

# KCC Lung Cancer Prevention and Early Detection Network

Meeting Notes and Next Steps

August 21, 2015

Conference Call/Webinar

## Next Meeting Date:

**Friday, September 18, 2015 via Conference Call/Webinar 2-3 pm**

1-877-394-0659 passcode: 7250592994#

Webinar link: <http://connect.uky.edu/lung/>

## Meeting Discussion:

- Audience Segmentation
  - The group discussed other campaigns/evaluated messages
    - TIPS campaign – tobacco cessation/treatment - <http://www.cdc.gov/tobacco/campaign/tips/>
      - Celeste said that she heard Tim McAfee report that 100,000 quits have happened as a result of the campaign
    - Rural Smoke-free Campaign – KY Center for Smokefree Policy
    - Amanda – KCSP – media message with smoke-free policy that has been evaluated, communication guide
    - Smoke-free KY
    - LCA – media marketing stigma; live more moments
    - Lung association – is it right for me or is LCA right for you?
    - Plan to be tobacco free
    - NCI RTIPS – smoking and tobacco control
    - Truth campaign- Legacy Foundation
    - Rx for Radon Program – direct messaging geared toward medical community
  - Should the focus be on policy makers? The group discussed gathering data around policy makers and their beliefs on lung cancer screening issues, including the gubernatorial candidates.
  - The segmentation doesn't have to link back to lung cancer screening – just focus on what the audience would need to know about a specific topic area.
- Radon Policy Update
  - Federal – There is a possibility for more funding at the federal level, but it is unclear if the appropriation bill will pass. If it doesn't, then a continuing resolution will keep the funding the same for state programs.
  - State – Radon regulations were to begin being enforced on July 1, 2015. The state was sued on June 30, 2015 by the International Association of Certified Home Inspectors (NACHI) who feel it is unfair to have to follow the regulations. The KY regulations are based on American Association of Radon Scientists and Technologists (AARST) standards. There is currently an

injunction that should be resolved in the next 60 days. Other radon policy issues have been put on hold while until this is determined.

- Smoke-free Opt-Out
  - There was not time to discuss the Opt-Out issue and new talking points. Please read, understand and share the opt-out 1-pager that was disseminated to the group earlier this month.

Action Items:

- Bring in other specific audiences to the segmentation work as well (ie. home builders and radon).
- PLEASE email Jennifer with your recommendation on the priority areas and audiences to start with re: messaging even if you are unable to complete the exercise.
- Share the Opt-Out 1-pager with your networks.

Decisions Made:

- Jennifer will tune the exercise and make some specific asks to specific members in the network.
- The group will identify a team who could poll legislators and prepare a policy brief around lung cancer screening issues after the November election.

**Attendees:** Jude Gallagher, Belinda Blair, Rudy Bess, Amanda Bucher, Celeste Worth, Andy Waters, Tim Mullett, Kate Eddens, Paige Higginson-Rollins, Heather Wehrheim, Jamie Studts, Trey Alexander, Audrey Darville, Bryan Loy, Kyle Hoylman, Marlene McKinley, Regina Grindle, Jenny Frantz, Elizabeth Holtsclaw, Katie Bathje, Angela Criswell, Kristian Wagner, Jennifer R. Knight