

KCC Lung Cancer Prevention and Early Detection Network

Meeting Notes and Next Steps

October 23, 2015

In-person

Next Meeting Date:

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

1-877-394-0659 passcode: 7250592994#

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

Decisions Made:

- **We Believe Statement Finalized:**
 - We believe every Kentuckian can be free from tobacco addiction.
 - We believe in protecting all Kentuckians from secondhand smoke and radon.
 - We believe lung cancer screening can save lives.
 - We believe in a Kentucky without lung cancer.

Action Items:

- Kate and Paige will pull together messages and engage smaller work groups.
- Small groups assigned to work on specific areas of the audience segmentation:
 - Cessation:
 - Audrey Darville, Debra Armstrong, Rob Satterly
 - Radon:
 - Heather Wehrheim, Kyle Hoylman, Clay Hardwick, Ellen Hahn, Kristian Wagner
 - Smoke-free:
 - Amanda Buchar, Angela Criswell, Heather Wehrheim, Katie Shepard, Ellen Hahn, Kristian Wagner
 - Screening:
 - Angela Criswell, Jude Gallagher, Jamie Studts

Meeting Discussion:

- We Believe Statement (WBS) Discussion
 - Dialogue between using tobacco dependence, addiction or use in the WBS. The group agreed to use addiction.
 - Develop a State of Lung Cancer Report.
 - Kentucky must own/accept, "The Commonwealth's Cancer".
 - How do we tie the statements to action?
- Audience Segmentation
 - Reason for Audience Segmentation:
 - Unified messages to be in sync with community partners.
 - Link to campaigns and resources.

- Tools for use by the group and other stakeholders.
- Have the right messenger for the message.
- Audience segmentation will help to tie We Believe Statements to action. An action step will be tied to each WBS for different audiences.
- Discussion around policy makers being the key audience for radon at this time.

Attendees: Jude Gallagher(p), Rudy Bess(p), Heather Wehrheim(p), Jenny Frantz(p), Tami Cappelletti(P), Amanda Bucher, Andy Waters, Kate Eddens, Paige Higginson-Rollins, Jamie Studts, Audrey Darville, Debra Armstrong, Amy Christian, Courtney, Shacklette, Hilary Deskins, Robert Satterly, Michelle Ottersbach, Angela Criswell, Kristian Wagner, Jennifer R. Knight