
KENTUCKY CANCER CONSORTIUM LUNG CANCER NETWORK

Communication Tool Kit 2017



Our Vision Statement

We believe every Kentuckian can be free from tobacco-related disease.

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.

This publication is supported by cooperative agreement number 1NU58DP006313-01-00 from the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official view of the Centers for Disease Control and Prevention.

KENTUCKY CANCER CONSORTIUM LUNG CANCER NETWORK COMMUNICATION TOOLKIT

This toolkit is intended to help public health professionals navigate social media and other communication channels (e.g., text, email) with targeted messaging related to tobacco treatment, smoke-free protection, radon testing, and lung cancer screening. These messages may be used to target both general and specific audiences through websites, email, and general communication such as health education presentations. Additionally, these messages are designed for use on social media channels like Facebook and Twitter. This plan highlights the messages that are social media-friendly.

The Kentucky Cancer Consortium (KCC) Lung Cancer Network, which developed this toolkit, now consists of 170 partners and 70 organizations focused on one or more aspects of lung cancer prevention and early detection. These organizations represent non-profit, governmental, health care system, academia, and other sectors. For more information, contact Jennifer Redmond Knight at jredknight@kycancerc.org.

Who should use this toolkit?

Public health professionals, cancer control professionals, coalitions, community-based organizations and other stakeholders can use this toolkit and adapt its messaging for their unique audiences and areas of expertise.

How were these messages developed?

From October 2015 to April 2016, the KCC Lung Cancer Network developed recommendations for strategic messages based on health behavior expertise in audience segmentation. The messages were discussed, refined, and approved during in-person meetings, webinars, and through email exchanges. Hashtags and events have been updated in October/November 2017.

Why use social media?

Approximately two-thirds of adults use social media sites including Facebook, Twitter, Instagram, and Pinterest (Pew, 2015). While young adults (18 to 29) are using social media the most, the number of older adults (65+) has more than tripled since 2010 (Pew, 2015). This means that social media is a powerful outlet for health communication among many different audiences. Social media is becoming increasingly common place in public health and is useful for disseminating critical information, expanding outreach to broader and more diverse audiences, and fostering public engagement (Neiger et al., 2012).

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SOCIAL MEDIA BEST PRACTICES

Key Tips

- Tailor messages to your target audience.
 - Consider the channel(s) you want to use and what you are trying to achieve.
 - To ensure that messages resonate with the target audience, remember to use language that they are using to reach and connect with them (Edgerton et al., 2016).
 - Plan how will your organization will measure success.
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Twitter Best Practices

- Keep Tweets between 100-110 characters - this allows other users to Retweet while adding their own comments.
 - Add photos or video content to boost Retweeting.
 - Retweet content from other organizations to promote inter-organizational engagement.
 - Be responsive and recognize Retweets, @ mentions, and when others share your content. This helps to engage your audience.
 - Proofread before you post! Tweets cannot be edited once you share the post.
-

Facebook Best Practices

- Keep it short! Posts with 250 characters or less are distributed more than longer posts (CDC, 2011).
- Use photos or videos to make your posts stand out. Posts with photos receive more likes (Hershkowitz & Lavrusik, 2013).
- Be aware of Facebook's policies about what can be posted and remember to obtain consent prior to identifying people in photos (CDC, 2011).
- Use a conversational tone to foster engagement with your audience. Vary the type of posts to reach a broader audience (Hershkowitz & Lavrusik, 2013).
- Remember to explain why this content is important to your audience (Hershkowitz & Lavrusik, 2013).
- Track your results and act on them to focus on what works (CDC, 2011). Facebook offers analytics detailing what posts are being "liked" or shared and which ones aren't.

SAMPLE TWEETS, FACEBOOK POSTS, AND TEXTS

Tobacco Treatment

Audience	Twitter and Text-Friendly Messages
General	Quitting smoking is hard; it's not a habit. It's an addiction.
General	There are many ways to quit smoking and we can help find the best way for you.

Audience	Facebook-Friendly Posts
General	There are many reasons to quit smoking. When you find yours, call 1-800-QUIT-NOW and talk to your doctor or pharmacist about options to help you quit.
Providers	Tobacco dependence is a chronic disease that often requires repeated intervention. While some smokers quit cold turkey, it takes most 5-10 attempts (or more) before they are successful. Counseling and medication are effective treatments; while each is effective alone, they are more effective together. Help your patients quit by suggesting evidence-based treatment options that would respond well to them, such as medication and counseling, and refer them Quit Now Kentucky by going to https://quitnowkentucky.org/eReferral/ .

Sample Hashtags: #SmokeFreeUS; #loveyourlungs, #smokefreetomorrow

Weblinks: <https://quitnowkentucky.org/en-US/Just-Looking/Health-Professional/How-to-Refer-Patients>; www.lung.org/about-us/local-associations/kentucky.html; <http://www.kycancerprogram.org/tobacco-cessation>; <http://www.selfmadehealth.org/educate/determinants-of-health-fact-sheets/>; <https://www.healthy-ky.org/about-us/coalition-for-a-smoke-free-tomorrow>

Smoke-Free Protection

Audience	Twitter and Text-Friendly Messages
General	When one person smokes, everyone in the building smokes.
General	It's not the smoker, it's the smoke. It's just as dangerous for non-smokers as smokers.
General	Let's share clean air.
Parents	There is no safe way to smoke indoors. Protect your family, never smoke in your home or car.
Parents	Be a role model. Never smoke in the car and in the house or around your kids.
Policymakers	A smoke-free Kentucky works for all of us. All workers deserve the right to breathe smoke-free air.
Businesses	Going smoke-free: good for business, good for health.
Businesses	Don't gamble with workers' lives. Support smoke-free air for everyone.
Businesses	Don't let your profits go up in smoke, go smoke-free!

Audience	Facebook-Friendly Posts
General	It's not the smoker; it's the smoke. Everyone has the right to breathe smoke-free air at work. Talk to your elected officials today. (insert contact information)
General	All Kentuckians should be protected from the dangers of secondhand smoke. No one should have to choose between a job and good health.
Parents	You can wash the smoke out of your kids' clothes, but not their lungs. Ask about your landlord's smoke-free policy – because everyone deserves smoke-free air.
Parents	Kentucky kids deserve healthy parents. Kentucky parents deserve a smoke-free workplace. No one should have to choose between a good job and good health.

Audience	Facebook-Friendly Posts
Policymakers	All Kentuckians should be protected from the dangers of secondhand smoke. No one should have to choose between a job and good health.
Businesses	All Kentuckians should be protected from the dangers of secondhand smoke. No one should have to choose between a job and good health.

Sample Hashtags: #quitsmoking; #notobacco; #smokefree; #loveyourlungs, #smokefreetomorrow

Weblinks: <https://smokefree.gov>; <http://www.uky.edu/breathe/tobacco-policy/kentucky-center-smoke-free-policy>; <https://www.healthy-ky.org/about-us/coalition-for-a-smoke-free-tomorrow>

Radon

Audience	Twitter-Friendly Posts
General	When your home has radon and you are breathing tobacco smoke, radon is even more deadly.
General	Radon: test, fix, save a life.
General	Fixing home radon levels is important. Do what you can to keep your family safe from lung cancer.
Homeowners	What you don't know CAN hurt you. Test your home for radon.

