



HEALTH AWARENESS

Campaign Challenges Communities To Take Action

(NAPSA)—Each year in America, lung cancer claims the lives of more people than breast, prostate and colon cancers combined. *It's Time To Focus On Lung Cancer*, a national education campaign, is challenging communities across the country to take action and become champions of lung cancer.

Referred to as the “invisible disease,” lung cancer is the least talked about of all the major cancers, despite being the most severe and difficult to treat. For those interested in raising awareness, now there is Lung Cancer Champions—a resource offering ideas to get involved in community outreach efforts. This resource, available on the campaign’s Web site, www.lungcancer.org, provides a complete “how to” guide on increasing awareness of lung cancer.

“When I was diagnosed with lung cancer, I found a limited amount of resources for support,” explains Karen Parles, a lung cancer survivor. “Lung Cancer Champions provides the tools people need to get involved in their communities and make a difference by raising awareness and offering support to those affected by, or at risk of developing, lung cancer.”

While recovering from treatment, Parles began applying her librarian skills to create a centralized directory of Internet resources for lung cancer patients. She also co-authored a book entitled *100 Questions And Answers About Lung Cancer*.



A national campaign is helping focus attention on the “invisible disease,” lung cancer.

Lung Cancer Champions offers a variety of resources, including:

- Ideas on how to get involved and a guide on getting started
- Education materials that can be distributed individually or as a comprehensive kit
- Publicity ideas and materials that can be customized for a specific organization or activity
- Stories about real life lung cancer champions; and
- A place for individuals to share stories and become members of the Hall of Champions.

It's Time To Focus On Lung Cancer, a partnership among CancerCare, Oncology Nursing Society and The CHEST Foundation, educates the public about lung cancer, detection and screening, new treatments, and survivorship. The campaign also sponsors *Lung Cancer Awareness Week*—the third week in November.

For more information on *It's Time To Focus On Lung Cancer* or Lung Cancer Champions, visit www.lungcancer.org.