

Lung CANCER PREVENTION & Survivorship is Good Business

UNIFYING Communities and
Industry
for
Better Health



Resources to reduce lung cancer in
Kentucky worksites

August, 2018

Provided by the Kentucky Cancer Program, Kentucky Cancer Consortium,
and the University of Kentucky College of Public Health

Tobacco
Treatment

Lung Cancer
Screening

Radon
Prevention

Tobacco-Free
Environments

Survivorship

Lung Cancer Prevention & Survivorship is Good Business

Dear Worksite Partner:

Lung cancer is the leading cause of cancer deaths in Kentucky and the United States. Kentucky's rate of new cases and deaths from lung cancer is the highest in the U.S. Lung cancer claims more lives than breast, colorectal and prostate cancers combined, yet most lung cancer deaths are preventable by avoiding tobacco use, secondhand smoke and exposure to radon. In addition, a new screening test, low-dose CT scan, is available to help detect lung cancer in its early stages, improving treatment options and survival rates.

Each year over 4,800 people will be diagnosed with lung cancer and over 3,400 people will die from lung cancer in Kentucky, which has a tremendous impact on families, communities and employers. By using the resources and activities in this guide, you can play an important role in educating employees about how they can reduce their risk for lung cancer, learn about screening, early detection, and survivorship resources. These efforts can help reduce employee health care costs, absenteeism and improve job performance.

A Kentucky Cancer Program (KCP) Regional Cancer Control Specialist from your community can provide you with free materials and resources to assist with promotion of lung cancer prevention, understanding lung cancer screening, and connecting with survivorship resources..

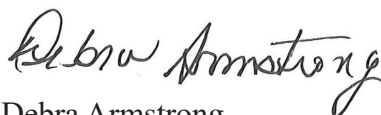
Thank you for joining other Kentucky organizations and businesses in this life saving effort.

Sincerely,

The Kentucky Regional Resource Lead Organization



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PURPOSE

The purpose for developing and providing worksites with a “Lung Cancer Prevention and Survivorship is Good Business Resource Kit” is to help impact the high rates of lung cancer among employees and their families in Southern Kentucky. Studies have shown that worksite wellness activities benefit both employers and employees. The result can help with reducing employer healthcare costs, reducing absenteeism, increasing productivity and improving employee quality of life. The Resource Kit provides ideas for implementing evidence-based activities that promote lung cancer prevention, early detection, and support survivorship.

PROCESS

The SelfMade Health Network, <https://selfmadehealth.org/> selected the University of Kentucky College of Public Health, Kentucky Cancer Program and the Kentucky Cancer Consortium as a “Kentucky Regional Resource Lead Organization” (RRLO) focused on partnering with community businesses and organizations to reduce lung cancer in eight counties in Kentucky. As part of this work, the Kentucky RRLO is:

- Hosting meetings in Casey, Christian, Clay, Jackson McCracken, Ohio, Perry and Warren counties with more than 120 local businesses and organizations.
- Requesting feedback from these participants on the best ways to reach employees with lung cancer-related information in worksites that employ primarily male employees.
- Incorporating feedback and recommendations into this Resource Kit that include a wide variety of resources and types of activities that can be tailored to individual worksites.
- Implementing this Resource Kit in worksites in these eight counties to educate employers and employees on lung-cancer related information.
- Asking worksites that implement this Resource Kit to provide feedback on what works well and what could be improved so that this Resource Kit can continue to be used within these eight counties and eventually expand to the rest of Kentucky and to other states that have similarities to Kentucky.

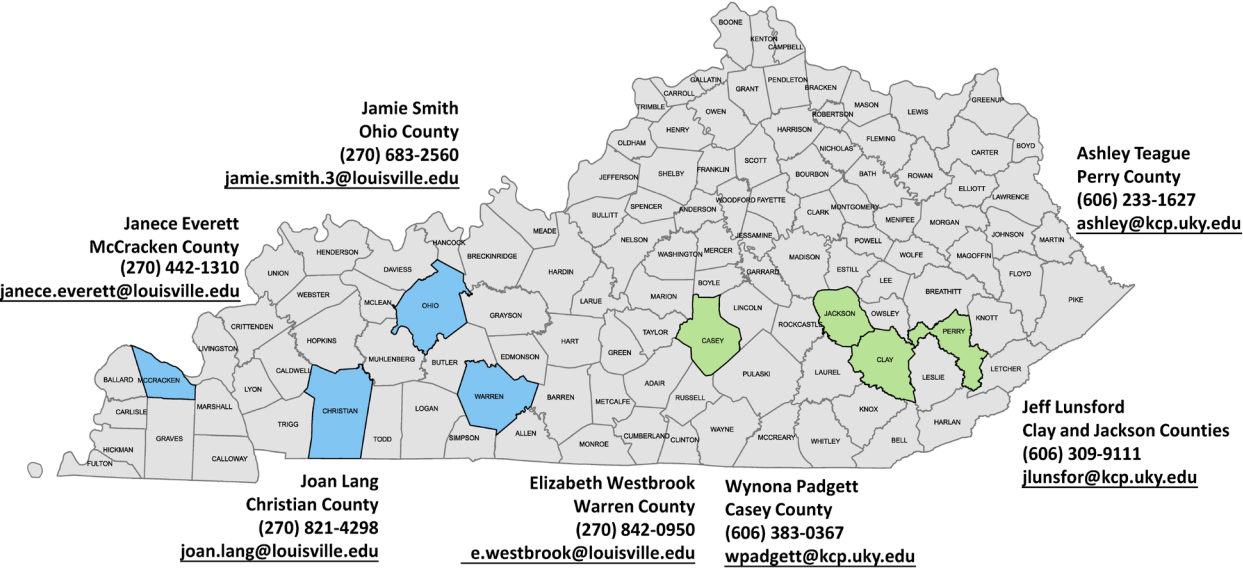
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WHO CAN USE THIS RESOURCE KIT

Various levels of support obtained from a wide range of environments can lead to the improvement of overall health among employees as a result. This resource kit is intended to be utilized by several sectors including:

- Worksites (regardless of employee workforce size):
- State and Local Governments (Cancer and Tobacco Prevention/Control Programs) working with or seeking to partner with employers or worksites:
- Health coalitions and other organizations working with or seeking to partner with employers or worksites:
- Chambers of Commerce or other business groups and associations:
- Labor Unions:
- Associations-Occupational Health, Employee Health, Worksite Wellness, and Employee Health Benefits.

KY PILOT COUNTIES AND THEIR KCP REGIONAL CANCER CONTROL SPECIALISTS (RCCS) CONTACT INFO



www.kycancerprogram.org

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BACKGROUND

Lung Cancer is a BIG problem.

Lung cancer is the leading cause of cancer deaths in Kentucky. According to the Kentucky Cancer Registry, each year over 4,800 cases of lung cancer are diagnosed and over 3,400 Kentuckians die from the disease. In addition to the human suffering, the financial costs of lung cancer totals over \$12 billion. This cost goes up to an estimated \$39 billion when you include losses of time and economic productivity.

Lung Cancer risk can be reduced.

The best way to reduce the risk of lung cancer is to not smoke. Over 80 percent of lung cancer is caused by smoking. Also, avoid radon and secondhand smoke. Radon is the second most common cause of lung cancer and secondhand smoke is the third most common cause of lung cancer.

Lung Cancer Screening can save lives.

People age 55-80 who have a history of heavy smoking (1 pack/day for 30 years or 2 packs/day for 15 years) should talk with their doctor about lung cancer screening. A low-dose CT scan may help detect lung cancer in its early stages, improving treatment opinions and survival rates.

Lung Cancer may start with NO symptoms.

Early-stage lung cancer usually causes no symptoms. Once these symptoms appear, the cancer may be advanced and more difficult to treat. Common symptoms include a cough that won't go away or gets worse, blood in spit, shortness of breath, wheezing, hoarseness, fatigue, and pneumonia.

Employers and employees both benefit from worksite wellness programs.

Studies have shown that worksite wellness programs:

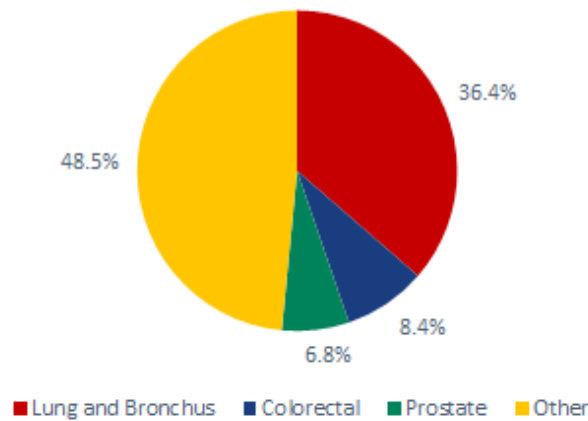
- Reduce the employer's healthcare costs
- Reduce absenteeism
- Increase productivity
- Reduce workers compensation and disability management claims costs
- Improve employee quality of life

##

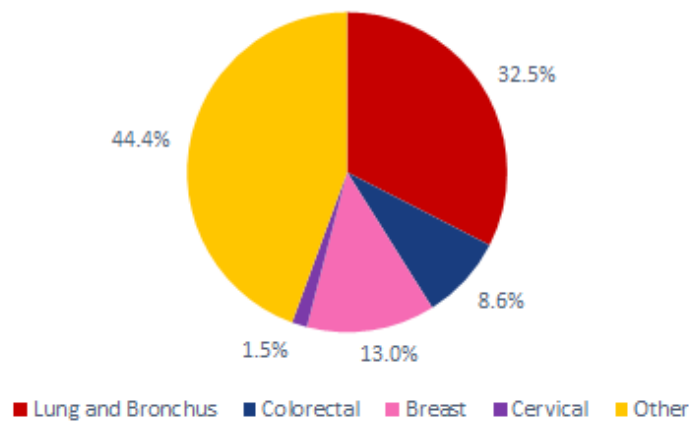
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BACKGROUND-the Cost

Kentucky Deaths, Men, 2011-2015

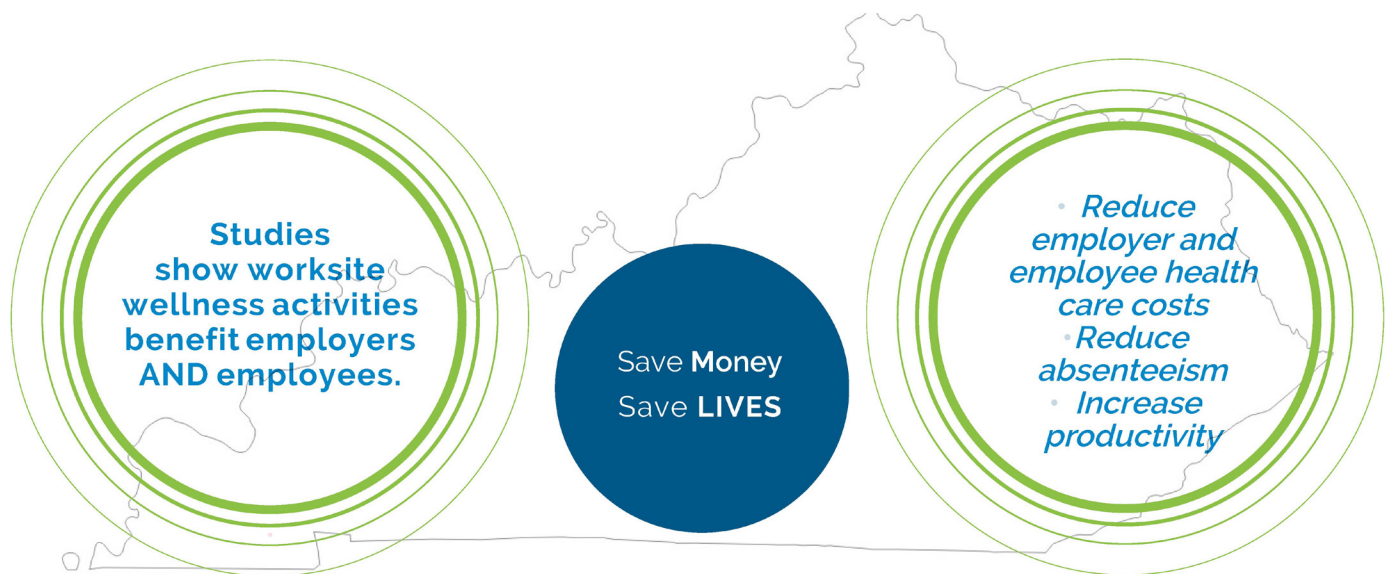


Kentucky Deaths, Women, 2011-2015



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Sharing Lung Cancer Education with Employees ...



Can Have a Powerful Impact!

Kentuckians, speaking from the heart



"Lung cancer is a horrible disease and it affects the whole family."

JULIE CLARK, WHO LOST HER FATHER TO LUNG CANCER

Ewing, Kentucky



"I was relieved that it was caught so early. Low-dose CT screening saved my life!"

CAROLE FENWICK, LUNG CANCER SURVIVOR

West Paducah, Kentucky



"I smoked for 42 years, two packs a day. After I quit, friends say they saw a world of difference in me."

WALT RIDDLE, FORMER SMOKER

Morehead, Kentucky



"I quit smoking on April 8, 2003 and I keep that calendar page on my wall"

LLOYD MILLER, FORMER SMOKER

Grayson, Kentucky

Our workplaces can help prevent future deaths from lung cancer!

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SUGGESTED ACTIVITIES

The following are some suggested activities based on feedback from worksites participating in the Lung Cancer Prevention & Survivorship is Good Business roundtable meetings in Fall 2017 and Spring 2018. Select the activities that are most suitable for your worksite. Your local Kentucky Cancer Program Regional Cancer Control Specialist (KCP RCCS) will help you select activities and guide you to materials and resources.

You can also visit KCP's **Pathfinder** at www.kycancerprogram.org for additional local resources.

TOOLS	SUGGESTED ACTIVITIES
Conduct in-person meetings	Use <i>the messages included in this Resource Kit</i> to talk with your employees during existing meetings. These may include safety meetings, morning talks, mandatory meetings, town hall-style, orientation, or trainings. These can also be used for one-on-one conversations.
Display posters and flyers	Use these materials in visible high-traffic areas, such as lobbies, lunchrooms, elevators, bulletin boards, locker rooms or restrooms. All materials shown are available to download and print for your worksite's use.
Post display boards/exhibits	Use highly trafficked common areas for large display boards, or exhibits with lung cancer related information. Consider using a "My Why" board that includes pictures of family, or motivation messages to quit smoking. Sites may be able to host the "Faces of Lung Cancer" photo exhibit, tabletop displays, or key message materials for an onsite visual display. Collaborate with your KCP RCCS to use these special resources.
Calculate the costs of using tobacco products	You can do this individually and as an entire worksite. One resource is for individuals to calculate the personal financial cost of using tobacco products and another resource allows employers to estimate the cost of smoking for their workplace.
Distribute fact sheets, pamphlets, and brochures	Select materials you feel are most appropriate for your employees. All materials highlighted in this Resource Kit are available to download and print for your worksite's use. Your KCP RCCs will help you plan how to use them.

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SUGGESTED ACTIVITIES - Cont'd

TOOLS	SUGGESTED ACTIVITIES
Provide rewards and/or incentives	Ask employees for ideas that will encourage their participation, then use those ideas to motivate their involvement in events and programs to encourage healthy behavior. For success in achieving healthy changes, such as quitting smoking. Possible incentives to consider are t-shirts, coffee mugs, donated prizes, or lottery chances. Consider financial incentives such as additional break time, paid time off, or even return of self-imposed payroll withholdings for non smokers.
Provide smoking cessation and tobacco treatment programs	Consider hosting a smoking cessation program on site or in partnership with health care plans (if applicable). Local community partners may also have assistance or programs to help your employees. Talk with your KCP RCCS about potential options and their "Plan to be Tobacco-Free" program."
Host health and safety fairs	As part of an existing health and safety fair for your business, include lung cancer related posters, fact sheets, pamphlets or brochures. Also, use some of the in-person messages when talking with employees. Consider partnering with local community and health organizations to support these events.
Connect with a company cookout or other food-related event	If you are having a cookout or food event, you can incorporate lung cancer related information. You may also want to consider a breakfast or a "Lunch and Learn" opportunity depending upon your workplace.
Participate in national special events such as Lung Cancer Awareness Month or Great American Smokeout	Host special activities, distribute materials and consider offering rewards for those who participate in national special events that impact employee health related to tobacco use including: National Lung Cancer Awareness Month, Great American Smokeout, World No Tobacco Day and National COPD Awareness Month (Chronic Obstructive Pulmonary Disease).
Leverage annual open enrollment period	For businesses providing health insurance coverage, you may want to work with your health insurance benefit plan to include information on lung cancer prevention, screening, early detection and survivorship as part of open enrollment communications and/or events.

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SUGGESTED ACTIVITIES - Cont'd

TOOLS	SUGGESTED ACTIVITIES
Utilize on-site champions	Identify on-site champions who have influence among the employees and can lead and motivate them to participate in selected activities.
Involve spouses/partners	For some worksites, it may be helpful to work through the employee's spouse, partner or family to encourage participation in healthy activities. This may be done as part of a company cookout or annual event. This may also be done through mailing materials home.
Host competitions	Consider hosting competitions to encourage healthy behaviors. For example, you can reward departments with the greatest percentage of employees who quit smoking or who have had their homes tested for radon. You may also consider hosting a competition with another worksite in the county or region. Challenge your employees to participate in events and competitions by offering local coupons, chances of locally-redeemable gift cards, time-off, or other worksite-specific "perks." See additional ideas in the "Provide rewards and/or incentives" section of the suggested activities.
Share social media or text messages	Use sample social media messages, photos and graphics for the platforms your employees use most – Facebook, Instagram, Twitter, YouTube and more. Consider providing giveaways/incentives for "sharing" social media posts to further spread the message. Some messages may also be used as text message blasts. Another option is to use these messages through electronic communication boards or in-house communication technology (intranet). Feature "success" stories via tv/radio/social media.
Conduct educational presentations	These could be hosted by internal staff, such as an employee health nurse, worksite wellness representative or on-site champion. Arrange for your local KCP RCCS to give an educational presentation as part of normally scheduled work meetings or "Lunch and Learn" events. These may also include invited representatives from other community and health care organizations to conduct presentations on lung cancer-related topics, including tobacco treatment, radon, secondhand smoke, lung cancer screening or survivorship.

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SUGGESTED ACTIVITIES - Cont'd

TOOLS	SUGGESTED ACTIVITIES
Provide radon kits to employees	Talk with your KCP RCCS or work with your local or state health department to find out where you can get access to free radon kits for your employees to use to test their homes for radon.
Send newsletter articles or email blasts	An article template is provided for use in your worksite's newsletter. You can also use the "multi-use messages" in each section to develop emails to your employees. You may want to consider sending one each week during a month-long campaign to all your employees who use email.
Share videos	Videos available from KET highlighting smokers who have successfully quit smoking can be played in a common area/break room. Videos are also available from CDC, such as https://www.cdc.gov/tobacco/campaign/tips/resources/videos/brian-heart-videos.html Also, you may want to create videos of your own employees or community members who have successfully quit smoking or been screened for lung cancer.
Incorporate quizzes about lung health	Include quizzes as part of your health or safety fairs, displays, exhibits or as part of a paycheck stuffer. There are many ways you may want to include a quiz about lung health as part of your overall educational approach.
Implement worksite policies	Provide activities at different times of the day to encourage participation and avoid interruptions in work. (Before, after work, during lunch, etc.) Consider providing time off to attend smoking cessation/tobacco treatment programs and/or offer free FDA approved nicotine replacement therapy (NRT) to employees participating in tobacco treatment programs. Offer insurance coverage for cancer screenings and/or reduced insurance rates for non-smokers. Adopt tobacco-free policies. Protect employees from exposure to carcinogens, including radon and secondhand smoke.
Payroll Stuffers	For worksites that deliver paper payroll checks or deposit stubs, consider inserting messages or materials into payroll checks (paper) envelopes when checks or stubs are delivered.

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LUNG CANCER OVERALL

Lung Cancer Frequently Asked Questions

What is lung cancer?

Lung cancer begins when cells that are not normal grow inside the lungs. The lungs are part of the respiratory system, which controls breathing. Kentucky's rates of lung cancer cases and lung cancer deaths are higher than any other state in the U.S.

What causes lung cancer?

Smoking (cigarettes, cigars, and pipes) causes 80-90 percent of lung cancers. Also, non-smokers who breathe secondhand smoke (smoke from others) at home or at work increase their lung cancer risk by 20-30 percent.

Radon (a gas you cannot see or smell) can also cause lung cancer. Radon comes from rocks and soil. It can be found in places with poor air flow, such as mines, and in some homes. The basement is where radon levels are highest in the home, because it is the closest room to the soil.

Other risk factors include air pollution, a personal or family history of the disease, and exposure to asbestos, arsenic, chromium, nickel, tar and other substances found in some workplaces.

What are symptoms of lung cancer?

Early lung cancer may not cause any symptoms. Doing all you can to prevent the disease is important.

Symptoms may appear after lung cancer develops and grows. These include a cough that does not go away, trouble with breathing, chest pain, coughing up blood, a hoarse voice, lung infections that keep coming back, feeling weak and tired, and loss of appetite. Often, these problems are caused by other health issues. People with any of these symptoms should see their doctor.

What are screening tests?

Screening tests help doctors find many cancers early, when they are easiest to treat. The only recommended lung cancer screening test is a low-dose CT scan which is a picture that helps your doctor see tumors or growths in your lungs. You may be a candidate for this test if:

Lung Cancer Prevention & Survivorship is Good Business

Lung Cancer Frequently Asked Questions - 2

- you are 55-80 years old;
- a current smoker or have quit within the past 15 years;
- smoked a pack a day for 30 years, or two packs a day for 15 years.

Talk with your doctor about your risk for lung cancer and the possible benefits and harms of being screened.

How can I lower my chance of getting lung cancer?

- Stop smoking. This is the most important thing you can do, no matter how old you are or how much you smoke.

If you are thinking of quitting, visit the Kentucky Cancer Program website at www.kycancerprogram.org. You also may call Kentucky's Tobacco Quit Line, 1-800-QUIT NOW, for one-on-one help. For general quit information, go to the National Cancer Institute's website, www.smokefree.gov.

- Have your home tested for radon. Call the Kentucky Radon Program at (502) 564-4856 for more information and a free radon test kit.
- Avoid secondhand smoke. If your workplace does not yet have a tobacco free policy, visit the University of Kentucky Tobacco-Policy website at www.uky.edu/Tobaccofree to learn more about protecting your employees about the dangers of secondhand smoke.

Are chewing tobacco, snus, snuff, and dip safe substitutes for cigarettes?

Chewing tobacco, snus and snuff are NOT safe substitutes for cigarettes. Smokeless tobaccos are linked to other cancers and oral diseases. Tobacco use also increases the risk for cancers of the mouth, lips, larynx (voice box), pharynx (throat), esophagus (swallowing tube), stomach, pancreas, kidney, bladder, uterus, cervix, colon/rectum, ovary and acute myeloid leukemia.

What about e-cigs, vapes or other electronic nicotine delivery systems (ENDs) such as JUUL?

We do not know yet if they help people quit smoking for good. We do know that there are 7 different FDA approved methods to quit smoking and they do not include vaping products. The inhaled aerosol from ENDs contain a mix of toxic gases and tiny particles

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Lung Cancer Frequently Asked Questions- 3

known to cause lung and eye irritation, cancer, and destroy cells. Secondhand END “vapor” is harmful and emits a toxic aerosol, not water vapor despite claims by retailers and marketers.

What if I can’t afford the lung cancer screening?

- Most cancer screenings are covered by insurance, Medicare, and Medicaid. Those who meet the at-risk requirements, may be eligible for annual low-dose CT lung cancer screening. For detailed information, view the ACA and Cancer Health Professional and Public Factsheets available at www.kycancerc.org/breakoutteams/aca.php.

Where can I get more information?

KCP’s online, searchable guide, **Pathfinder**, may help you find additional financial, treatment, and cancer support resources in your community. Visit www.kycancerprogram.org and click on the Pathfinder link. You may also contact your local Kentucky Cancer Program office.