Audience	Facebook-Friendly Posts
General	Get your home tested for radon and keep your family safe. Radon, a radioactive gas that can cause lung cancer, is found in almost half of all Kentucky homes. For a free home radon test kit call the Kentucky Radon Program at 502-564-4856.
Realtors & Landlords	Radon, a radioactive gas that causes lung cancers, is found in nearly half of all Kentucky homes. Test your properties for radon and provide safe homes for your clients.
Homeowners	Get your home tested for radon and keep your family safe. Radon, a radioactive gas that can cause lung cancer, is found in almost half of all Kentucky homes. For a free home radon test kit call the Kentucky Radon Program at 502-564-4856.
Policymakers	Radon, a radioactive gas that can cause lung cancer, is found in almost half of all Kentucky homes. Support policies that keep Kentucky safe.
Providers	Radon, a radioactive gas that causes lung cancers, is found in nearly half of all Kentucky homes. Radon exposure is the number one cause of lung cancer among nonsmokers. Encourage your patients to test their homes.

Sample Hashtags: #radonc; #loveyourlungs

Weblinks: <http://www.kentuckyradon.org>; <http://chfs.ky.gov/dph/info/phps/radongas.htm>; <https://www.epa.gov/radon>; <http://www.uky.edu/breathe/radon/radon-data-county>


Lung Cancer Screening

Audience	Facebook-Friendly Posts
Patients	Detecting and treating lung cancer early can mean more tomorrows. Talk to your doctor about lung cancer screening and find out if it's right for you.
Providers	Lung cancer screening with low-dose CT is effective at finding lung cancer at an early, more treatable stage. Log on to www.lungcancerinkentucky.org to learn which patients are eligible for screening and how to engage in shared decision-making.
Policymakers	Kentucky has the highest rate of lung cancer and the highest risk of dying from lung cancer than anywhere else in the United States. Finding lung cancer through screening increases the odds of successful treatment and survival. Screening costs \$1 to \$2 per month for Medicare-eligible patients. Protect Kentuckian's access to this life-saving option and save almost 360,000 lives per year.

Sample Hashtags: #lungcancer; #lcs; #lungcancerscreening; #lcs; #NoStigma; #LCI; #loveyourlungs, #SavedByTheScan

Weblinks: www.lung.org/about-us/local-associations/kentucky.html; <http://ccts.uky.edu/ccts/TLC/home>; <https://www.kentuckyleads.org/>; <http://www.lungcanceralliance.org/am-i-at-risk/>

Top Tweeters in all areas: @KentuckyLEADS; @lcschat; @JFreemanDaily; @LungCancerFaces; @freetobreathe; @Lungevity; @LungProject; @smokefreeky; @kysmokefree



**"For your peace of mind
... and his."**
**Talk to a doctor about
lung cancer screening.**
Find out if it's right for you.

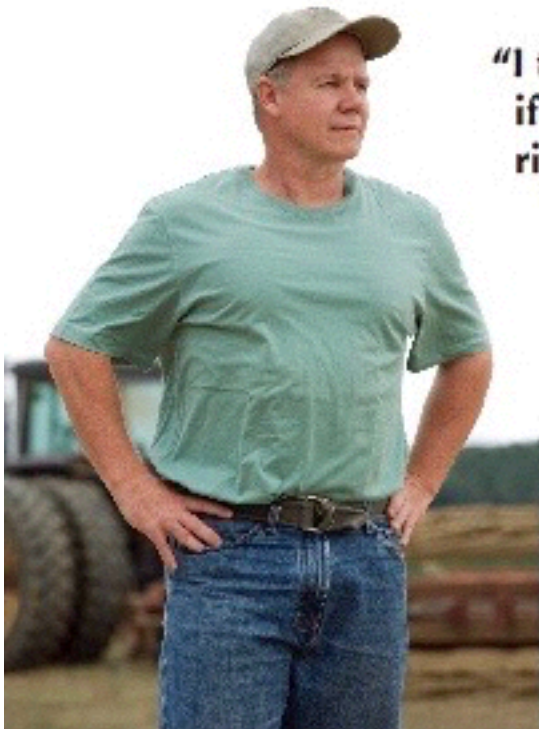
A message from the
Terminate Lung Cancer (TLC)
Study Team.

To learn more, visit our website:
ccts.uky.edu/ccts/TLC/home



**"My friends and I heard about lung cancer screening.
We decided to talk to our doctors to learn more."
Find out if it's right for you.**

A message from the Terminate Lung Cancer (TLC) Study Team.
To learn more, visit our website: ccts.uky.edu/ccts/TLC/home



**"I talked with my doctor to see
if **lung cancer screening** was
right for me. I'm glad I did."**

**Detecting lung cancer early
can mean more tomorrows.**

**A message from the
Terminate Lung Cancer (TLC)
Study Team.**

**To learn more, visit our website:
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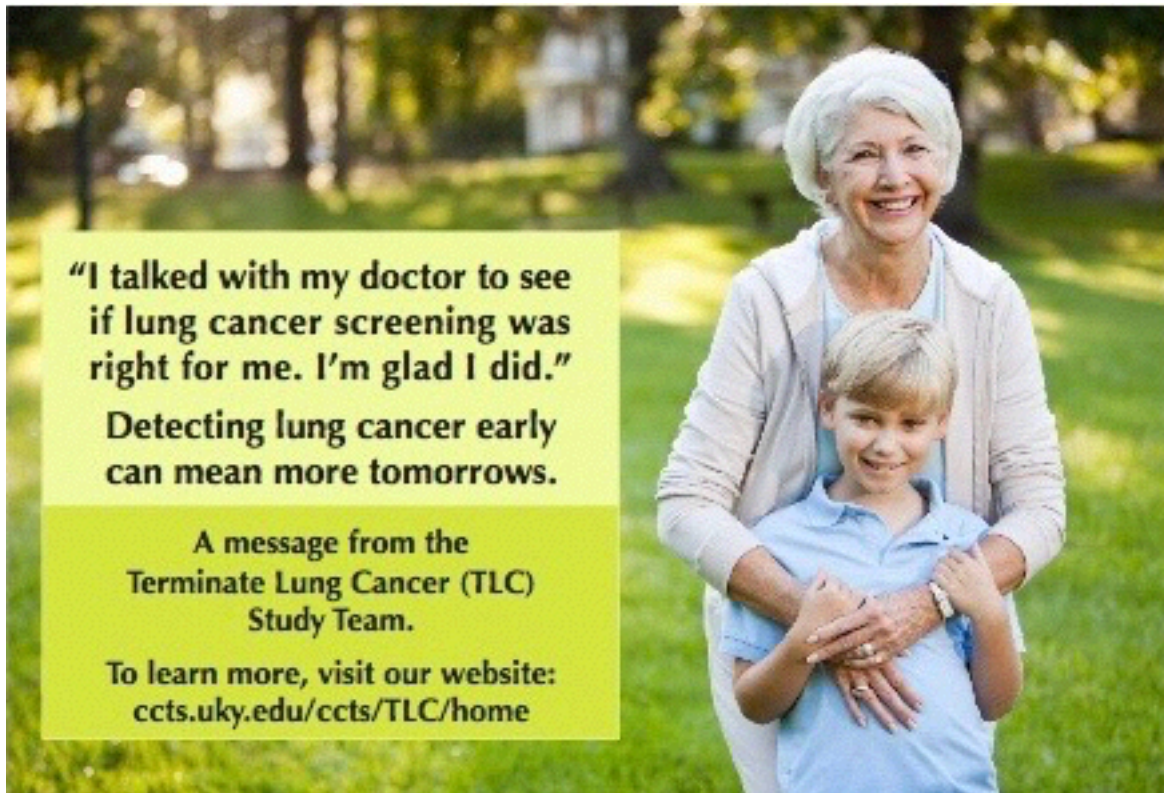
**"For your peace of mind
... and hers."**

**Talk to a doctor about
lung cancer screening.**

Find out if it's right for you.

A message from the Terminate Lung Cancer (TLC) Study Team.

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"I talked with my doctor to see if lung cancer screening was right for me. I'm glad I did."

Detecting lung cancer early can mean more tomorrows.

