

## Lung Cancer Awareness Month

### Communications toolkit

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#### Event details

Lung Cancer Awareness Month is observed annually during the month of November. It provides an opportunity for the public health community to come together to raise awareness of the risk factors associated with lung cancer and ways to prevent disease, as well as to highlight measures that may be introduced or enhanced through EU policies in order to reduce disease burden. The ultimate aims are to:

- Save lives and improve patient outcomes and quality of life;
- Protect the public from being put at increased risk of developing lung cancer;
- Reduce the costs associated with lung cancer treatment by preventing disease.

#### Key messages

- Lung cancer continues to be one of the most common cancers across Europe, claiming more lives each year than breast, colon and prostate cancers combined.
- When lung cancer is detected based on symptoms, the disease is typically already at an advanced stage. Earlier detection via CT-scan screening can save lives and reduce medical costs.
- To reduce the burden of lung cancer, the EU must: reduce exposure to risk factors like smoking and air pollution, increase funding for lung cancer research, and develop and implement European guidelines for lung cancer screening.
- Why should we roll out CT-screening for individuals at high-risk of developing lung cancer? It's simple: Every breath counts.

#### More information and useful resources

Ahead of this year's awareness month, ERS produced a [short film on lung cancer screening](#) to inform policymakers, patients and the public, the scientific community and the healthcare field about the potential for lung cancer screening to save lives and reduce medical costs.

- [Watch and share: Lung cancer screening: cutting costs, saving lives](#)

Download and share the new ERS and ESR factsheet:

- [Lung cancer screening: cutting costs, saving lives](#)

#### Upcoming events

- 6 November, 2019 at the European Parliament in Brussels – ERS/LuCE/ESR joint event 'Europe's Beating Cancer Plan: focus on lung cancer and prevention' – [register](#)

#### European Lung Foundation resources for patients and the public

- [Patient priorities website – lung cancer](#)
- [ELF information pages on lung cancer](#)

## Social media resources

Hashtags to include in your posts:

- #LungCancer
- #LCAM
- #LungCancerAwareness

ERS have developed a number of infographics suitable for use on Twitter, Facebook and LinkedIn. You may download and share them to your channels throughout the month.

Click the images below to download the full-sized versions of each file:

