

KCC Lung Cancer Network Meeting

October 10, 2023

View the agenda [here](#).



Action Items

Please [click here](#) to take the survey to:

- ✓ Let us know what you liked about the meeting and how we could improve.
- ✓ Let us know what you are doing to promote National Lung Cancer Screening Day & Month.
- ✓ Enter your lung cancer screening facility into the drawing for an incentive to support your NCLS Day event provided by the American Cancer Society's incentive.

View resources shared during the meeting to support National LCS Day/Month [here](#)

View recording of October 10, 2023, KCC LCN meeting [here](#)

Watch for a follow up survey will be sent to learn about the results of your NLCS Day events.

Join the KCC December meeting to share your results and lessons learned.

Meeting Notes

Additional resources shared in the chat:

GO2 for Lung Cancer Educational Materials [here](#) (shared by Angela Criswell)

Vendor for image projection (shared by Dr. Gieske)

Vendor: Image Projection

Point of Contact: Mark Funnen, Owner

Address: 1109 Ponce de Leon Blvd., Coral Gables, FL, 33134

Office: 305-444-0218, Email: mark@uselight.com

[Hospital awareness signs](#)

[Use Light - Image Projection \(image-projection.com\)](http://image-projection.com)

Billboard Campaign Scott Kindred is interested in a continued discussions on availability of a billboard campaign in Kentucky. The aim of raising awareness about lung cancer screenings and the dangers of smoking. The goal is to reach a wider audience in Kentucky, ensuring that more are informed about the availability of these crucial screenings and the risks associated with smoking. A billboard campaign can be a powerful tool in achieving this objective even after LCSD continuing the awareness.

Discussion/Themes

Messaging:

- Don't stop promoting at the end of November
- Continue to advocate for funding for tobacco control efforts
- Reinforce that all cancer screenings are important if you are eligible
- Promote with multiple messengers (healthcare professionals, survivors, caregivers....)
- Positive reinforcement is helpful
- Putting community at the center is a must – match the needs of those who need screening
- Faces of Survivors, inflatable lung, promoting awareness, outreach, partnerships
- Community partners are vital
- Include the community
- Build trust in the community
- Build trust between internal and external partnership
- Work with your marketing department
- Change the narrative
 - There is hope now
 - Anyone with lungs can get lung cancer
 - No shame
 - Catch it early
 - 90% chance of cure
 - Reinforce messages that we care about you as a whole person, not just as someone who smokes

Challenges:

- Trust, accessibility and fear are factors in why people don't get screened
- Financial worries are also a barrier
- People are unaware of eligibility age, pack years, why can't I get screened, where to get screened. Lot's of awareness to do
- We direct to quality LCS, discuss insurance cover for screening, inevitably, the conversation comes back to....but what if they find something, will it be covered?
- It starts with primary care, don't wait for wellness checks
- How can we pair with other screenings such as mammogram
- Patients love it when you can coordinate their care to fewer trips and appointments
- Patients just don't understand the need to come back regularly for follow up.
- It's so important to meet people where they are at
- Question on how to make sure coordinating amongst all channels
- Question as to whether there is a way to address the cost of radon mitigation – tax credits?
- So many people start to smoke so early
- One off lung cancer screenings are not helpful

It's a team sport

- **Genentech** is using their representatives who see oncologists to promote the ScreenYourLungs campaign.
- **Go2forLungCancer** is heading to Centers of Excellence event/Shine a light and are working to promote Lung Cancer Screening Day. Advocacy work on change of lung cancer screening guidelines, as well as clinical education on coding for screening, and tobacco cessation.
- **KCP** Faces of Survivors, inflatable lung, promoting awareness, outreach, partnerships
- **KY Radon Program** is working to promote radon awareness and abatement in social media campaign statewide and will promote lung cancer awareness day alongside.
- **KY Voices For Health** talked about the importance of promoting and access to insurance as an important driver to getting screened, as well as advocacy for continued eligibility for Medicaid. She was the one who said until she joined the call, she did not have any plans or awareness of Lung Cancer Screening Day, but now she will definitely help promote it among partners and in their newsletter.
- **Norton Health Care:** Quarterly Media Blitz, Using social media, Getting information out to primary care offices, Evaluating our own process on how we get people in and manage annual screens, Program, Partnering with community, Promoting Tobacco Treatment, We've worked hard to really foster relationship with primary care and continue, Two navigators on screening and two on oncology side, adding more, Keeping up with the snowball of lcs, continue to keep up with quality screening, We work through our multidisciplinary teams to meet patient need wherever they are
- **Owensboro Health** is holding awareness events leading up to Lung Cancer Screening Day, involving Go2, COPD Awareness, KCP (and the inflatable lung) as well as internal clinical partners. They are distributing radon kits, lung cancer awareness materials, lung cancer information and support and smoking cessation information. The biggest event is on November 9, and then they will be open on November 11 as well for actual lung cancer screening.
- **VA** is doing outreach at their community outreach clinics (primary care facilities) over the next month, including flyers, social media and information at collaboration meetings.

Attendees

first name	last name	organization
Ellen	Schroeder	ACS
Katie	Garden	ACS CAN
Jocelyn	Phillips	American Cancer Society
Julie	Waters	American Cancer Society
Shaina	Board	Anthem Medicaid
Teran	Herthel	Anthem Medicaid
Rochelle	Waddell	Appalachian Regional Medical Center
Stephanie	Bernauer	Baptist Health
Bridgette	Jones	Baptist Health Corbin
LeAnn	Jones	Baptist Health Corbin
Joe	Harlan	Cancer Survivor
Debra	Dixon	CareSource
Natalie	Cooper	CHI Saint Joseph Health
Rich	Freeman	Genentech
Angela	Criswell	GO2 for Lung Cancer
Robin	Mohon	GO2 for Lung Cancer
Rudy	Bess	Hope Light
Amanda	Beckett	KCC
Elaine	Russell	KCC
Jennifer	Knight	KCC
Kristian	Wagner	KCC
Amy	Steinkuhl	Kentucky Cancer Program
Caroline	Rodgers	Kentucky Cancer Program
Connie	Sorrell	Kentucky Cancer Program
Denise	Thomas	Kentucky Cancer Program

Elizabeth	Westbrook	Kentucky Cancer Program
Jaime	Daniel	Kentucky Cancer Program
Jamie	Knight	Kentucky Cancer Program
khadijah	Wallace	Kentucky Cancer Program
Mary	Schneider	Kentucky Cancer Program
Pam	Temple	Kentucky Cancer Program
Tonya	Pauley	Kentucky Cancer Program
Wynona	Padgett	Kentucky Cancer Program
Connie	White	Kentucky Department for Public Health
Elizabeth	Anderson-Hoagland	Kentucky Department for Public Health
Heather	Shaw	Kentucky Dept. for Public Health
Nancy	Alvey	Kentucky LEADS Collaborative
Ellen	Cartmell	KY Tobacco Prevention & Cessation Program
Emily	Goodwin	KY Tobacco Prevention & Cessation Program
Kelly	Taulbee	Kentucky Voices for Health
Amy	Shepard	King's Daughters Medical Center
Daniel	Brunner	KY Anthem BCBS Medicaid
Leslie	Anderson	Molina Health Care
Brandy	Heavrin	Molina Healthcare
David	Brown	Molina Healthcare
Janet	Allen	Molina Healthcare
Erika	Burnside	NewVista
Connie	Buckley	Norton
Ashley	Shemwell	Owensboro Health
Beth	Renschler	Owensboro Health
Timothy	Laugh	Owensboro Health
Andrea	Stephens	Protect Environmental Service
Kristin	Brady	St. Elizabeth Healthcare
Michael	Gieske	St. Elizabeth Healthcare
scott	kindred	Stages Community (not a nonprofit/org)

Maria	Gomez	Sullivan University, Community Health Program
Heidi	Nafman-Onda	The White Ribbon Project
Allyson	Yates	UK
Stacy	Stanifer	UK
Trent	Marcum	UK Human Development Institute
Terry	Keys	UK Markey Cancer Center
Timothy	Mullett	UK Markey Cancer Center
Trey	Alexander	UK Markey Cancer Center Research Network
Jamie	Studts	University of Colorado Cancer Center
Christina	Kern	UofL Health
Rebekah	Evans	VA Department of Veterans Affairs Hospital
Thomas	Hagan	VA Medical Center, Robley Rex Lou
Suzanne	Walters	VAMC Lex
Elizabeth	Rogers	
Jessica	Kerns	
Michelle	Ottersbach	

Vickie	Frisby	Baptist Health Richmond
Charlie	Workman	Baptist Health Lexington
Brian	Hudson	Genentech
Crystal	Colvin	Lewis County Primary Care
Jason	Baird	Limestone Group, CCPP, ACSCAN
Andrea	Slone	Kentucky Health Collaborative
Deb	Campbell	Ky Hospital Assn
Curtis	Flynn	Tobacco Prevention and Cessation Program
Cassie	Bryant	Owensboro Health Regional Hospital-Mitchell Memorial Cancer Center
Tabatha	Hensley	Lake Cumberland Regional Hospital
Shannon	Norman	Molina
Melissa	Brock	Rockcastle Regional Hospital
Stephen	Deppen	Vanderbilt University Medical Center