For information on all types of cancer, contact:

- QuitNOW Kentucky, 1-800-QUIT-NOW, <https://www.quitnowkentucky.org/en-US/>
- National Cancer Institute, 1-800-4-CANCER, www.cancer.gov
- American Cancer Society, 1-800-ACS-2345, www.cancer.org
- Lung Cancer Alliance, 1-800-298-2436, <https://lungcanceralliance.org/>
- American Lung Association, 1-800LUNGUSA, www.lung.org
- Centers for Disease Control and Prevention, www.cdc.gov/cancer/index.htm

Lung Cancer Prevention & Survivorship is Good Business

These FAQ's may be available pre-printed from the Kentucky Cancer Program. Please contact your local Regional Cancer Control Specialist for information on availability www.kycancerprogram.org

lung cancer
protect yourself: know the facts

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What causes lung cancer?
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Radon (a gas you cannot see or smell) can also cause lung cancer. Radon comes from rocks and soil. It can be found in places with poor air flow, such as mines, and in some homes. The basement is where radon levels are highest in the home, because it is the closest room to the soil.

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- smoked a pack a day for 30 years, or two packs a day for 15 years.

Talk with your doctor about your risk for lung cancer and the possible benefits and harms of being screened.

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For information on all types of cancer, contact:

- **National Cancer Institute, 1-800-4-CANCER, www.cancer.gov**
- **American Cancer Society, 1-800-ACS-2345, www.cancer.org**
- **Centers for Disease Control and Prevention, www.cdc.gov**

This fact sheet was developed by the Kentucky Cancer Program at the University of Kentucky's Kentucky Cancer Center. The information comes from the National Cancer Institute, the American Cancer Society, and the Centers for Disease Control and Prevention.

Last revised February 2018



lung cancer: protect yourself, know the facts

how old you are or how much you smoke.

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- Have your home tested for radon. Call the Kentucky Radon Program at (502) 564-4856 for more information and a free radon test kit.
- Avoid secondhand smoke.

Are chewing tobacco, snus, and small safe substitutes for cigarettes? Chewing tobacco, snus and snuff are NOT safe substitutes for cigarettes. Smokeless tobaccos are linked to other cancers and oral diseases.

Tobacco use also increases the risk for cancers of the mouth, lips, larynx (voice box), pharynx (throat), esophagus (swallowing tube), stomach, pancreas, kidney, bladder, uterus, cervix, colon/rectum, ovary and acute myeloid leukemia.

What if I can't afford the tests?
Most cancer screenings are covered by insurance, Medicare, and Medicaid. Those who meet the at-risk requirements, may be eligible for annual low-dose CT lung cancer screening.

www.kycancerprogram.org
The Kentucky Cancer Program is jointly administered by the University of Kentucky's Kentucky Cancer Center and the University of Louisville's Brown Cancer Center.



This "Cancer Prevention and Survivorship" article is available for download at http://healthyamericans.org/health-issues/wp-content/uploads/2017/10/VisionForAVibrantEcon_FS_1_062717CoC-SBA-Cancer-Prevention-3.pdf

Healthier Nation Fact Sheet

Cancer Prevention and Survivorship

CHAMBERS OF COMMERCE, SMALL BUSINESS ASSOCIATIONS AND MINORITY-OWNED BUSINESSES

Vision for a Vibrant Economy:
All businesses and employers will be equipped with opportunities to provide a high level of services that protect, promote and preserve optimal health of their workforce regardless of industry type, business size or geography.

#EndCancerSilence #WhereMatters

Our current economic reality reminds us that now more than ever, about the need to invest more in the backbone of our economy: the American workforce. America's businesses are uniquely positioned to lead or become collaborative partners to advance this mission.

Workless Alliance, 2009 Almanac of Chronic Disease
The 3 leading causes of death among adults are heart disease, cancer, chronic lower respiratory disease, stroke and unintentional injury, cumulatively accounting for approximately 1.6 million deaths or approximately 82% of all deaths among adults. **Centers for Disease Control and Prevention (CDC)**

Comprehensive smokefree laws can reduce the risk for heart disease and lung cancer among nonsmokers. **Centers for Disease Control and Prevention (CDC)**

Employers care about their employees, but may possess limited resources to address or sustain optimal employee health. **SelfMade Health Network**

Medical Conditions in the Nation
Regardless of industry type, business size or geographic location, employers and employees may be living with or impacted by health conditions. According to the Centers for Disease Control and Prevention (CDC), approximately 1 in 4 American adults or 75 million people have multiple chronic conditions (MCC), which are medical conditions that last one year or more and require ongoing medical attention. Multiple chronic conditions contribute to a substantial economic burden in the United States. Of total health-care spending, 65% is attributed to care for populations with MCC's.





Cancer Prevention and Survivorship are Good for the Economy, Employers and Society

The onset of certain cancers can affect an organization or industry's most dependable employees or workers. Previous studies have demonstrated that cancer screening rates vary by industry, occupational status and are dependent upon a number of factors including health insurance coverage.¹

Early screening, diagnosis and treatment of lung, prostate, colorectal cancers (most common among men) can lead to increased survival rates. Routine screening along with early detection and treatment for some of our nation's leading cancers including breast, cervical, colorectal, colon, and lung cancers as recommended by the U.S. Preventive Services Task Force (USPSTF) and other guidelines are also intended to improve the overall health status among adults by reducing disability and mortality.²

An example of preventive health services is cancer screening. Although some progress has been made, breast cancer and other cancers remain a significant public health challenge. Important factors related to access and availability such as: having a routine source of medical care and health insurance coverage for mammograms and other services continue to remain important even among participants from labor unions.³

The good news is that in some instances, employers have reported that supporting preventive care (without cost-sharing) creates several advantages such as: reducing medical disability costs and preventing illness (14%), keeping employees healthy (16%), and increasing productivity (59%).⁴

Reducing Tobacco Use and Risks Attributed to Tobacco-related Cancers

According to the CDC, comprehensive smokefree laws have demonstrated to be effective in reducing risks for heart disease and lung cancer among nonsmokers.⁵ Studies have shown that businesses offering tobacco cessation benefits report an increased number of employees willing to participate in a cessation program as well as an increase in those who successfully quit.⁶

The gold standard of tobacco cessation coverage is based on the United States Public Health Service's (USPHS) Clinical Practice Guidelines for Treating Tobacco Use and Dependence which are universal and disease-free.⁷

"Blue-collar" workers are more likely to be exposed to secondhand smoke at work compared to "white-collar" workers, thereby increasing risks for lung cancer and other tobacco-related diseases.⁸

Comprehensive Tobacco Cessation Coverage

- ✓ No prior authorization, co-pay or other financial barriers for medication support or cessation counseling
- ✓ A broad, widely-spread of all food and drug administration (FDA) approved medications
- ✓ All 3 forms of tobacco cessation counseling (individual, group and phone)
- ✓ A minimum of 4 tobacco cessation counseling sessions annually
- ✓ At least 2 tobacco quit attempts annually

Numerous Opportunities Exist for Employers to Cultivate a Healthier Environment by Supporting Cancer Prevention and Survivorship in the Workplace:

- Promote ongoing awareness among multiple divisions or departments and all employees about the National Breast and Cervical Cancer Early Detection Program (NBCCEDP) and Colorectal Cancer Control Program (CCCCCP) services.
- Sponsor promotional and educational activities throughout the year to increase awareness, understanding of comprehensive Tobacco Cessation Coverage (state specific benefits) among employees, their spouses as well as volunteers.
- Promote the availability of free and confidential state tobacco quitline services (including telephonic, counseling in accordance with evidence-based guidelines among multiple divisions or departments and all employees (e.g., part-time, temporary and seasonal).
- Manage disability and leave benefits (including paid sick leave) to support compliance with cancer treatment and recovery as well as return to work options.




Lung Cancer Prevention & Survivorship is Good Business

SAMPLE ARTICLE

(trim as needed)

Lung Cancer Prevention & Survivorship is Good Business

(Name of your organization) has joined the Kentucky Cancer Program (KCP), the Kentucky Cancer Consortium (KCC), and the University of Kentucky College of Public Health to help educate its employees about lung cancer prevention and survivorship through a new worksite wellness program. Lung cancer is the leading cause of cancer deaths in Kentucky. Each year in Kentucky, over 4,800 people will be diagnosed with lung cancer and more than 3,400 people will die from the disease. More people die from lung cancer in Kentucky than breast, colorectal and prostate cancers combined. Kentucky has the highest rates of new cases and deaths from lung cancer in the U.S.

The focus of the new program will seek to make the worksite safer, cleaner, healthier and more productive through worksite activities and education to help employees quit smoking, reduce exposure to radon and secondhand smoke, and to learn more about lung cancer screening and survivorship resources.

Studies have shown that worksite wellness programs can make a difference in the overall health of employees and can save lives and money by reducing employee health care costs and absenteeism while improving job performance.

There are several risk factors for lung cancer. Smoking (cigarettes, cigars and pipes) causes 80 to 90 percent of lung cancers. Non-smokers who breathe secondhand smoke at home or at work increase their lung cancer risk by 20 to 30 percent. Radon, a gas you cannot see or smell, can also cause lung cancer. Radon comes from the rocks and soil and can be found in places with poor air flow, such as mines, or in-home basements. Secondhand smoke and other air pollution, a personal or family history of the disease, or exposure to asbestos, arsenic, chromium, nickel, tar and other substances often found in the workplace can also increase the risk of lung cancer. When these factors are combined, the risk is even higher for lung cancer.

The United States Preventive Services Task force and others recommend that those who are at high risk for lung cancer talk with their doctors about lung cancer screening. High-risk individuals are those who are age 55 to 80, a current smoker or one who has quit within the past 15 years and who has smoked a pack of cigarettes a day for 30 years or two packs a day for 15 years. Medicare, Medicaid and private insurance cover lung cancer screening for those who meet the eligibility requirements for lung cancer screening through a low-dose CT scan.

To learn more about how (add your worksite) will be implementing the program, contact (add your name, email, website and or phone number.)

##

Lung Cancer Prevention & Survivorship is Good Business

HELP WITH QUITTING TOBACCO PRODUCTS

Multi-use Messages

These messages can be used during in-person meetings, as part of events, social media posts or email blasts. Use these to best fit your worksite situation and culture. (Contact your KCP RCCS for availability of pre-printed materials.) Also, consider adding personal stories and/or pictures from your employees who are willing to share or other local/familiar people.

- Quitting smoking is hard; it's not a habit. It's an addiction.
- There are many ways to quit smoking and we want to help find the best way for you. Contact (**insert name and phone number of person at your work-site**) for more information about resources to help you quit smoking.
- 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.
- 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.
- If you quit smoking, you greatly reduce your chance of getting lung cancer. There are benefits to quitting at any age. Immediate benefits include:
 - 12 hours after quitting, the carbon monoxide in your blood returns to normal levels.
 - 2 weeks to three months after quitting your lung function begins to improve.
 - 1 to 9 months after quitting, coughing and shortness of breath decrease
 - Using smokeless tobacco or electronic cigarettes are NOT safe alternatives to smoking. Talk with your doctor or pharmacist about other options that can help you quit smoking

##

Tobacco
Treatment

Lung Cancer
Screening

Radon
Prevention

Tobacco-Free
Environments

Survivorship

Lung Cancer Prevention & Survivorship is Good Business

HELP WITH QUITTING TOBACCO PRODUCTS, Cont'd

The U.S. Centers for Disease Control and Prevention (CDC) developed “Tips from Former Smokers” campaign which provides a variety of resources for quitting tobacco, and campaign materials, including videos, posters, and photos. To access these free downloads, visit <https://www.cdc.gov/tobacco/campaign/tips/index.html>, for resources to share.



Brian smoked and got heart disease. He went from serving his country overseas to spending his life in emergency rooms and operating rooms. Finally, he quit smoking and, years later, got a heart transplant that saved his life.

You can quit smoking.

For free help, call
1-800-QUIT-NOW.



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
[CDC.gov/tips](https://www.cdc.gov/tips)

#CDCTips



Brian H. is one of the featured former tobacco users in “Tips from Former Smokers.” Download available at <https://www.cdc.gov/tobacco/campaign/tips/resources/ads/pdf-print-ads/brians-heart-tip-print-ad-7x10.pdf>

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Lung Cancer Prevention & Survivorship is Good Business

HELP WITH QUITTING TOBACCO PRODUCTS, Cont'd

The Kentucky Cancer Program developed **Plan to be Tobacco Free™** to ease the burden of tobacco addiction in Kentucky. Please contact your KCP Regional Cancer Control Specialist to schedule this important educational event with your worksite.

<https://www.kycancerprogram.org/regional-offices>

Plan to be Tobacco FREE™ KCP
www.kycancerprogram.org

KCP Regional Cancer Control Specialist
Trained Facilitator

Your Worksite

Plan to be Tobacco Free™

The **Kentucky Cancer Program** developed **Plan to be Tobacco Free™** to assist thousands of Kentuckians to become tobacco free. Trained facilitators are conducting one-line educational group classes or one on one coaching sessions in communities across Kentucky. These sessions will help individuals to:

- Learn about tobacco use and nicotine addiction
- Assess readiness to quit
- Learn about medications to help quit using tobacco
- Identify resources available from community, state and national resources
- Assess personal habits
- Develop a personalized quit plan
- Learn about lung cancer screening

Plan to be Tobacco FREE™ KCP
www.kycancerprogram.org

KCP
Kentucky Cancer Program

The Kentucky Cancer Program is a statewide, state-mandated organization jointly administered by the University of Louisville and the University of Kentucky. The mission is to reduce cancer incidence and mortality through education, research, and services.
www.kycancerprogram.org

For more information about the program or to enroll in an upcoming session, contact your local Kentucky Cancer Program office.

Plan to be Tobacco FREE™ KCP
www.kycancerprogram.org

KCP West	KCP East
Bardstown (Lincoln Trail) (502) 348-0143	Crittenden (Northern KY) (859) 468-8725
Bowling Green (Barren River) (270) 842-0950	Hazard (Cumberland Valley & Kentucky River) (606) 233-1627
Louisville (Falls) (502) 852-6318	Lexington (Bluegrass) (859) 200-6689 East (859) 608-9021 West
Madisonville (Pennyrite) (270) 821-4298	Mayslick (Buffalo Trace and Gateway) (606) 301-9234
Owensboro (Green River) (270) 683-2560	Paintsville (Big Sandy and FIVCO) (606) 793-7006
Paducah (Purchase) (270) 442-1310	Somerset (Lake Cumberland) (606) 875-1442

Visit www.kycancerprogram.org/regional-offices to find your local KCP office or call 1-877-326-1134.

KCP
Kentucky Cancer Program

The Kentucky Cancer Program is a statewide, state-mandated organization jointly administered by the University of Louisville and the University of Kentucky. The mission is to reduce cancer incidence and mortality through education, research, and services.
www.kycancerprogram.org

Lung Cancer Prevention & Survivorship is Good Business

HELP WITH QUITTING TOBACCO PRODUCTS, Cont'd

Plan to be Tobacco FreeSM

How Much Will You Save?



Smoking cigarettes is expensive. Find out how much of your money you will save when you stop using tobacco. For reference, the average price of a pack of cigarettes is \$5.31 in the United States.

The first column references the length of time you go without using tobacco. In the other columns locate the amount you smoke per day and follow the column down to determine how much money you will save for the specific length of time. What could you do with the amount you will save from not smoking?

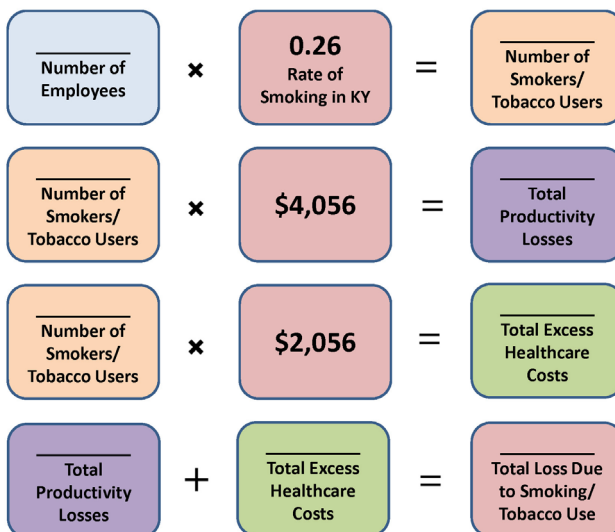
Time	½ pack per day	1 pack per day	1 ½ pack per day	2 packs per day	2 ½ packs per day	3 packs per day
1 Day	\$2.66	\$5.31	\$7.97	\$10.62	\$13.28	\$15.93
1 Week	\$18.59	\$37.17	\$55.76	\$74.34	\$92.93	\$111.51
1 Month	\$79.65	\$159.30	\$238.95	\$318.60	\$398.25	\$477.90
1 Year	\$969.08	\$1,938.15	\$2,907.23	\$3,876.30	\$4,845.38	\$5,814.45
10 Years	\$12,773.18	\$25,546.36	\$38,319.54	\$51,092.72	\$63,865.89	\$76,639.07
20 Years	\$35,648.00	\$71,295.99	\$106,943.99	\$142,591.99	\$178,239.98	\$213,887.98

To find out more information or to calculate a different number of cigarettes per day go to www.smokefree.gov/savings-future



5-16

Individual cost calculator is available online from BeTobaccoFree.gov <https://smokefree.gov/how-much-will-you-save>



Worksite cost calculator was developed by researchers at the University of Kentucky. For more information, contact Dr. Mindy Ickes at melinda.ickes.uky.edu

Lung Cancer Prevention & Survivorship is Good Business

HELP WITH QUITTING TOBACCO PRODUCTS, Cont'd

**GET ON THE PATH TO A HEALTHIER YOU!
IF YOU QUIT SMOKING RIGHT NOW:**

After 15 years
Your risk of coronary heart disease is the same as a non-smoker's

After 10 years
You are half as likely to die from lung cancer. Your risk of larynx or pancreatic cancer decreases

After 5 years
Your risk of cancer of the mouth, throat, esophagus, and bladder are cut in half

After 1 year
Your risk of coronary heart disease is cut in half

Within 9 months
You will cough less and breathe easier

Within 3 months
Your circulation and lung function improves

Within 12 hours
The carbon monoxide level in your blood drops to normal

Within 20 minutes
Your heart rate and blood pressure drop

www.BeTobaccoFree.gov

Infographic from Health and Human Services, <https://www.BeTobaccoFree.gov>.

QuitNow Kentucky

Tobacco Cessation Services

Fact Sheet

The single most important thing that you can do for your health and the health of others is to quit using tobacco.

Quit Now Kentucky is a FREE tobacco cessation service to help Kentuckians quit smoking or using tobacco products. Quit Now Kentucky features fully integrated, proactive telephone coaching with web-based services and text messaging. Many people who use tobacco want to quit. By using Quit Now Kentucky, participants are one step closer to becoming tobacco free.

Kentuckians who want to stop using tobacco or are concerned about a family member or friend's tobacco use can call **1-800-QUIT NOW** (1-800-784-8669) or 1-855-DEJLO-YA from 8 am to 1 am EST (7 am to 12 midnight CST) Monday through Sunday or log on to www.QuitNowKentucky.org for resources to prepare to quit. All cessation services are offered in English or Spanish at the point of contact. Counseling in other languages is available free through a third party translation service. Deaf and hard-of-hearing services are also available.

You receive FREE:

- Support and advice from an experienced quit coach
- A personalized quit program with self-help materials
- The latest information about medications that can help you quit
- Online resources (websites, interactive sites)
- Text messaging and other smart phone applications
- Social support available online
- Eight weeks of free NRT for uninsured callers who enroll in coaching and medically eligible
- Pregnancy/postpartum program

DOES IT WORK? YES.

Participants who use Quit Now Kentucky will receive one intake call, a quit kit, up to 4 scheduled coaching calls (9 for pregnant smokers), and unlimited inbound calls as part of their quit attempt. Quit Now Kentucky serves all Kentuckians 15 years of age and older without parental consent regardless of tobacco use.

FOUR GOOD REASONS TO CALL IT QUIT:

- Your Family – Live a healthier, longer life and watch your family grow.
- Your Health – Tobacco use can cause cancer, heart disease, chronic bronchitis, emphysema, asthma attacks, and poor birth outcomes if pregnant – just to name a few.
- Your Child's Health – SIDS, ear infections, asthma, and bronchitis from exposure to secondhand smoke.
- Tobacco use is costly – The average smoker spends \$500 to \$3,000 a year on cigarettes.

Take control of your tobacco dependence and Quit Now Kentucky.

DDC FS 1/2016

Tobacco cessation services factsheet available at <https://chfs.ky.gov/agencies/dph/dmch/hpb/Documents/CessationServicesFS13.pdf>

QUICK QUIZ for smokers

SMOKING IS A HABIT.

TRUE FALSE

IT'S AN ADDICTION.

For help with quitting, call your local health department or hospital or Kentucky's Tobacco Quit Line at

1-800-QUIT NOW.

This message brought to you by the Kentucky Cancer Program and your local district cancer council.

Flyer and bookmark available from Kentucky Cancer Program. Contact your RCCS for details <http://www.kycancerprogram.org/regional-offices>

flyer
8.5" x 11"

2-sided bookmark, 4.2" x 11"

Quick Quiz For Smokers

Smoking is a habit.

True False

IT'S AN ADDICTION.

For help with quitting, call your local health department or hospital or Kentucky's Tobacco Quit Line at

1-800-QUIT NOW

This message brought to you by the Kentucky Cancer Program and your local district cancer council.

Smokeless Tobacco Test

1. Smokeless tobacco causes:

- Cancer of the lips
- Cancer of the mouth
- Cancer of the gums
- Cancer of the cheeks
- Cancer of the tongue
- Addiction to nicotine
- All of the above

2. Smokeless tobacco is a safe substitute for smoking.

True False

Smokeless tobacco is NOT safe.

Talk to your doctor or dentist about where to find help with quitting.

This message brought to you by the Kentucky Cancer Program and your local district cancer council.

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Lung Cancer Prevention & Survivorship is Good Business

HELP WITH QUITTING TOBACCO PRODUCTS, Cont'd

These are free downloads available from the American Cancer Society, Kentucky Cabinet for Health and Family Services, and BREATHE Ky.



Quitting isn't easy. So make sure people know how much you support them every step of the way. On November 16, join others across the nation as they begin a tobacco-free life. The American Cancer Society is here to help anytime you or anyone else needs it. To find out more, visit cancer.org/smokeout or call us at 1-800-227-2345.

POSTER: The Great American Smokeout
This free poster from the American Cancer Society, <https://goo.gl/bKjyQX> is available in multiple sizes and formats



POSTER: Be a Quitter!
This free poster from the Kentucky Cabinet for Health and Family Services, <https://chfs.ky.gov/agencies/dph/dmch/hpb/Documents/BeAQuitterCampaignPoster.pdf>
18" x 24"

Lung Cancer Prevention & Survivorship is Good Business

LUNG CANCER SCREENING AND EARLY DETECTION

Multi-use Messages

These messages can be used during in-person meetings, as part of events, social media posts or email blasts. Use these to best fit your workplace situation and culture. (Contact your KCP RCCS for availability of pre-printed materials.) Also, consider adding personal stories and/or pictures from your employees who are willing to share or other local/familiar people.

- 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.
- Are you age 55 to 80? Are you a current or former smoker who quit in the last 15 years? Are you a smoker (a pack a day or more)? If you answered yes to any of these questions, talk with your doctor about lung cancer screening. Together you can decide if lung cancer screening is right for you.
- Lung cancer screening uses a low-dose computed tomography (LDCT) scan, which is a special X-ray technique to create pictures of the chest and lungs. Doctors can look inside the lungs and find areas that may be cancer.
- People who get screened for lung cancer are current or former smokers and you may be worried about being judged or blamed for smoking. If you choose to get screened, you are taking charge of your health. There is no shame in that!
- Lung cancer screening can be a big step. Talk with your doctor if you are afraid of lung cancer screening or finding cancer. Your doctor can show you the machine used for lung cancer screening and explain how it works. You can also bring a friend or family member to your appointments to listen and offer support.
- Lung cancer screening is for people who do not have symptoms. That's how you find cancer early. If you are at high risk for getting lung cancer, talk with your doctor about getting screened, even if you feel good.
- Lung cancer screening is for current and former smokers. You don't have to quit smoking to be screened. If you are at high risk for lung cancer, talk with your doctor about getting screened, even if you still smoke. And if you decide later that you are ready to quit, your doctor and screening program team can help by providing information, support and treatments that work for you.

