Lung Cancer Screening Day Resources









National Lung Cancer Screening Day Messaging Toolkit

For Comprehensive Cancer Control Coalitions







LCS Day Resource Links

- NLCRT Toolkit Sign up to participate (https://bit.ly/3ozryBJ), where you will receive access to a repository of resources, including instructions for how to open on a Saturday, patient flyers in English and Spanish, and our new Marketing and Communications Toolkit with promotional language for social media and communications.
- 'I Love You, Get Screened' co-brandable social media assets from ACS are available in Canva <u>https://www.canva.com/design/DAFvMYlwckg/HxZSYqqu5VsxUAlPCAhrUg/edit?utm_content=DAFvMYlwckg&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton</u>



- Cobrandable reminder cards from ACS-reach out to ellen.Schroeder@cancer.org
- National Lung Cancer Screening Day Messaging Toolkit for Comp Cancer Coalitions
- Printed patient education materials: LC Guidelines, Quitline and Empowered to Quit flyers reach out to <u>ellen.Schroeder@cancer.org</u>
- Press Release Template for participating facilities Press release draft LCS Day.docx
- Billboard campaign ideas/survivor engagement www.whiteribbonproject.org



NLCRT Toolkit Page: Sign up to participate (https://bit.ly/3ozryBJ), where you will receive access to a repository of



The American Cancer Society National Lung Cancer Roundtable (ACS NLCRT), GO2 for Lung Cancer (GO2), Radiology Health Equity Coalition (RHEC), and American College of Radiology (ACR) have partnered once again for the second annual National Lung Cancer Screening Day ("National LCS Day") on Saturday, November 11, 2023. We are promoting this lifesaving event to screen more individuals and raise awareness about lung cancer screening. As part of a key initiative of Lung Cancer Awareness Month, and in acknowledgment of National LCS Day falling on the Veterans Day holiday, the ACS NLCRT, ACR, RHEC, and GO2 have partnered with the Veterans Administration on this campaign in order to salute our Veterans by increasing outreach and awareness to our veteran population, in turn saving more lives. As part of Lung Cancer Awareness Month and in partnership with the ACR, RHEC, and GO2 we are promoting this lifesaving event to screen more individuals and raise awareness about lung cancer screening. The President's Cancer Panel recommends lung cancer screening as the single most effective strategy for reducing mortality from the disease and closing the gap to improve health equity and access. To achieve this goal, the President's Cancer Panel has charged individuals, health systems, and communities with communicating and promoting lung cancer screening.

Sign Up Here to Support Lung Cancer Screening Day

Locate a Lung Cancer Screening Facility Near You



Thank you for opting to support Lung Cancer Screening Day please click on the link below to access marketing and instructional materials.

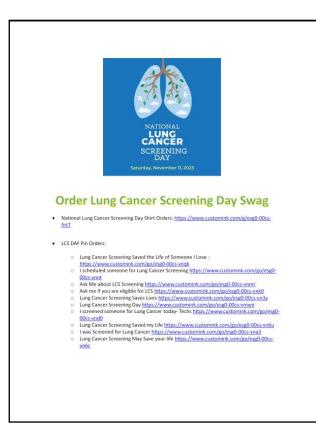
Link To materials: https://app.smartsheet.com/b/publish? EQBCT=f272222f02764675ba9f2e26d2e32c72

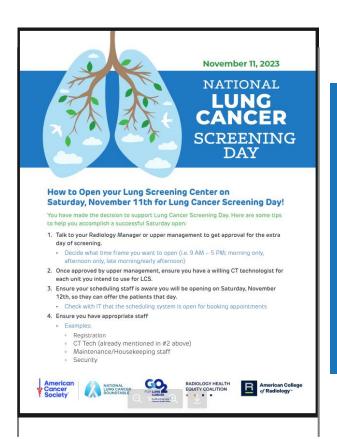
Thank you for all you do to save patients lives!

2023 Lung Screening Day

ung C	Cancer	Screening Day Materials (View Only):		ACR RADIO OGY
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	0 -	Title	Description	Туре
1	0	Order Lung Cancer Screening Day Swag	Click the blue paperclip to the right to access order links for Shirts and Pins	
2	0	Patient Posters English and Spanish	Click on the blue paperclip to the right of this column to access patient flyers. Hang these in your waiting room or anywhere you see fit for patients to know you are opening on Saturday November 12	Marketing Materials
3	0	Steps to opening your center on a Saturday	Click on the blue paperclip to the right of this column to access "how to open on a Saturday Guide"	Instructional Materia
4		Lung Cancer Screening Day Marketing and Communications Toolkit	This toolkit provides suggested tweets for different audiences, including members of the general public who might be interested in the lung cancer topic, family members of people who might be eligible for lung cancer screening, lung cancer patients, clinicians and providers, and health system administrators. The toolkit also includes longer more detailed posts suitable for LinkedIn and Facebook.	Marketing Materials
5	0	VA National LCS Day communications toolkit	This Lung Cancer Screening (LCS) & Stakeholder Communication Toolkit is designed as a resource to help tell LCS's story. The Toolkit provides brand and messaging resources designed for external organizations collaborating with LCS. This toolkit includes LCS background, terminology, and appropriate brand assets that will equip groups, such as VSOs, with the resources necessary to effectively communicate how LCS can help that organization's members.	Instructional Materia
6	0	Spread the Wordl	Click on the blue paperclip to the right of this column to access a flyer to spread the word to other facilities in your network. The more the merrier, the more patients saved!	Email Template to share the word
7	0	Spread the Word on Social Media	Use the social media logo to let patients know you are participating in National Lung Cancer Screening Day	Marketing Materials
8	0	Incidental Findings one pager	This Quick Guide is intended for use by Lung Cancer Screening (LCS) program coordinators and nurse navigators as they assist in the care coordination of LCS patients in collaboration with the referring providers	Instructional Materia
9	0	Hallazgos Incidentales en TC Guía de referencia rápida	Esta guía rápida está diseñada para los coordinadores y las enfermeras navegadoras del programa LCS (detección cáncer de pulmón) para asistir en la coordinación del cuidado de pacientes de LCS en colaboración con los proveedores de referencia.	Instructional Materia
10	0	Economics and Billing One Pager	This guide is intended to answer commonly asked questions about lung cancer screening logistics, program requirements, economics and hilling issues	Instructional Materia
	0:		program requirements, economics and billing issues.	Instructional Materi
11	0	Economía y facturación Guía de referencia rápida	Esta guía tiene por objetivo responder a las preguntas más frecuentes sobre la logística, requisitos del programa, cuestiones económicas y la facturación en la detección del cáncer de pulmón.	instructional Materi
12	0	Lung Pian	A NEW WAY TO PLAN YOUR LUNG CANCER PROGRAM Healthcare professionals, innancial experts, and administrators screening and nodule management programs after downloading the interactive model and entering data. Key initial questions gather data about your facility type, patient volume and growth rates, cancer incidence rates, the impact of patient navigators, and infrastructure costs.	Instructional Materi
13	0	Lung Cancer Atlas	The Lung Cancer Atlas is presented by the National Lung Cancer Roundtable and the American Cancer Society. This atlas offers an interactive geographic view of data pertaining to lung cancer in the USA.	Instructional Materi
14 :		Patient Friendly Video- Lung Cancer Screening	This Patient-Friendly video was created by radiologist experts at the American College of Radiology (ACR). The video was created to help patients participate in shared decision making with their physicians about Lung Cancer Screening. Please feel free to add the video to your patient resources	Instructional Materi
15	0	Patient Friendly Video- Smoking Calculations:	This Patient-Friendly video was created by radiologist experts at the American College of Radiology (ACR). The video was created to help patients participate in shared decision making with their physicians about Lung Cancer Screening. Please feel free to add the video to your patient resources.	Instructional Materi
16	0	Question?	Click on the blue paperclip to the right of this column to access a form to submit your questions. We are here to help make this day successful. Please submit your questions and our team of experts will get back to you	Questions

NLCRT Toolkit Page: Sign up to participate (https://bit.ly/3ozryBJ), where you will receive access to a repository of resources, social media and communications, and toolkits from ACR, VA and NLCRT



















Lung cancer screening saves lives.







'I Love You, Get Screened' co-brandable social media assets from ACS are available in Canva https://www.canva.com/design/DAFvMYlwckg/HxZSYqqu5VsxUAlPCAhrUg/edit?utm_content=DAFvMYlwckg&utm_campaign=designshare&utm_medium=link2&utm_source=share button

Examples of community collaboration in billboards-Contact Us — The White Ribbon Project



Join Lung Cancer Screening Day and Save Lives

Celebrate Lung Cancer Screening Day by opening your screening center on Saturday, November 11, 2023



Being Open on Saturday will

- · Allow individuals the opportunity to be screened on a weekend
- Increase accessibility to Life Saving Screening
- Join other screening centers across the country
- . Emphasize the importance of Lung Screening in your community

To join the effort and receive complementary marketing materials

Clickhere











Lung Cancer Screening Eligibility Criteria

While the American Cancer Society reviews new scientific evidence to update their annual lung cancer screening guideline, health care providers and people at increased risk for

lung cancer are advised to follow the recently updated recommendations of the US Preventive Services Task Force, the American Academy of Family Physicians, or the American College of Chest Physicians. These organizations recommend yearly lowdose CT (LDCT) lung cancer screening only for adults who meet each of the following criteria:

Average number of packs*

- · Age: 50 to 80 years old and in fairly good health (Medicare covers screening up to age 77. Private insurance covers screening up to age 80.)
- · Smoking status: People who currently smoke or have quit smoking within the past 15 years
- · Tobacco smoking history of at least 20 pack-years: One pack-year = smoking one pack per day for one year; 1 pack = 20 cigarettes
- · Asymptomatic: no signs or symptoms of lung cancer
- · Have completed a shared decision-making visit with their health care provider. The patient received information about lung cancer screening and has decided to be screened.
- Have received a written order. For the initial LDCT lung cancer screening service, the patient must have received a written order for LDCT during a lung cancer screening counseling and shared decision-making visit, furnished by a physician (as defined in Section 1861(r)(1) of the Social Security Act) or qualified non-physician practitione (meaning a physician assistant, nurse practitioner, or clinical nurse specialist as defined in §1861(aa)(5) of the Social Security Act).



Every cancer, Every life



Empowered to Quit

Quit smoking with help from the American Cancer Society

Let's face it, taking your life back from smoking is hard. But with help, you can be empowered to quit smoking for good.

based program to help you quit smoking

How it works:

- . You set your quit day and make a plan.
- Our guit team sends you emails filled with information
- . You get encouragement and personalized tips along your

cancer.org | 1.800.227.2345

journey to quit smoking. Learn more about the program an start your quit journey today

Scan the QR code to start



cancer.org/EmpoweredToOuit



How to know if lung cancer screening is right for you

Screening for lung cancer uses a test that helps find abnormal areas in the lungs that may be cancer. Research shows that screening certain people at higher risk may help decrease their risk of dving from lung cancer

If you currently smoke or have quit in the last 15 years, are 50 to 80 years old and are in fairly good health, you might benefit from screening for lung cancer with a yearly low-dose CT scan (LDCT). The American Cancer Society recommends screening for certain people at higher risk for lung cancer. Talk to a health care provider about your risk of lung cancer, and about the possible benefits, limitations, and harms of getting tested for early lung cancer.

How an LDCT scan works

An LDCT scan, or low-dose computed tomography scan, is the test used to screen for lung cancer.

This test shows pictures of a slice, or cross-section, LDCT scan can help find abnormal areas that might be cancer and can show a tumor's shape and size. These problems often look like spots on the scan

LDCT scans expose people to a small amount of radiation with each test. Talk to your doctor about cancer and whether to be screened.

What it's like to get an LDCT scan

The scan is painless and usually takes a few minutes once you're in the machine. You may be asked to dress and put on a gown. You'll need to take off any clothing or objects with metal, such as zippers. underwire bras, jewelry, or piercings.

the technologist know if you have a pacemaker or be able to have an LDCT scan, but extra care would

The scanner is a big, ring-shaped machine. You lie on a thin, flat table that slides back and forth inside the hole in the middle of the scanner. You'll be asked to hold your breath for a short time. You'll hear buzzin and clicking as the scanner switches on and off. The scan is painless and takes just a few minutes.

You'll be alone in the exam room during the LDCT scan, but the technologist will be able to see, hear, and talk to you at all times.

The machine has size restrictions for patients People who are very overweight may have trouble getting an LDCT scan.

cancer.org | 1.800.227.2345



Talk to your patients about tobacco.

Advise them to quit Refer them to Quit Now Kentucky

The U.S. Public Health Service Clinical Practice Guidelines and the Guide to Community Preventive Services both end proactive telephone counseling through quitlines as an effective method to help people stop using tobacco. Quit Now Kentucky is a free statewide tobacco cessation service featuring proactive telephone coaching, web-based services, and text messaging.

Quit Now Kentucky offers

- · A personalized quit program with self-help materials
- · Online resources (websites, interactive sites)
- Text messaging and other smart phone applica
- Online chatting for those using website cessation
- Social support available online
- Pregnancy/postpartum protocols with incentives
 Four weeks of free NRT for <u>uninsured clients</u>, <u>public housing residents</u>, and <u>Medicare recipients</u> who
- Direct eReferrals from Health System EHR canability

Quit Now Kentucky services are available FREE to everyone in Kentucky age 15 and over who wants to break their addiction to tobacco. Services are available in English, Spanish or Arabic at the point of contact. Counseling in other languages is available free through a third party translation service. Deaf and hard-of-

Quitline hours of operation are flexible to meet nearly everyone's needs. Counselors are available every day from 7:00 am to 1:00 am EST (6:00 am to midnight CST).

Advise patients to quit with tailored, personalized messages

- Refer them to Quit Now Kentucky.
- For telephone counseling, patients can call 1-800-QUIT NOW.
- For online cessation services or more information about guitting, patients can visit
- www.QuitNowfentuckv.ors
 To have the quittine contact your patient, go to https://www.quitnowkentucky.org/en-US/Just-Looking/Health-Professional/How-to-Refer-Patients

Referral forms and e/Referral forms are available at www.QuitNowKentucky.org

DOC FS 3/2019



Packet of patient education materials: Guidelines, Quitline and Empowered to Quit flyers -

Reach out to ellen.schroeder@cancer.org

Press Release Template for participating facilities Press release draft LCS Day.docx

FOR RELEASE: September XX, 2023

FOR MORE INFORMATION, CONTACT: (HEALTH SYSTEM), (CONTACT EMAIL ADDRESS)

The American Cancer Society Partners with XX to Bring Awareness to Early Lung Cancer Detection with a Screening Day on November 11, 2023

(CITY), Saturday XX, 2023 – With lung cancer claiming the highest mortality rate worldwide, (Health System) is partnering with the American Cancer Society National Lung Cancer Roundtable (ACS NLCRT), GO2 for Lung Cancer (GO2), Radiology Health Equity Coalition (RHEC), and American College of Radiology (ACR) to raise greater awareness about the importance of lung cancer screening. Lung Cancer Screening Day allows clinics to be open on Saturday, November 11, making it easier for those unable to access screening during the week. A number of clinics and hospitals will participate in Screening Day. To find a location near you please go to Cancer Screening | Resources and FAQ | American Cancer Society or the Lung Cancer Screening Locator Tool | American College of Radiology (acr.org)

QUOTE FROM HOSPITAL SYSTEM

Why Lung Cancer Screening is so important.

The President's Cancer Panel recommends lung cancer screening as the single most effective strategy for reducing mortality from the disease and closing the gap to improve health equity and access.

Lung cancer can affect anyone, but tobacco use and exposure to radon are two of the highest risk factors. Unfortunately, lung cancer continues to have the highest mortality rate of cancers worldwide. Lung cancer screening can find cancers earlier when they are easier to treat. Lung cancer claims the lives of 127,000 Americans every year, but only 1 in 10 people at a higher risk get screened.

Open hours on Saturday for lung cancer screening increases access to those who may be eligible but are unable to get away during the week. Talk to your physician today to see if you are eligible.

Encourage others to learn more about **National Lung Cancer Screening Day** and the importance of early detection by visiting XXXX. Let's work together to create more lung cancer survivors!

Kentucky Quitting Resources

Elizabeth Anderson-Hoagland, MPH

October 10, 2023







Over 88% of Kentucky adults who smoke say they want to quit.

That's over 660,000 Kentuckians!

Source: Kentucky Behavioral Risk Factor Surveillance System (BRFSS) 2019



Over 88% of Kentucky adults who smoke say they want to quit.

That's over 660,000 Kentuckians!

Unfortunately, fewer than half of them (40%) know about 1-800-QUIT-NOW.



Source: Kentucky Behavioral Risk Factor Surveillance System (BRFSS) 2019

Quit Now Kentucky

 Doubles chances of quitting successfully

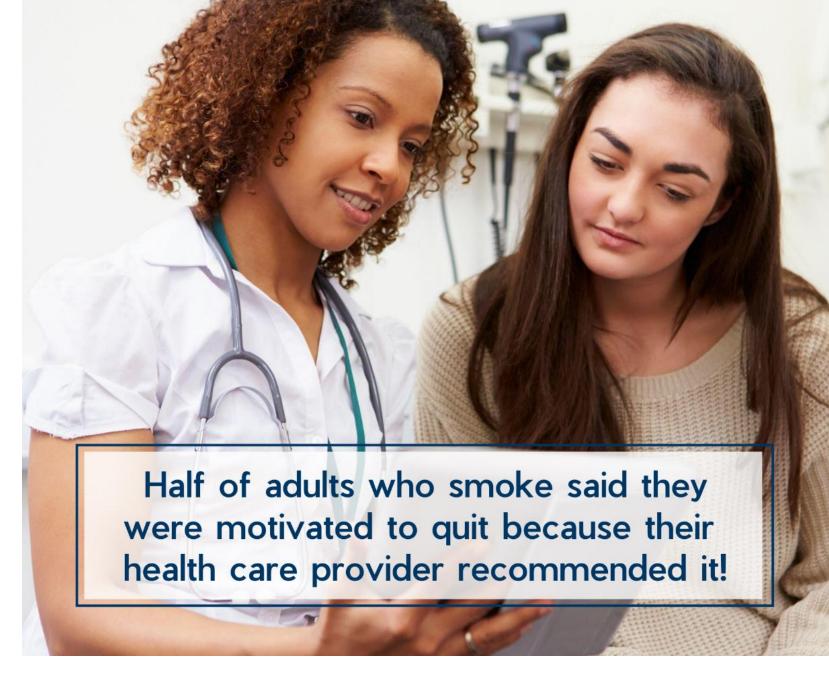
Available 24/7

Free and confidential

Text and online chat options available



Health Care Providers & Tobacco Use



The Youth Vaping Crisis

Over one in five Kentucky 10th and 12th graders used an e-cigarette in the last 30 days.

Source: Kentucky Incentives for Prevention (KIP) Survey. (2021)



My Life, My Quit

Confidential and offered at no cost to callers

- For those 17 and younger
- Text-to-quit with live coaches (not 'bots') is available 24/7



Ask, Advise, Refer

Nationally, about 80% of smokers visit a clinician's office each year, but only 25% of them receive evidence-based counseling and/or medication.

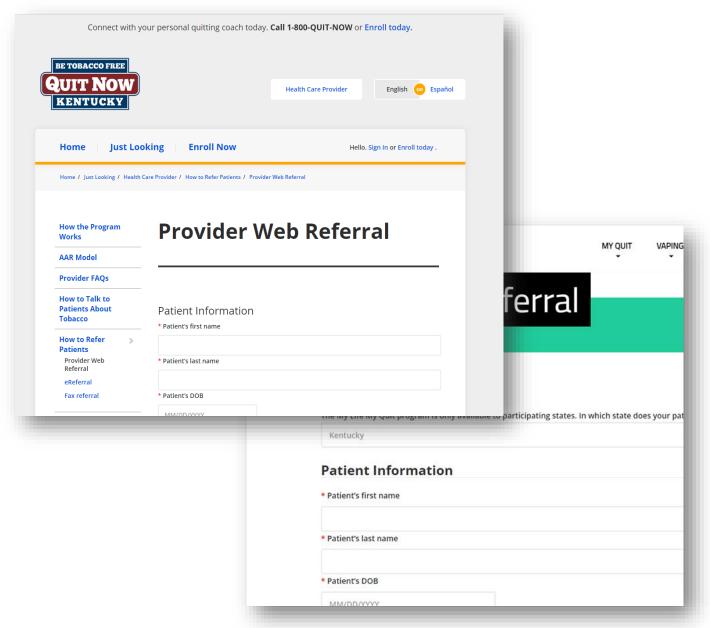
Best Practices User Guides-Cessation in Tobacco Prevention and Control (cdc.gov)