**A message from the
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Study Team.**

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"We talked to my doctor to see if lung cancer screening was right for me. I'm glad we did."

Detecting lung cancer early can mean more tomorrows.

**A message from the
Terminate Lung Cancer (TLC)
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**"For your peace of mind ... and theirs."
Talk to a doctor about lung cancer screening.
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KEY GENERAL MESSAGES

MOTIVATION, EFFICACY, ACTION

The following messages are designed for dissemination through channels such as email, websites, and presentations.

Tobacco Treatment

Quit smoking today for a better tomorrow. There are many ways to quit and we can help find the best way for you. Call 1-800-QUIT-NOW, and talk to your doctor or pharmacist for more information.

Smoke-Free Protection

It's not the smoker; it's the smoke. Join the movement to make all workspaces smoke-free. Talk to your elected officials about protecting workers from the dangers of secondhand smoke. Smoke-free policies save lives and don't hurt businesses. For more information go to www.breathe.uky.edu.

Radon

Get your home tested for radon and keep your family safe. Radon, a radioactive gas that can cause lung cancer, is found in nearly half of all Kentucky homes. When your home has radon and you are breathing tobacco smoke, radon is even more deadly. For a free home radon test kit call the Kentucky Radon Program at 502-564-4856.

Lung Cancer Screening

Detecting and treating lung cancer early can mean more tomorrows. Talk to your doctor about lung cancer screening and find out if it's right for you.

Summary Statement

There are many ways you can prevent lung cancer:

- If you smoke, call 1-800-QUIT-NOW and talk to your doctor or pharmacist about finding the best way for you to quit.
- Avoid breathing secondhand smoke and talk to your elected officials about supporting smoke-free workplaces to protect Kentucky workers. If you smoke, protect your family by not smoking in the house or in the car.
- Get your home tested for radon, a radioactive gas found in almost half of Kentucky homes. Radon can cause lung cancer and can get trapped in houses and buildings. Breathing in tobacco smoke makes radon even more deadly. Call the Kentucky Radon Program at 502-564-4856 for a free home radon test kit.
- Talk to your doctor about lung cancer screening and find out if it's right for you.

Taking all of these steps can lower your chances of getting lung cancer, giving you more tomorrows with your loved ones.

NOVEMBER 2017 EVENTS

Use the following hashtags throughout November: #LCAM, #lungcancer

week of november 1st - 4th :

- **LEAD ORGANIZATION:** Owensboro Health
- **DATE:** Friday, November 3rd
- **LOCATION:** Owensboro
- **DETAILS:** Grand Rounds – Cardiothoracic surgeon, Dr. Doug Adams, will be presenting at Grand Rounds at Owensboro Health Regional Hospital on *Low Dose CT Scanning and Lung Cancer* at Owensboro Health Regional Hospital on Friday, November 3.

- **LEAD ORGANIZATION:** Lungevity's Breathe Deep Cincinnati
- **DATE:** Saturday, November 4th
- **LOCATION:** Cincinnati
- **DETAILS:** Breathe Deep Cincinnati Walk 7 Fun Run to End Lung Cancer; Saturday, November 4, 2017; Check-in begins at 9am; Race start 10am; Theodore M. Berry International Friendship Park, 1135 Riverside Drive, Cincinnati, OH 45202

- **LEAD ORGANIZATION:** St. Elizabeth Healthcare
- **DATE:** Saturday, November 4th
- **LOCATION:** Erlanger
- **DETAILS:** Lung Cancer Symposium; Saturday, November 4, 2017; 6:45 a.m. to 12:30 p.m.; St. Elizabeth Training and Education Center (SETEC); 3861 Olympic Blvd., Erlanger, KY 41018. Review current practice guidelines, new therapies and clinical trials for lung cancer: 1) The role of screening chest CT for lung cancer in at-risk patients, 2) Current diagnostic and staging modalities for lung cancer; 3) Current treatment options for different stages of lung cancer and prognosis.

