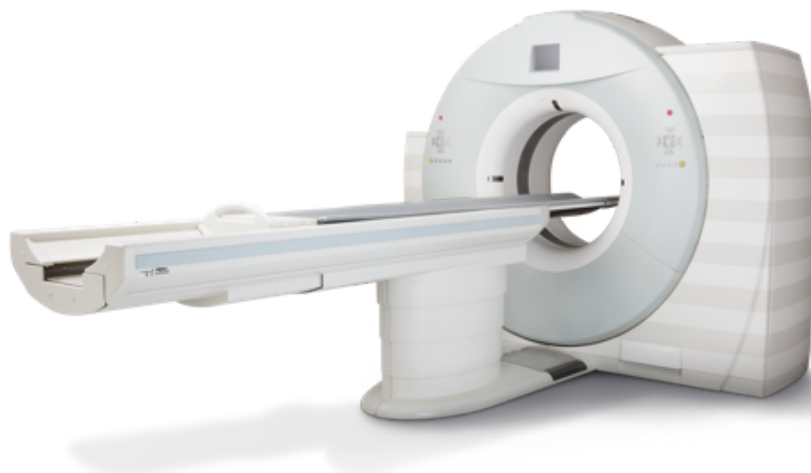
**Quit and Save App:** <http://www.tobaccofreeco.org/quit/quit-today/tobacco-quit-and-save-app>

**Lung Cancer Awareness Month Coalition:** <http://lcam.org/>

## Saved By The Scan

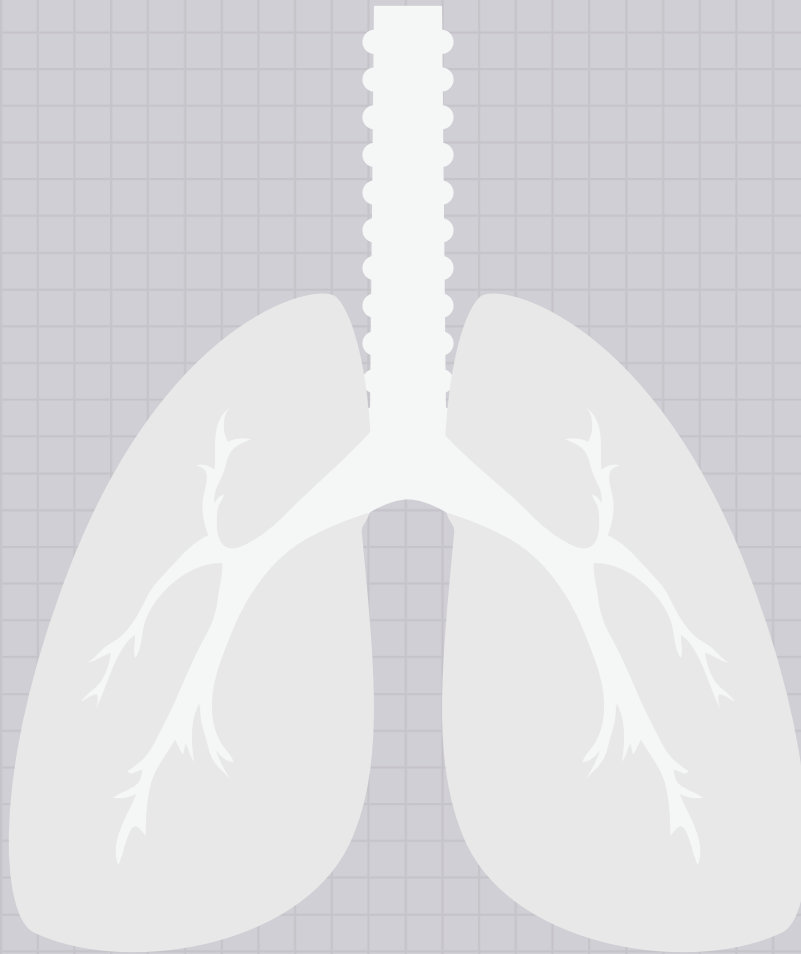
“Saved By The Scan” – American Lung Association will come to a facility upon request in the month of November and set up a booth. Facilities can request the handouts and a facility booth by contacting Ellen at: [ellen.penrod@lung.org](mailto:ellen.penrod@lung.org)

More info on the Saved By The Scan campaign can be obtained at: [www.SavedByTheScan.org](http://www.SavedByTheScan.org)





# Lung Cancer Awareness Month



## 2017 Social Media Toolkit

Created by:

