

Health Awareness



Looking Out For Your Lungs: The Importance of Lung Cancer Screening

(NAPS)—Early detection is essential when it comes to lung cancer, and early diagnosis can save lives.

The Problem

According to the American Lung Association—the leading organization working to save lives by improving lung health and preventing lung disease through education, advocacy and research—lung cancer is the leading cause of cancer deaths in the United States, yet only 16% of people at high risk have been screened.

A Solution

Fortunately, annual low-dose CT scans can reduce the lung cancer death rate by up to 20%; emphasizing the need to ensure that eligible high-risk individuals, such as former and current smokers, are aware of their risk and feel empowered to talk to their doctor.

High-risk individuals include:

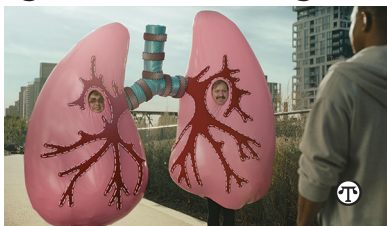
- Aged 50-80
- Smoked in the last 15 years
- Have a 20 “pack year” history (1 pack a day for 20 years, 2 packs for 10 years, or any combination of years and packs that equals 20).

To encourage lung cancer screenings, the American Lung Association and the Ad Council released new PSAs that ask: “If your lungs could talk, what would they say?” “The new PSAs are part of the ongoing *Saved by the Scan* campaign that first launched in 2017.

“There is hope. Lung cancer screening has played a critical role in the 44% increase in the lung cancer survival rate over the past decade,” said American Lung Association President and CEO, Harold Wimmer. “This new campaign will continue to raise critical awareness about lifesaving screening and encourage more individuals to take action.”

Over 1.3 million Americans have taken the *Saved By The Scan* screening eligibility quiz to determine if they are eligible for lung cancer screening. Among those eligible for lung cancer screening, 43% discussed the scan with their healthcare provider.

“By inspiring people to talk with their doctor about lung cancer screenings, we can offer hope for early detection, effective treatment and ultimately save lives,”



A simple cancer screening could save your life—and your lungs may thank you for it.

said Heidi Arthur, chief campaign development officer for the Ad Council. “We are proud to partner with the American Lung Association and Hill Holliday using the power of creativity—and a touch of humor—to remind former smokers and other high-risk individuals of the importance of getting screened.”

Early Detection Opens Doors for Treatment Options

Lung cancer survivor Denise Lee smoked for 40 years. One day on her commute from work, she saw a *Saved by the Scan* campaign billboard, leading her to speak to her doctor about getting screened for lung cancer. She got scanned, and learned of her lung cancer diagnosis before she had symptoms.

“The advantage of them finding it so early is that I had a lot more treatment options. I was able to have surgery, chemotherapy, qualify for a clinical trial. One of the advantages of early detection is that the goal of treatment becomes a cure as opposed to palliative. And I had so many treatment options.”

Understanding the Low-Dose CT Scan

The scan itself is quite straightforward and not scary. A low-dose CT scan is a type of X-ray that captures multiple images as you lie on a table that smoothly slides in and out of the machine. The process is open and non-claustrophobic, taking less than 10 minutes to complete. Although any screening can be emotionally challenging, getting the scan done early provides individuals with more treatment options if needed and peace of mind.

Learn More

For further information and to check if you qualify for a low-dose CT scan, visit SavedByTheScan.org.