Registration is \$125 and cash or check is accepted. Please **RSVP by Wednesday, November 1st** by contacting Holly Groneck at (859) 301-9756 or Holly.Groneck@stelizabeth.com

week of november 5th - 11th :

- **LEAD ORGANIZATION:** Kentucky LEADS Collaborative & University of Louisville
- **DATE:** Monday, November 6th
- **LOCATION:** Lexington
- **DETAILS:** **49th Annual Family Medicine Review Conference;** Presentation: "Primary Care Approaches for Lung Cancer Screening, and What's New in Tobacco Treatment and Reimbursement"; 10:15am - 12:15pm, Monday, November 6, 2017 at the Marriott Griffin Gate Resort, 1800 Newtown Pike, Lexington, KY 40511.

- **LEAD ORGANIZATION:** University of Kentucky BREATHE Program
- **DATE:** Tuesday, November 14th
- **LOCATION:** Hazard
- **DETAILS:** The Tobacco-Free Ambassador Partnership is holding an Adult Mentor Training to learn the best ways to recruit, empower, and engage youth in policy advocacy, with an emphasis on smoke- and tobacco-free policies. The training will be delivered by staff from Yes! Youth Empowered Solutions of North Carolina. This training will take place at the Hazard Community and Technical College and lunch will be provided if you register by November 7th. To register for this event click [here](#) and enter your contact information and take a brief survey. For more information please contact: Hannah Keeler hannahkeeler@uky.edu

- **LEAD ORGANIZATION:** Lung Cancer Alliance
- **DATE:** Tuesday, November 7th
- **LOCATION:** Louisville
- **DETAILS:** Robley Rex Veterans Affairs Medical Center Shine a Light; **November 7, 2017** 2:00 - 4:00 PM; Robley Rex Veterans Affairs Medical Center; 800 Zorn Avenue (West Entrance, Room E-005), Louisville, KY 40206; Organizer: Jennifer Pendleton, Jennifer.pendleton@va.gov

Join the Robley Rex VA Medical Center in celebrating their 3rd Annual Shine a Light on Lung Cancer event. Local and Veteran lung cancer patients, survivors, family members, caregivers, and the community are invited to participate in this very special event. Come and learn how our VA facility is Shining a Light on Lung Cancer, meet lung cancer experts, and learn about various resources! Light refreshments and food provided, also a chance to win door prizes. We look forward to seeing you and helping us Shine a Light on those touched by lung cancer and spread hope!

- **LEAD ORGANIZATION:** Kentucky LEADS Collaborative & the University of Louisville
 - **DATE:** November 9th and 10th
 - **LOCATION:** Lexington
 - **DETAILS:** Exhibiting at: the 2017 Kentucky Academy of Family Physicians Annual Meeting, November 9th and 10th, Embassy Suites, 1801 Newtown Pike, Lexington, KY 40511 and the 2017 Kentucky Primary Care Association Annual Conference to exhibit and present briefly on Thursday, November 9th at the Embassy Suites in Lexington, 1801 Newtown Pike, Lexington, KY 40511.
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- **LEAD ORGANIZATION:** Our Lady of Bellefonte Hospital
 - **DATE:** Friday, November 10th
 - **LOCATION:** Ashland
 - **DETAILS:** Our Lady of Bellefonte Hospital Shine a Light; November 10, 2017, 12:00 – 2:00 PM; Our Lady of Bellefonte Hospital Cafeteria Hallway; 1000 Saint Christopher Drive, Ashland, KY 41101. Organizer: Leigh Ann Holt, leigh_holt@bshsi.org
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- **LEAD ORGANIZATION:** Owensboro Health
 - **DATE:** Saturday, November 11th
 - **LOCATION:** Owensboro
 - **DETAILS:** Owensboro Health Fall Oncology Conference; Saturday, November 11, 2017 **from** 7am – 12:30pm; Lung Cancer Immunotherapy session is 9am-10am with Dr. Jill Kolesar; The conference is focused on physicians, who will receive CE credit, and is also attended by numerous medical personnel (RNs, Social Workers, Radiologic Technologists, and Radiation Therapists) who receive CEU hours. This year's speakers are four highly regarded physicians in their field from the University of Kentucky's Markey Cancer Center and we are excited to be able to offer these 4 topics, free of charge, to local healthcare providers.
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- **LEAD ORGANIZATION:** University of Cincinnati Cancer Institute
 - **DATE:** Saturday, November 11th
 - **LOCATION:** Cincinnati
 - **DETAILS:** LUNG CANCER: Revolutionary Progress & Future Directions; Educational conference for health professionals; Saturday, November 11, 2017, 8 a.m. – 2 p.m.; Kingsgate Marriott, 151 Goodman Dr., Cincinnati, 45219; Visiting speaker: Giuseppe Giaccone, MD, PhD. Associate Director for Clinical Research, Lombardi Comprehensive Cancer Center, Georgetown ; University, Immunotherapy for Lung Cancer. 4.75 AMA PRA Category 1 Credits™ of continuing medical education available; Course Co-Directors: John C. Morris, MD, and Sandra L. Starnes, MD.