Lung Cancer Prevention & Survivorship is Good Business

LUNG CANCER SCREENING AND EARLY DETECTION, Cont'd

- Lung cancer screening is more likely to find lung cancer at an early stage when it is easier to treat. Talk with your doctor to learn more and find out if it's right for you.
- Talk with your doctor about the possible benefits and risks of lung cancer screening.
- Lung cancer screening can lower the risk of dying from lung cancer. Talk with your doctor to learn more and find out if it's right for you.
- There is some risk with any type of test. Talk with your doctor to learn more and find out if lung cancer screening is right for you
- Screening exams are not perfect. While these exams can show cancer, they can also show spots that are not cancer. Talk with your doctor to learn more and find out if lung cancer screening is right for you.
- Lung cancer screening is covered by most insurance, including Medicare, for people at high risk of developing lung cancer. Talk with your doctor about what screening and follow-up might cost.

##

Lung Cancer Prevention & Survivorship is Good Business

LUNG CANCER SCREENING AND EARLY DETECTION, Cont'd

Get Screened for Lung Cancer?

You are at high risk IF:

- You are between 55 and 80 years old**
- AND**
- You are currently smoking or quit in the last 15 years**
- AND**
- You have a smoking history of at least 30 pack years***

Some people are at high risk for lung cancer.
A new test, or screening - called a low-dose CT scan - helps doctors find lung cancer before there are symptoms. The low-dose CT scan has been proven to save lives by finding lung cancer early.

IF THESE GUIDELINES APPLY TO YOU, talk to your doctor or other healthcare provider about lung cancer CT screening.

IF THESE GUIDELINES DO NOT APPLY, but you still worry about your risk for lung cancer, talk with your doctor or other healthcare provider.

*pack years = your average # of packs per day x # of years smoked

EXAMPLES:
1 pack a day X 30 years = 30 pack years
1.5 packs a day X 20 years = 30 pack years

© 2011 American Cancer Society

Based on the recommendation of the United States Preventive Services Task Force.

KENTUCKY LEADS COLLABORATIVE
LUNG CANCER PREVENTION • AWARENESS • SURVIVORSHIP

Find this free downloadable poster from Kentucky LEADS at <https://www.kentuckyleads.org/wp-content/uploads/sites/7/2016/01/Lung-Cancer-Screening-Poster.pdf>

Lung Cancer Prevention & Survivorship is Good Business

REDUCE EXPOSURE TO SECONDHAND SMOKE

Multi-use Messages

These messages can be used during in-person meetings, as part of events, social media posts or email blasts. Use these to best fit your worksite situation and culture. (Contact your KCP RCCS for availability of pre-printed materials.) Also, consider adding personal stories and/or pictures from your employees who are willing to share or other local/familiar people.

- When one person smokes, everyone in the building smokes.
- Secondhand smoke contains more than 7000 chemicals, including many that are toxic and cause cancer.
- It's not the smoker, it's the smoke. It is dangerous for everyone.
- Stay away from secondhand smoke. There is no safe level to breathe.
- Going smoke-free: Good for business, Good for health.
- Don't let your profits go up in smoke. Go smoke-free
- Studies show a tobacco-free workplace is associated with reduction in the number of cigarettes smoked per day and in increase in the success rate of smokers who are trying to quit.
- All Kentuckians should be protected from the dangers of secondhand smoke. No one should have to choose between a job and good health.
- It's not the smoker; it's the smoke. Join the movement to make all workplaces smoke-free. Talk to your managers and workplace leaders 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.
- Avoid breathing secondhand smoke and talk to your manager and workplace leaders 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.
- You can wash the smoke out of your kids' clothes, but not their lungs. If you smoke, protect your family by not smoking in the house or in the car.
- Secondhand END "vapor" is harmful and emits a toxic aerosol, not water vapor, despite claims by retailers and marketers.

Lung Cancer Prevention & Survivorship is Good Business

REDUCE EXPOSURE TO SECONDHAND SMOKE, Cont'd

- 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.

##

Examples of model policies to help reduce secondhand smoke in worksites and communities are available from resources such as the American Lung Association, American Nonsmokers Rights Foundation, and the U.S. Centers for Disease Control and Prevention. You can find these at: <https://nonsmokersrights.org/sites/default/files/2018-06/modelordinance.pdf>, <http://action.lung.org/site/DocServer/tobacco-free-workplace.pdf>, and https://www.cdc.gov/tobacco/basic_information/secondhand_smoke/guides/business/pdfs/save_lives_save_money.pdf.

Secondhand Smoke (SHS)

What is it?

SHS is a mixture of smoke exhaled by the smoker and smoke from the burning end of tobacco products

CIGARETTE SMOKE CONTAINS:
More than **7,000** chemicals and **69** cause cancer

SHS is **EVERYWHERE** when smoking is allowed

IN CHILDREN, SHS CAUSES:

- ▶ Ear infections
- ▶ More frequent & severe asthma attacks
- ▶ Lung infections
- ▶ Sudden infant death syndrome (SIDS)

Breathing SHS causes:

HEART DISEASE LUNG CANCER STROKE

What can you do about it?

- ✓ Make your car and home **100%** tobacco-free
- ✓ Only visit **smoke-free** restaurants & businesses
- ✓ **QUIT SMOKING & STAY AWAY** from tobacco smoke
- ✓ Contact local policymakers to advocate for smoke-free air

E-Cigarettes Frequently Asked Questions

Q.1 Are e-cigarettes a healthy option?
No. The inhaled aerosol contains a mix of toxic gases and tiny particles known to cause lung and eye irritation,¹ cancer,² and destroy cells.³ Nicotine from e-cigarette aerosol is addictive, increases the heart rate, has variable effects on blood pressure, and can contribute to hardening of the arteries.⁴ The *Generally Recognized as Safe (GRAS)* designation for many of the flavors and some of the chemicals means only that they are safe to eat, NOT to inhale.⁵

Q.2 Is secondhand e-cigarette "vapor" harmless?
No. E-cigarettes emit a toxic aerosol, not water vapor despite claims by retailers and marketers. E-cigarettes pollute the air with tiny particles and gases known to cause lung disease^{6,7} and contribute to heart disease.^{8,12} Short term aerosol exposure can cause eye, throat, and airway irritation.¹¹ Children exposed to e-cigarette aerosol long-term can develop asthma, colds, and eczema.¹⁴ Multiple studies show that non-smokers passively absorb nicotine from e-cigarettes.^{15,17}

Q.3 Are e-cigarettes less harmful to bystanders than traditional cigarettes?
Not necessarily. Air pollution measured at a recent e-cigarette event was higher than measurements in cafes and bars that allowed cigarette smoking.¹⁸ Additionally, according to the World Health Organization the level of some metals in secondhand aerosol is higher than the level of metals in secondhand cigarette smoke.¹⁹

Q.4 I have heard conflicting reports, both claiming to be scientific. Which do I believe?
The majority of researchers agree that e-cigarettes can be harmful to both e-smokers and bystanders and that more research is warranted. Consumers must be aware of "studies" published or sponsored by companies with competing interests in the tobacco and/or e-cigarette industry²⁰ as well as studies not replicated or validated by a peer review process.²¹ Many reputable health organizations support validated research recommending regulations prohibiting e-cigarette use inside all workplaces.²²

Q.5 Can e-cigarettes help smokers quit smoking?
E-cigarettes are not an FDA-approved quit aid nor are they recommended as a smoking cessation method by the U.S. Preventive Task Force, CDC, or other scientists.^{23,25} In fact, a recent study shows that smokers who use e-cigarettes are significantly less likely to quit smoking than smokers who do not use e-cigarettes.²⁶

Q.6 Will allowing e-cigarette use indoors inspire others to switch or stop smoking?
No. The majority of current adult e-cigarette users in 2012-2013 were *dual users*, meaning they also smoke traditional cigarettes.²⁷ Using e-cigarettes to "cut down smoking" will not improve health or longevity.²⁸ An international study revealed that 80% of e-cigarette users admitted using them in smoke-free zones only to get around smoke-free laws.²⁹

Q.7 How many youth use e-cigarettes?
Between 2011 and 2015, there was an astonishing 900% increase in youth use of e-cigarettes in the U.S.³⁰ Electronic cigarette use by youth in 2015 exceeded use of traditional cigarettes for the second year in a row.³¹ In Kentucky, 41.7% of high schoolers and 21.8% of middle schoolers reported ever using an e-cigarette in 2015.³² Many of the thousands of flavors in e-cigarettes appeal to young people (i.e. bubble gum, watermelon).³³ Youth who have used e-cigarettes but have never smoked are nearly twice as likely to intend to smoke regular cigarettes.³⁴ Even youth and young adults who did not intend to smoke traditional cigarettes progressed to smoking, demonstrating the potential for a new population of cigarette smokers from those not previously at risk.³⁵

For more information, contact kcp00@ky.uky.edu
Copyright 2018 Kentucky Center for Smoke-free Policy
www.breathe.uky.edu

This free double or single-sided flyer is available for download from BREATHE Ky, <http://www.uky.edu/breathe/sites/breathe.uky.edu/files/shs-and-radon-facts-final.pdf>

This free FAQ is available for download from BREATHE Ky, <http://www.uky.edu/breathe/sites/breathe.uky.edu/files/E-cigarette%20FAQ%20FINAL%2020218.pdf>

Lung Cancer Prevention & Survivorship is Good Business

RADON PREVENTION

Multi-use Messages

These messages can be used during in-person meetings, as part of events, social media posts or email blasts. Use these to best fit your worksite situation and culture. (Contact your KCP RCCS for availability of pre-printed materials.) Also, consider adding personal stories and/or pictures from your employees who are willing to share or other local/familiar people.

- 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.
- Radon: test, fix, save a life.
- Radon comes from soil and rock and seeps into homes.
- Radon can't be seen and gets trapped in homes.
- Radon doesn't have a taste or a smell. Review the Environmental Protection Agency's "How to Fix Radon in Your Home." <https://goo.gl/CcWRQL>
- Without testing your home, you don't know if the air you breathe has high levels of radon.
- Fixing home radon levels is important. Do what you can to keep your family safe from lung cancer.
- What you don't know CAN hurt you. Test your home for radon.
- When your home has radon and you are breathing tobacco smoke, radon is even more deadly.
- If you rent, call your landlord and ask for your home to be tested for radon.
- If your home has high levels of radon, contact a professional certified in radon mitigation to remove radon from your home. <https://goo.gl/rxSRGn>

##

Lung Cancer Prevention & Survivorship is Good Business

RADON PREVENTION, Cont'd

Organizations such as the U.S. Environmental Protection Agency (EPA), BREAHE Ky., and Kentucky Association of Radon Professionals (KARP) have additional communication and outreach resources to help you develop customized radon messaging for your worksite. Visit <https://www.epa.gov/radon>, <http://www.kentuckyradon.org/>, and <http://www.uky.edu/breathe>

Radon

What is it?  Radon is a naturally occurring radioactive gas that cannot be seen, smelled, or tasted

Why is it dangerous?

Radon attaches to dust or tobacco smoke and gets carried into the lungs

Most exposure occurs in homes

Radon is the **2nd** leading cause of lung cancer

NO safe level of radon

What can you do about it?

TEST YOUR HOME • KNOW YOUR LEVEL

Ask a certified radon professional to fix high radon levels

The state radon program and some local health departments provide **free** radon test kits

Radon & Secondhand Smoke

Breathing radon is dangerous, but it is more harmful when you also breathe tobacco smoke

FOR MORE INFORMATION: BREAHE
University of Kentucky
College of Nursing
(859) 323-4587
breathe.uky.edu

Are you in danger from RADON in Warren County?

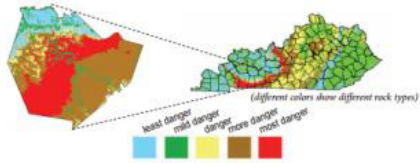
Radon is a naturally occurring, radioactive gas.

- It cannot be seen, smelled or tasted.
- It may seep into your home from the rocks below.
- It is the second leading cause of lung cancer.

TEST YOUR HOME • KNOW YOUR LEVEL


For a radon test kit, contact the Kentucky Radon Program at (502) 564-4856.

Certain types of rock have higher levels of radon:
Radon is a problem in many areas in Kentucky, including Warren county.