Ask-Advise-Refer to help patients quit

ASK about tobacco use
ADVISE to quit
REFER to outside help

Referring to the Quitline

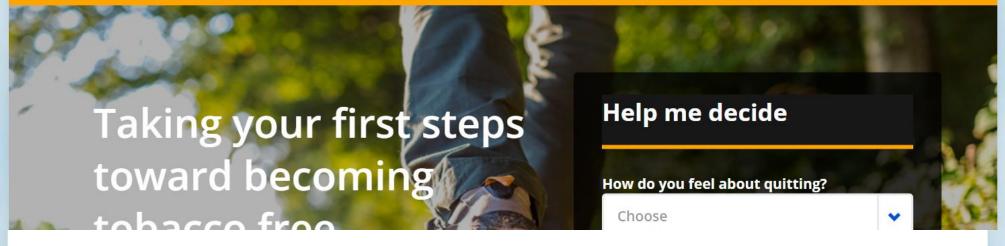
- Web, fax and EHR referrals are available
- Anyone in a medical office can put in the referral
- Encourage patients to allow texting to help throughout their quit journey



Make a Referral (quitnowkentucky.org)

LINOITIA

Hello. Sign In or Enroll today .



Quitting tobacco is a process. Whether you are thinking about quitting, are not yet ready to quit, or have already quit, Quit Now Kentucky can help you with each step of the way.

Free, Convenient, Safe & Secure

Is lung cancer screening right for you?

You may be eligible for lung cancer screening if...

1. You are 50 years of age or older

Learn more

2. You currently smoke or have quit smoking within the last 15 years.

Are you a...

Health Professional

looking for information?

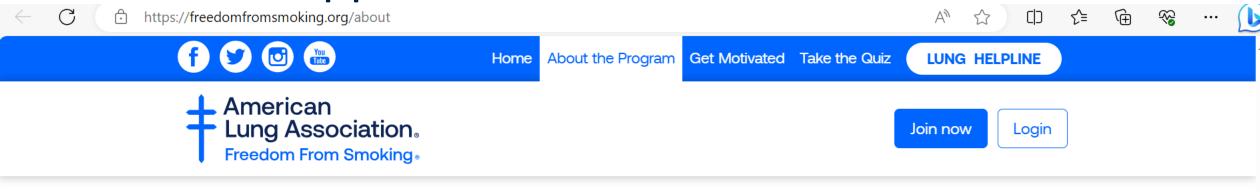
Family Member or Friend

looking to help a loved one?

https://www.quitnowkentucky.org/

Live Chat

In-Person Support





Freedom From Smoking® In-Person Clinic

- Prepare for Quit Day and practice being a nonsmoker during this seven-week program
- Enjoy in-person group support from others who are quitting too
- Led by trained facilitators
- Includes access to telephone support line (Lung HelpLine)
- Available in English and Spanish
- Contact 1-800-LUNGUSA (1-800-586-4872) or visit Lung.org to find a location near you

Join Freedom From Smoking | American Lung Association

Resources

- Quit Now Kentucky materials order form: <u>KTPC Print Materials Request Form (google.com)</u>
- Tobacco Prevention and Cessation Program (search bar): https://www.chfs.ky.gov/
- Freedom From Smoking locator: FFS Classes.docx Google Docs

Thank you!

Elizabeth Anderson-Hoagland, MPH

ElizabethA.Hoagland@ky.gov

Health Promotion Supervisor Kentucky Department for Public Health







BREATHE RESOURCES

BREATHE:

https://breathe.uky.edu/

Kentucky Center for Smoke-free Policy:

https://breathe.uky.edu/tobacco-policy/kentucky-center-smoke-free-policy/

Radon:

https://breathe.uky.edu/tobacco-policy/kentucky-center-smoke-free-policy

Tobacco Treatment Specialist training:

https://breathe.uky.edu/tobacco-treatment/tobacco-treatment-specialist-training