week of november 12th - 18th :

- **LEAD ORGANIZATION:** Free to Breathe
 - **DATE:** Sunday, November 12th
 - **LOCATION:** Lexington
 - **DETAILS:** [Central Kentucky Free to Breathe 7th Annual Lung Cancer Run/Walk](#); Sunday, November 12, 2017, Check-In: 12:30pm; Start time: 2:00 pm; LFUCG Coldstream Park; #freetobreathe
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- **LEAD ORGANIZATION:** Owensboro Health
 - **DATE:** Tuesday, November 14th
 - **LOCATION:** Owensboro
 - **DETAILS:** **The Doc Is In** – Dr. Doug Adams, cardiothoracic surgeon, will be offering a [community education session Low Dose CT Lung Cancer Screening](#) on Tuesday, November 14th.
- Owensboro Living article** –Owensboro Living magazine has published an article “Are You At Risk for Lung Cancer? Find Out if You Should Be Screened,” by Dr. Doug Adams.
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- **LEAD ORGANIZATION:** American Cancer Society
 - **DATE:** Thursday, November 16th
 - **LOCATION:** Nationwide
 - **DETAILS:** Every year, on the third Thursday of November, smokers across the nation take part in the [American Cancer Society Great American Smokeout](#) event. This year, the GASO will take place on November 16th! Encourage someone you know to use the date to make a plan to quit, or plan in advance and then quit smoking that day. By quitting – even for 1 day – smokers will be taking an important step toward a healthier life and reducing their cancer risk. Find a multitude of tools and resources to promote GASO in your networks [here](#).
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- **LEAD ORGANIZATION:** Lung Cancer Alliance
 - **DATE:** Thursday, November 16th
 - **LOCATION:** Lexington
 - **DETAILS:** Baptist Health Lexington Shine a Light; November 16, 2017; 5:30 – 7:00 PM
Baptist Health Lexington Cancer Center; 1700 Nicholasville Rd., Lexington, KY 40503. Organizer: Sara Barker, sara.barker@bhsi.com Please RSVP to Sara Barker [859-260-3198](tel:859-260-3198)

week of november 26th – december 2nd :

- **LEAD ORGANIZATION:** American Lung Association
- **DATE:** Friday, December 1st
- **LOCATION:** Lexington
- **DETAILS:** The American Lung Association's [LUNG FORCE Expo will take place on Friday, December 1st at the Hyatt Regency in Lexington.](#) The Expo is a program designed for patients, caregivers and healthcare providers to learn more about the latest trends, resources and research surrounding lung cancer, COPD and asthma. Speakers from a variety of fields will present current medical information on topics that have the most impact on those whose lives are touched by these conditions, as well as provide up-to-date medical information for healthcare professionals to help support patients.

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