Smoking and radon:

Breathing radon is dangerous, but it is even *more* harmful when you also breathe tobacco smoke.



This free double or single-sided flyer is available for download from BREAHE Ky. <http://www.uky.edu/breathe/sites/breathe.uky.edu/files/shs-and-radon-facts-final.pdf>

This free flyer can be customized for your specific county. It is available for download from BREAHE Ky, <http://www.uky.edu/breathe/radon/radon-data-county>

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RADON PREVENTION, Cont'd

Additional resources are provided below from the Kentucky Association of Radon Professionals (KARP), Kentucky Radon Program, and the U.S. Environmental Protection Agency. Visit <https://www.epa.gov/radon>, <https://chfs.ky.gov/agencies/dph/dphps/emb/Pages/radon.aspx>, and <http://www.kentuckyradon.org/>.

Consumer Guide to Radon Reduction
Steps to assist you in choosing the right contractor to fix your radon problem

Kentucky does not require radon contractors to be trained, licensed or insured — however, only highly qualified professionals should conduct testing and mitigation. The **Kentucky Radon Program** and **Kentucky Association of Radon Professionals** recommend making an informed decision when choosing a radon contractor by following these easy steps:

- 1 Rely on the Kentucky Radon Program**
Two national accreditation agencies, the **National Environmental Health Association (NEHA)** and **National Radon Safety Board (NRSB)**, maintain training and certification programs for radon contractors. For your convenience, the state radon program maintains a profile on each radon contractor providing services in Kentucky and who is certified through one of these agencies that includes:
 - Certification info and status
 - Consumer complaint info and status, if applicable
 While certification is very important in assessing qualifications, not all certified companies adhere to equal levels of proficiency, quality control and business practices.
- 2 Obtain Important Contractor Documentation**
For your protection, we recommend you obtain the following documentation from your radon contractor:
 - Written proof of both general and professional liability insurance specific to radon.
 - Written proof of electrician licensure and insurance coverage naming your contractor as additional insured. Wiring a radon system without a **licensed electrician** is a violation of state law.
 - A written agreement stating current EPA-endorsed mitigation standards will be followed.
 - The calibration certificate for the machine used for post-mitigation testing, showing equipment calibration within the past 12 months. We also recommend conducting your own independent testing to ensure your radon levels have been reduced.
- 3 Conduct Additional Research**
Ensure your radon contractor is in good standing by checking references and independent consumer resources such as:
 - Better Business Bureau: <http://www.bbb.org>
 - Angie's List: <http://www.angieslist.com>

Facts About Radon
Radon is a naturally-occurring radioactive gas. Radon enters a home through cracks or openings in the foundation, slab or sump pit. When this occurs, radon can **accumulate in dangerous levels**.
Radon is a Class A Human Carcinogen — the US EPA and Surgeon General estimate radon is responsible for more than 25,000 annual deaths, making it the leading cause of lung cancer among non-smokers.

Only highly qualified professionals should design and install mitigation systems. For your protection, **make an informed decision** when choosing a radon contractor.

Kentucky Association of Radon Professionals
www.kentuckyradon.org
Email: info@kentuckyradon.org

Kentucky
UNKNOWLED IS NOT AN OPTION
Kentucky Radon Program
Radon hotline: 800-564-6636
<http://chfs.ky.gov/dph/info/dphps/radonpage.htm>

The Kentucky Association of Radon Professionals is dedicated to preventing radon-induced lung cancer and saving lives through increasing consumer awareness, raising industry professionalism, and supporting effective radon policy.

This free flyer is available for download from KARP http://www.kentuckyradon.org/wp-content/uploads/2017/12/KARP_Consumer_Guide.pdf

EPA
United States
Environmental Protection
Agency

EPA 402/K-10/005 | 2016 | www.epa.gov/radon

Consumer's Guide to Radon Reduction
How to Fix Your Home

Indoor Air Quality (IAQ)

This free resource booklet is available for download from the EPA at https://www.epa.gov/sites/production/files/2016-12/documents/2016_consumers_guide_to_radon_reduction.pdf

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LUNG CANCER PREVENTION OVERALL

Multi-use Messages

These messages can be used during in-person meetings, as part of events, social media posts or email blasts. Use these to best fit your worksite situation and culture. (Contact your KCP RCCS for availability of pre-printed materials.) Also, consider adding personal stories and/or pictures from your employees who are willing to share or other local/familiar people.

- The best way to prevent lung cancer is not to smoke. If you currently smoke, talk to your doctor or pharmacist about how to quit. Other ways to prevent lung cancer are to get your home tested for radon and to stay away from secondhand smoke.
- Did you know that smoking, radon and secondhand smoke can individually put you at risk for lung cancer? Exposure to all three increase your chances of getting lung cancer.

##

LUNG CANCER SURVIVORSHIP

Multi-use messages

These messages can be used during in-person meetings, as part of events, social media posts or email blasts. Use these to best fit your worksite situation and culture. (Contact your KCP RCCS for availability of pre-printed materials.) Also, consider adding personal stories and/or pictures from your employees who are willing to share or other local/familiar people.

- A lung cancer diagnosis can be overwhelming for those diagnosed and their loved ones. There are resources to help you in your journey. Visit Lung Cancer Alliance, <https://lungcanceralliance.org/what-is-lung-cancer/coping-with-diagnosis/> to learn more.
- If you have been diagnosed with lung cancer, you are not alone, and you do not have to make this journey by yourself. Visit KCP's online cancer resource tool, [*Pathfinder*](#) to find out about resources and support.

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LUNG CANCER SURVIVORSHIP, Cont'd

- Face cancer with someone who has been there. Learn more about how to be matched with someone else who has been diagnosed with lung cancer. Contact Friend for Life Cancer Support network at 866.374.3634 or visit <https://www.friend4life.org/>
- If you have been diagnosed with lung cancer, you probably have lots of questions. Visit <https://lungcanceralliance.org/resources-and-support/questions-for-your-health-care-team/> to learn more about questions to ask your doctor.

###

These free flyers and factsheets are from Self Made Health Network, <https://selfmadehealth.org>

FAST FACTS – LUNG CANCER

Examining Lung Cancer Diagnosis, Survivorship, Stigma, and its Effect on Nonsmokers
Lung diagnosis and stigma impact lung cancer survival rates. Nonsmokers are also affected due to inhaling second-hand smoke.

As noted by the National Cancer Institute, the overall five year survival rate among adults diagnosed with lung and bronchus cancer is 17.7%, which is lower compared to adults with other common cancers¹

Over 87% of lung and bronchus cancer cases are diagnosed at the advanced stage or distant stage. The five year survival rate for distant lung and bronchus cancer is 4.5%²

Cancer Among the Leading Causes of Death for Men
Lung cancer makes up approximately 14% of new cancer diagnoses, making it the most commonly diagnosed, preventable cancer³. New and advanced stage lung cancer diagnoses are more commonly found in men.

Smoking is correlated with

- heart disease
- lung cancer
- chronic obstructive pulmonary disease
- stroke⁴

The top 5 leading cause of death among adult men are

- heart disease
- cancer
- unintentional injuries
- chronic lower respiratory diseases
- stroke⁵

New Lung Cancer Diagnoses⁶

Gender	New Lung Cancer Diagnoses
Women	40,415
Men	47,926

Lung Cancer in the United States

- Lung cancer incidence varies by gender, age, race, and geography.
- Lung cancer diagnosis and mortality rates vary by state impacting rural, urban and frontier communities at higher rates⁷
- Lung and bronchus cancer are most frequently diagnosed during the usual age range of Medicare-eligible adults, aged 65-74.
- Lung cancer incidence and mortality rates are higher among African American men, followed by Caucasian and American Indian/Alaska Native men.
- Significant disparities associated with ethnicity among lung cancer diagnoses result from access to surgical care, hospital-level issues, biological differences in response to tobacco, financial barriers, and patient treatment preferences⁸

https://selfmadehealth.org/wp-content/uploads/sites/11/SMHN_FactSheet_CancerSurvivorship.pdf

FAST FACTS – CANCER SURVIVORSHIP

Low Socioeconomic Cancer Survivorship and Early and Continued Access to Care

Underserved populations are more likely to be diagnosed with advanced or late-stage cancers and experience shorter survival periods and higher mortality rates. Disparate populations include:

- low-income working adults
- certain racial or ethnic groups
- persons with minimal or zero health coverage
- those with lower levels of education

The survivorship needs and issues of cancer survivors are exacerbated by factors including low socioeconomic status (SES) characteristics and:

- limited access to nearby healthcare facilities
- costs correlated with diagnosis, follow-up care and subsequent treatment
- basic household needs such as food, shelter and employment security¹⁴

Factors Impacting Access to Care

Although the prevalence of cancer survivors is projected to increase to nearly 18 million by 2022, significant differences in cancer survival among certain populations exist.

Geographical challenges, socioeconomic factors, availability of local health care facilities, and high out-of-pocket cost burden are associated with lower utilization of routine medical services (including checkups) and decreased health outcomes.¹⁵

In addition, less utilization of preventive services are associated with lower overall health status.

Socioeconomic income factors and geographic rural environments may at least partially explain some cancer disparities specifically impacting decreased availability of screening facilities and inability to afford travel to screening or cancer treatment centers.¹⁶

Once in treatment, the need to monitor and address unique health needs are critical elements requiring regular discussion with a healthcare provider.¹⁷

The overall 5 year survival rate of cancer is 66.9%, but evidence shows it is much lower in disparate populations!¹⁸

This is compounded by data that shows underserved populations are more likely to be diagnosed with late-stage cancer.

A person is considered a cancer survivor even if they are still actively fighting illness.

In the U.S. there are approximately 14.5 million cancer survivors.¹⁹

<https://selfmadehealth.org/download-view/cancer-survivorship-fact-sheet/>

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LUNG CANCER SURVIVORSHIP, Cont'd

FAST FACTS – CANCER SURVIVORSHIP CHALLENGES

Financial Roadblocks, Comorbidities and Age Affect Cancer Survivorship Rates

Cancer health disparities are defined as adverse and significant differences in cancer incidence, cancer prevalence, cancer death, cancer survivorship, and the burden of cancer or related health conditions that exist among specific population groups!

Financial challenges, such as out-of-pocket (OOP) expenses among cancer survivors prevail and heavily impact the lives of populations with lower socioeconomic status (SES) characteristics further contributing to cancer health disparities. Annual OOP burden is measured as the percentage of medical expenses relative to family income.¹

Nearly 1/3 of cancer survivors face physical, mental, social, job, or financial challenges related to their cancer experience.²

173 billion ↑
Estimated Cancer Costs by 2020

Financial Challenges Among Cancer Survivors

The total cost of cancer care is projected to continue increasing in the initial and last year of life by 2% each year, equating to \$173 billion dollars spent on cancer care by 2020 and a 39% increase from 2010 costs.³

Among cancer survivors, a correlation exists between experiencing higher cost-sharing amounts relative to household income and forgoing or delaying medical care.⁴

Reduced access to care among cancer survivors may affect timely follow-up and treatment for disease recurrence, screening for additional cancers, and other aspects associated with cancer survivorship.

High annual OOP burden is associated with cancer survivors with a lower annual income, as well as those with public insurance, uninsured or unemployed.⁴

The higher out-of-pocket cost burden from cancer-related healthcare including:

- co-insurance amounts
- co-payment amounts
- annual deductibles

&

Cancer-related expenses for patients with low SES characteristics, specifically those with:

- limited income
- inadequate or inconsistent employment
- limited health insurance coverage

have been shown to dramatically reduce adherence to cancer treatment.⁴

<https://selfmadehealth.org/download-view/cancer-survivorship-challenges/>

National Cancer Institute

Facing Forward
Life After Cancer Treatment

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health

This free survivorship booklet is available for download from the National Cancer Institute (NCI), <https://www.cancer.gov/publications/patient-education/facing-forward>

Lung Cancer Prevention & Survivorship is Good Business

LUNG CANCER SURVIVORSHIP, Cont'd

These helpful tools are available for download under the “ACA and Cancer” heading when you visit Kentucky Cancer Consortium at www.kycancerc.org/resources/kcccommunications.php

Paying for Cancer Treatment and Care
Who is on our team?




There are many people on your team with many different titles. Many of these jobs have overlapping responsibilities. Not all of these professionals are available in all locations, and some may have different job duties. Here are some descriptions of who can help and what they do:

<p>Community Health Worker An individual from your community who is chosen and trained by local health organizations to help you find helpful resources where you live.</p>	<p>Patient Advocate This person may help you with insurance claims, review your hospital bills, help you during visits to the doctor, and monitor your care.</p>
<p>Pharmacist A pharmacist can help you with questions you have about your prescriptions and the benefits and risks of different types of drugs. Oncology pharmacists can answer questions you have about chemotherapy treatments and clinical trials.</p>	<p>Discharge Planner A nurse that can help you with arranging your release from the hospital. He or she may help plan going home or transferring to another place for care, provide training for caregivers, refer you to other agencies for help, and arrange for follow-up appointments or tests.</p>
<p>Social Worker This person can help you with various social services such as housing, food, and mental health resources for both patients and caregivers.</p>	<p>Patient Navigator A health professional who can give you information about your treatment, advocate for you, and help coordinate the care you need.</p>
<p>Human Resources This person may be from you or your loved ones' workplace or healthcare organizations that you visit. He or she can help explain insurance benefits and costs.</p>	<p>Doctor A health professional who may be a physician, nurse practitioner, or physician's assistant. He or she may be able to help you coordinate care and find someone to talk to about paying for cancer treatment and care.</p>
<p>Nurse Navigator A nurse who can help you understand your test results and coordinate the care you need.</p>	<p>Patient Advocate An individual who can help you apply for various social services such as housing, food, and travel costs.</p>

Supported by: Kentucky Cancer Consortium
More Information: www.kycancerc.org

My loved one has been diagnosed with cancer. How will we pay for cancer treatment and care?



We know you have questions about paying for cancer care, getting help paying other bills, and how cancer treatment will affect employment.

There are many people on your team with many different titles:

COMMUNITY HEALTH WORKER DISCHARGE PLANNER
SOCIAL WORKER PATIENT ADVOCATE
PATIENT NAVIGATOR HUMAN RESOURCES
DOCTOR PHARMACIST CASE MANAGER
TRUSTED OTHERS

What questions should you ask about... the cost of cancer treatment and care?

- Call your insurance company and ask for a case manager. Ask:
 - Is the doctor I plan to visit in my network?
 - Are the medications I want to take covered by my insurance?
 - Which pharmacies will have the medications I need?
- If in the hospital, ask the discharge nurse what resources are available.
- Contact the Kentucky Cancer Link at 1.877.597.4655.
- Visit www.kycancerlink.org to schedule an appointment with a patient navigator.
- For a list of who to talk to about cancer costs & questions to ask, visit www.cancer.net.
- Call ACS at 1.800.2345 and say "I'm worried about the cost of cancer treatment. Can I talk with someone about it?"
- Go to "App Store" & search for "Cancer.net Mobile"

Cancer can be costly. Do you need help... paying your bills?

- Visit the doctor's office or clinic & ask to talk with someone about the bill.
 - Show them all insurance cards & see if they can help.
 - Bring a trusted family member or friend to help.
 - Give that person permission on the official forms to be involved.
- Talk to the local pharmacist if it is related to medicines.
- Visit the Cancer Financial Assistance Coalition at www.cancerfac.org.
- Visit the Kentucky Cancer Program Pathfinder and click on "Patient Assistance" at netapps.louisville.edu/PathFinder/.
- Call the Patient Advocate Foundation 1.800.532.5274 & ask for a case manager.
- Contact the Kentucky Cancer Link at 1.877.597.4655 to schedule an appointment with a patient navigator.

Do you have questions about... how cancer treatment will affect your job?

- Talk to your employee benefits manager.
- Visit Cancer-Careers at www.cancerandcareers.org
- Call the Patient Advocate Foundation 1.800.532.5274 & ask for a case manager.

Supported by: Kentucky Cancer Consortium
More Information: www.kycancerc.org

*This publication is supported by a cooperative agreement number 5U54CE000604 from the Centers for Disease Control and Prevention. It does not necessarily represent the official view of the Centers for Disease Control and Prevention.

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RISK FACTORS SHARED WITH OTHER DISEASES

Multi-use Messages

These messages can be used during in-person meetings, as part of events, social media posts or email blasts. Use these to best fit your worksite situation and culture. (Contact your KCP RCCS for availability of pre-printed materials.) Also, consider adding personal stories and/or pictures from your employees who are willing to share or other local/famil-iar people.

- Smoking harms nearly every organ in your body - your brain, ears, eyes, mouth, face, heart, lungs, stomach, hormones, reproductive system, blood, immune system, muscles and bones. Visit <https://goo.gl/PD9no4> to learn more about how they are impacted.
- Chronic obstructive pulmonary disease (COPD) is a chronic lung disease that gets worse over time, damages the airways in your lungs and leads to shortness of breath. It's sometimes called emphysema or chronic bronchitis. Learn more by visiting <https://goo.gl/mg9mmC>.
- The main cause of COPD is smoking, but nonsmokers can get COPD too. Risk factors include secondhand smoke and other air pollution, dust, fumes and chemicals. Learn more by visting <https://goo.gl/Pzkohl>

FAST FACTS – SMOKING IMPACTS ILLNESS

Late Diagnosis, Higher Mortality Rates and Smoking Remains Disproportionately High Among Low-Resourced Demographics

Although overall smoking rates have declined, certain populations are still severely affected by tobacco use and tobacco-related illness.¹

Cigarette smoking is associated with higher rates of disease onset, illness and mortality, particularly from some cancers and other leading chronic diseases.

- More than 16 million adults are living with a smoking-related disease.
- Smoking-related illness among adults in the United States costs the system more than \$200 billion a year, including nearly \$70 billion in direct medical care.²

Studies reveal that a late-stage cancer diagnosis is associated with lower socioeconomic status (SES).³

Smoking Prevalence and Risk Factors

Higher cigarette smoking prevalence exists among adults uninsured or with Medicaid insurance compared to adults insured by private health insurance or Medicare only.⁴ Studies have shown that uninsured and Medicaid patients with breast, cervical, colorectal, lung, prostate, head and neck, or uterine cancer experience higher mortality rates compared to patients with private insurance or Medicare.⁵

Lung Cancer Deaths Attributed to Smoking	Chronic Obstructive Pulmonary Disease (COPD) Deaths Attributed to Smoking
90%	90%

Socioeconomic factors including:	Other factors including:
• Household income	• Cultural beliefs
• Employment status	• Stage of diagnosis
• Financial access	• Multiple diagnoses & comorbidities
• Educational levels	• Behavioral risk factors
• Health insurance status	• Treatment received
• Other SES factors	

significantly impact cancer incidence and survival rates.

Financial Stability and Delay of Care Have an Impact

- Individuals from medically underserved populations are more likely to be diagnosed with later-stage cancers that might have been treated more effectively or cured if diagnosed earlier.
- Multiple studies show that patients living in regions with high levels of poverty delay medical care.
- From diagnosis to survivorship to end-of-life care, the direct and indirect costs of cancer care can cause significant hardship for families and loved ones with inadequate or limited financial resources to absorb the additional expenses.⁶

<https://selfmadehealth.org/download-view/smoking-impacts-illness-fact-sheet/>

FAST FACTS – MEN'S CANCER HEALTH DISPARITIES

Multiple Barriers Affect Early Cancer Diagnosis and Survivorship in Men

There are multiple healthcare-related, socioeconomic and cultural access barriers that deter men from achieving optimal health.

Gender disparities in health continue to exist. Men's cancer incidence and mortality disparities among racial, ethnic, and underserved communities are complex and varied. Men are less likely than women to undergo preventive and routine healthcare services. This fact is exacerbated when factors such as employment, health insurance status, geographic constraints, and perceived fears or negative views associated with a cancer diagnosis exist.¹

In addition, among adults aged 18-64 years, rates associated with having a routine source of healthcare continue to remain lower among men than women of the same age.

Primary factors contributing to disparities include a lack of health care coverage and low socioeconomic status.

Socioeconomic status is a strong indicator of whether a person will forgo the recommended preventive care checkups and screenings.²

Cancer in Men

The most commonly diagnosed cancers in men are lung cancer, prostate cancer, and colorectal cancer.³ When diagnosed early the survival rate for all three cancers dramatically increases, but when diagnosed at an advanced stage, survivorship decreases significantly.

Data tells us that persons from medically vulnerable populations are more likely to be diagnosed with advanced stage cancer and may have been treated more effectively or cured if diagnosed earlier!⁴

Cancer deaths can be reduced and prevented through screening, early diagnosis and treatment. Following recommended lung, prostate, and colorectal cancer screening guidelines increases the likelihood that cancer is found early when treatment works best. Early diagnosis also can reduce the total amount of out-of-pocket costs associated for extended treatment.⁵

Five Year Survival Rates Based on Progression at Time of Diagnosis⁶

Cancer Type	Early Stage-Localized	Advanced Stage
Prostate Cancer	99%	31%
Colorectal Cancer	90%	15%
Lung Cancer	60%	10%

<https://selfmadehealth.org/download-view/mens-cancer-health-disparities-fact-sheet/>

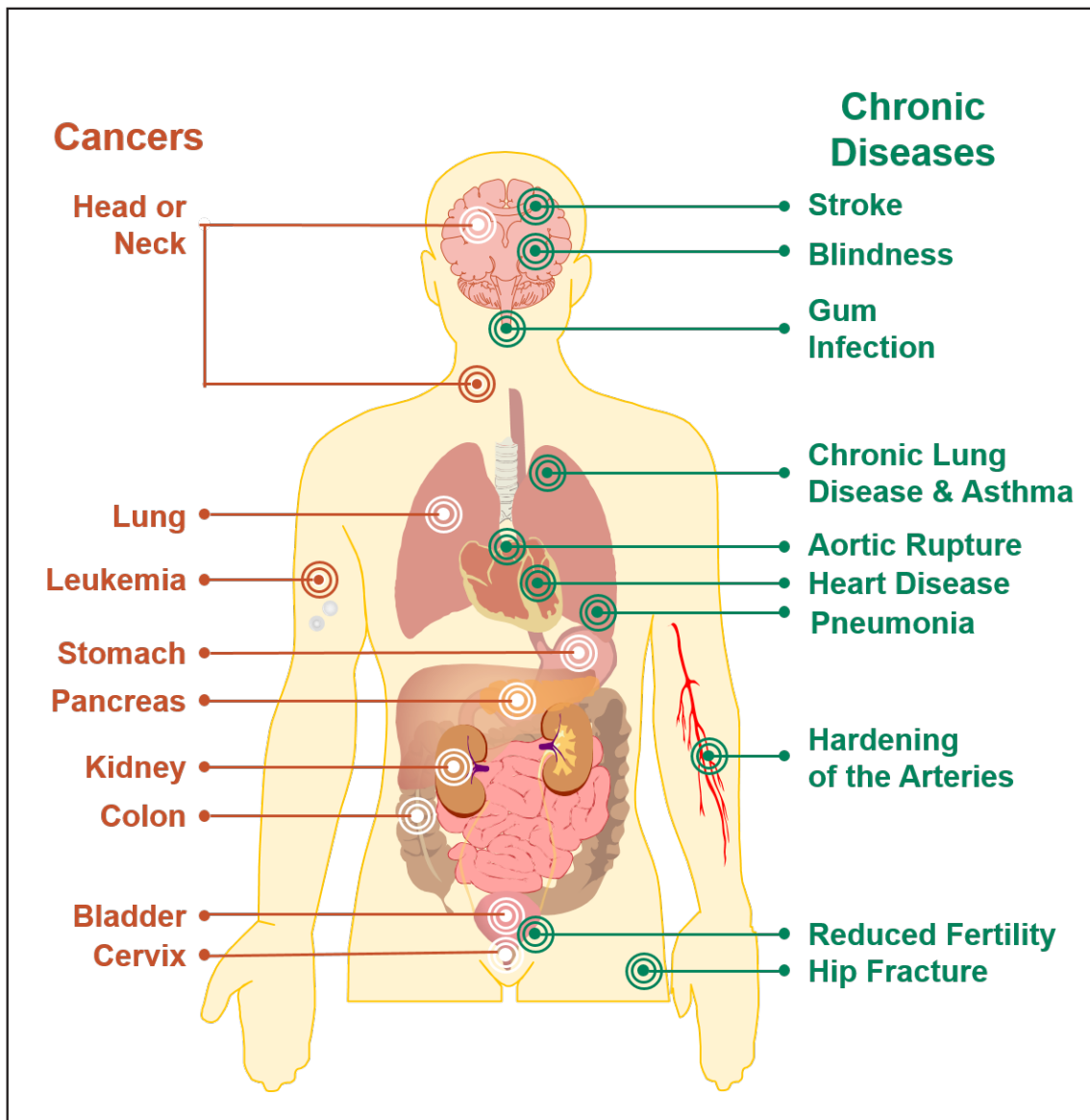
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RISK FACTORS SHARED WITH OTHER DISEASES, Cont'd

Tobacco use increases risk for many types of cancers and chronic diseases. **Please contact your KCP RCCS for availability of this handout.**

Learn more about how tobacco use impacts your health at

<https://www.cdc.gov/tobacco/infographics/health-effects/index.htm#smoking-risks>



Tobacco
Treatment

Lung Cancer
Screening

Radon
Prevention

Tobacco-Free
Environments

Survivorship

Lung Cancer Prevention & Survivorship is Good Business

RISK FACTORS SHARED WITH OTHER DISEASES, Cont'd

The U.S. Centers for Disease Control and Prevention (CDC) developed “Tips from Former Smokers” campaign which provides a variety of resources for quitting tobacco, and campaign materials, including videos, posters, and photos. To access free downloads, visit CDC’s campaign <https://www.cdc.gov/tobacco/campaign/tips/index.html>, for these multi-platform materials to share.

A TIP FROM A
FORMER
SMOKER

**IF YOU SMOKE WITH
DIABETES, PLAN
FOR AMPUTATION,
KIDNEY FAILURE,
HEART SURGERY ...
OR ALL THREE.**

Bill, Age 40
Michigan

Smoking makes diabetes much worse. You can quit.
For free help, call 1-800-QUIT-NOW.
#CDCTips

U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention
CDC.gov/tips

Bill is one of the featured former tobacco users in “Tips from Former Smokers.”

Download available at <https://www.cdc.gov/tobacco/campaign/tips/resources/ads/pdf-print-ads/bills-tip-print-ad-7x10.pdf>

Tobacco Treatment

Lung Cancer Screening

Radon Prevention

Tobacco-Free Environments

Survivorship

Lung Cancer Prevention & Survivorship is Good Business

SOCIAL MEDIA

Social media is an inexpensive yet powerful method to reach out to your employees! Current estimates by Pew Research Center shows that 7 of 10 American adults use at least one form of social media, <http://www.pewinternet.org/fact-sheet/social-media/>

The next few pages are examples of how messages and visuals can be used on social media platforms. Announce worksite events, and combine with photos or videos to attract more attention. Free videos can be found at Kentucky Educational Television (KET) by visiting <https://www.ket.org/health/smoking> and [YouTube.com](https://www.youtube.com). Additionally, several free photo sites, such as [Pixabay.com](https://www.pixabay.com) and [Unsplash.com](https://unsplash.com) have thousands of images to choose from. Be creative!

SOCIAL MEDIA



FACEBOOK



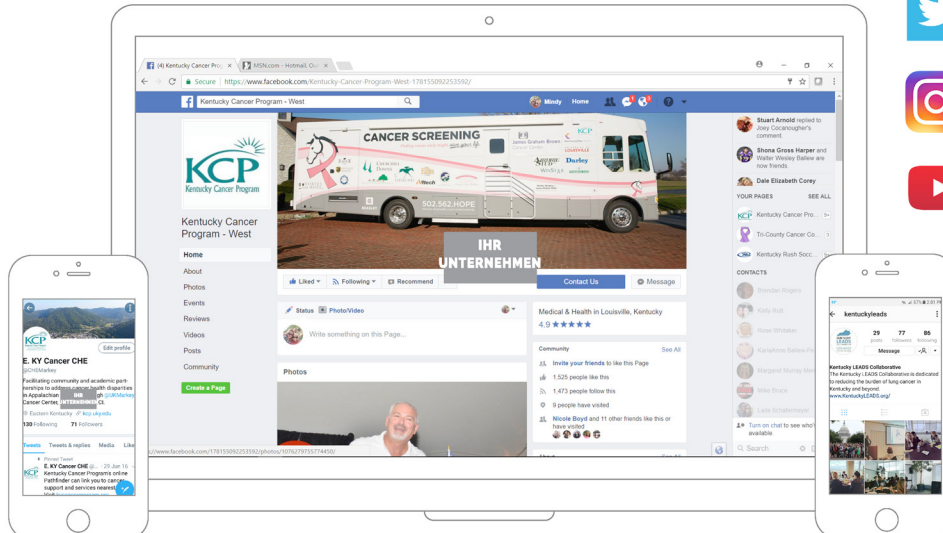
TWITTER



INSTAGRAM



YOUTUBE



Tobacco Treatment

Lung Cancer Screening

Radon Prevention

Tobacco-Free Environments

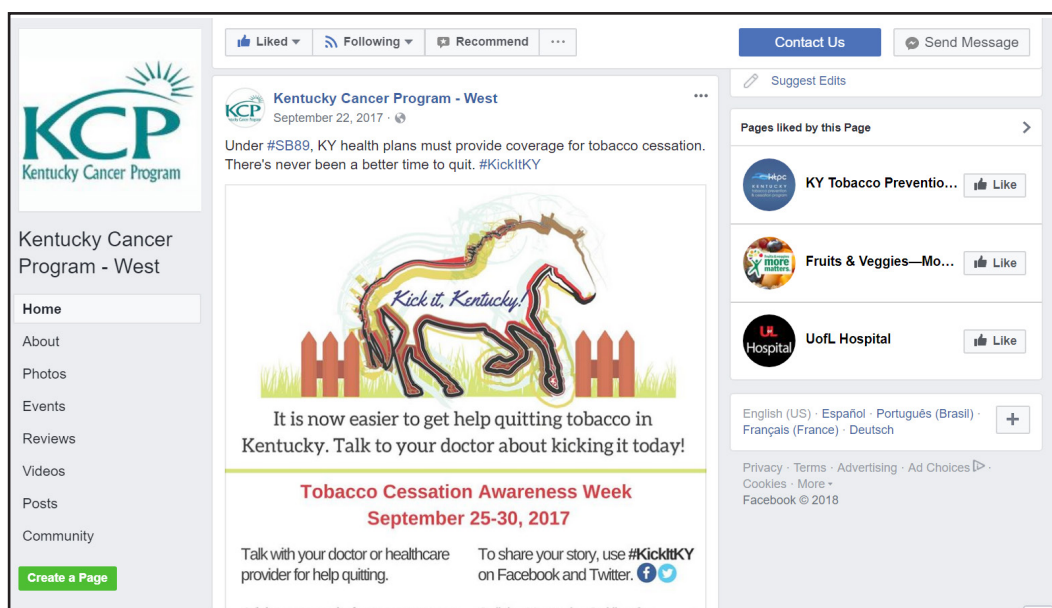
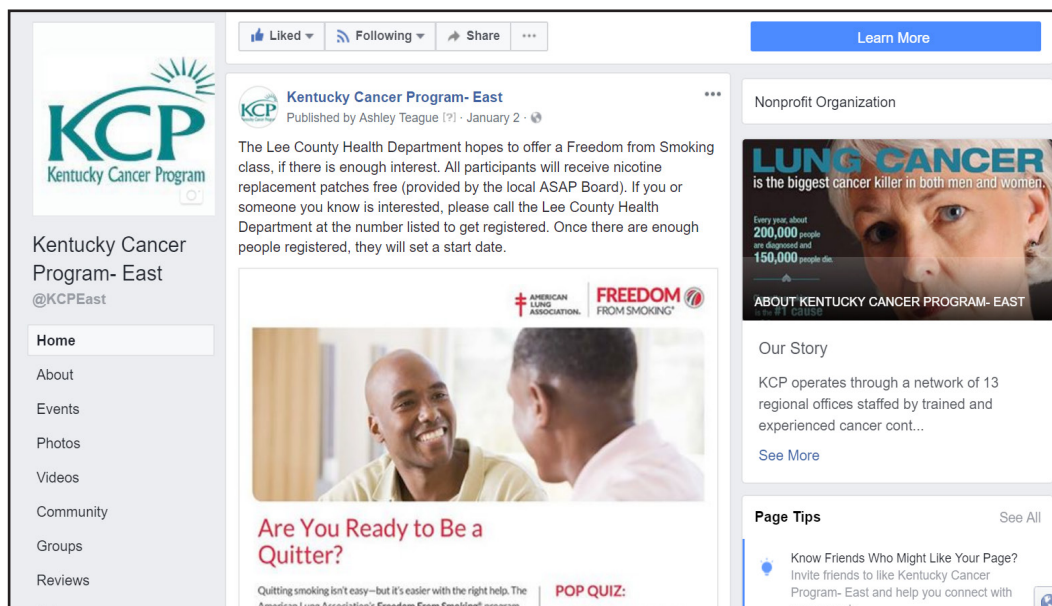
Survivorship

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SOCIAL MEDIA

These are examples of how messages and visuals can be used on social media platforms. Announce worksite events, and combine with photos or videos to attract more attention. Free videos can be found at Kentucky Educational Television (KET) by visiting <https://www.ket.org/health/smoking> and [YouTube.com](https://www.youtube.com). Additionally, several free photo sites, such as [Pixabay.com](https://www.pixabay.com) and [Unsplash.com](https://www.unsplash.com) have thousands of images to choose from. Be creative!

Facebook examples:



Lung Cancer Prevention & Survivorship is Good Business

SOCIAL MEDIA

These are examples of how messages and visuals can be used on social media platforms. Announce worksite events, and combine with photos or videos to attract more attention. Free videos can be found at Kentucky Educational Television (KET) by visiting <https://www.ket.org/health/smoking> and [YouTube.com](https://www.youtube.com). Additionally, several free photo sites, such as [Pixabay.com](https://www.pixabay.com) and [Unsplash.com](https://www.unsplash.com) have thousands of images to choose from. Be creative!!

Twitter examples:

E. KY Cancer CHE 256 Tweets

Tweets Tweets & replies Media Likes

CDC Cancer @CDC... · 02 Mar
Yearly #LungCancer screening is recommended for some people who are at high risk. Should you get screened? cdc.gov/cancer/lung/ba...

E. KY Cancer CHE @CH... · 05 Mar
Training our future cancer docs and health leaders to serve #EKY

E. KY Cancer CHE 256 Tweets

Tweets Tweets & replies Media Likes

E. KY Cancer CHE @CH... · 28 Feb
Encourage and assist tobacco users that you know, to quit. It is for their health and the health of those they love.

FDA Tobacco @FDATobacco
Protect your loved ones by staying #smok...

E. KY Cancer CHE @CH... · 28 Feb
Accelerating Rural Cancer Control Research Meeting organized by @theNCI is accepting abstract submissions. Details at goo.gl/sb3p1r

E. KY Cancer CHE @CH... · 28 Feb

E. KY Cancer CHE 256 Tweets

Tweets Tweets & replies Media Likes

Lung Cancer Alliance @LungCancerAlliance · 14 Jan
"I was diagnosed in June 2015 at the age of 35 with stage IV adenocarcinoma of the lung. My advice is simple...take a breath, live life a day at a time, hold on to your hope and fill your time with people who make you happy. Happy days make a happy life." #survivor #lungcancer

UK_HealthCare @UK_HealthCare · 15 Feb

Tobacco
Treatment

Lung Cancer
Screening

Radon
Prevention

Tobacco-Free
Environments

Survivorship

Lung Cancer Prevention & Survivorship is Good Business

PROJECT SUPPORT

This project has been supported by:

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REFERENCES

SelfMade Health Network, <https://selfmadehealth.org/>
BeTobaccoFree.gov, <https://smokefree.gov>
Kentucky Educational Television, <https://www.ket.org/health/smoking>
Lung Cancer Alliance, <http://www.lung.org>
Kentucky Cancer Consortium, www.kycancerc.org
Kentucky Cancer Program, www.kycancerprogram.org
National Cancer Institute, www.cancer.gov
American Cancer Society, www.cancer.org
U.S. Centers for Disease Control and Prevention, www.cdc.gov/cancer/index.htm
BREATHE Ky, <http://www.uky.edu/breathe>