



# END LUNG CANCER NOW

PREVENTION | SCREENING | RESEARCH

[endlungcancer.now.iu.edu](http://endlungcancer.now.iu.edu)



INDIANA UNIVERSITY MELVIN AND BREN SIMON COMPREHENSIVE CANCER CENTER



# End Lung Cancer Now: Advocacy for Awareness, Research, and Prevention

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There are thousands of Hoosiers, like Harry,  
whose **lives we can save.**

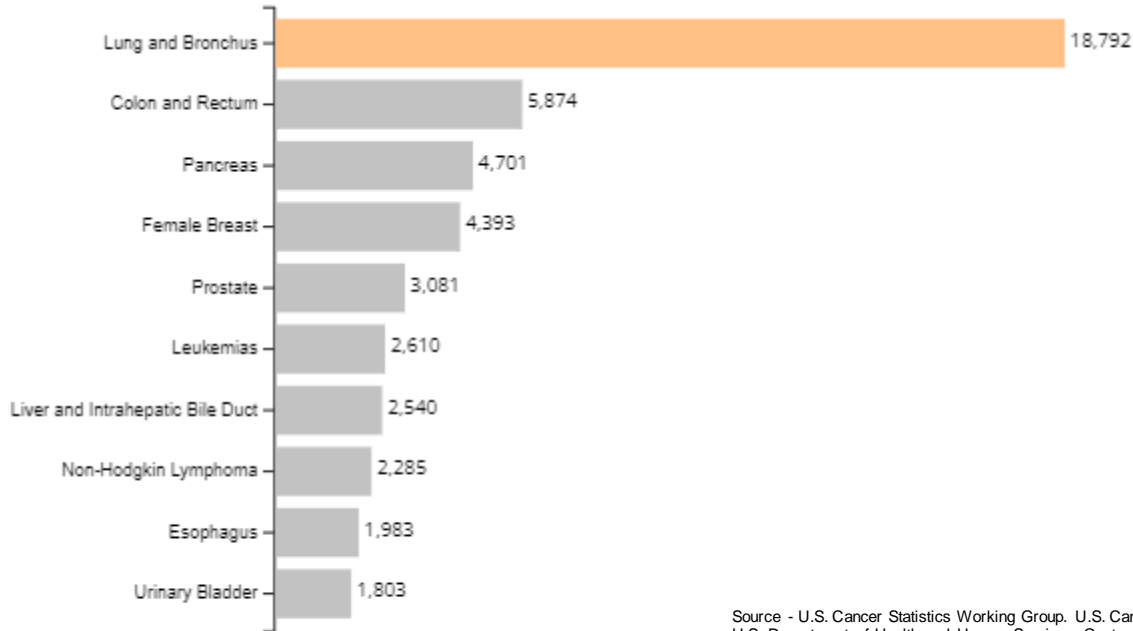
We know the formula to make  
**lung cancer rare again!**



# Lung cancer is the #1 cause of cancer-related death in Hoosier men and women...By far!



Number of Cancer Deaths, Indiana, 2015-2019



Source - U.S. Cancer Statistics Working Group. U.S. Cancer Statistics Data Visualizations Tool, based on 2021 submission data (1999-2019); U.S. Department of Health and Human Services, Centers for Disease Control and Prevention and National Cancer Institute; <https://www.cdc.gov/cancer/dataviz>, released in November 2022.



# Lung Cancer Facts: Indiana

Ca: A cancer journal for clinicians 2022

- Most commonly diagnosed cancer
- Rank #9 of 50 states for lung cancer mortality in men, and #6 in women
- 4 X more deaths from lung cancer than breast cancer
  - More than breast cancer, ovarian cancer, and cervical cancer COMBINED
- 3 X more deaths from lung cancer than colorectal cancer





# Major breakthroughs in last decade

- Dramatic reduction in cigarette consumption
  - Only 5% of teenagers in the U.S. smoke cigarettes
- Discovery of 9 distinct DNA mutations in lung cancer that can be “targeted” by specialized therapy
- Discovery of ways to use the immune system to cure lung cancer



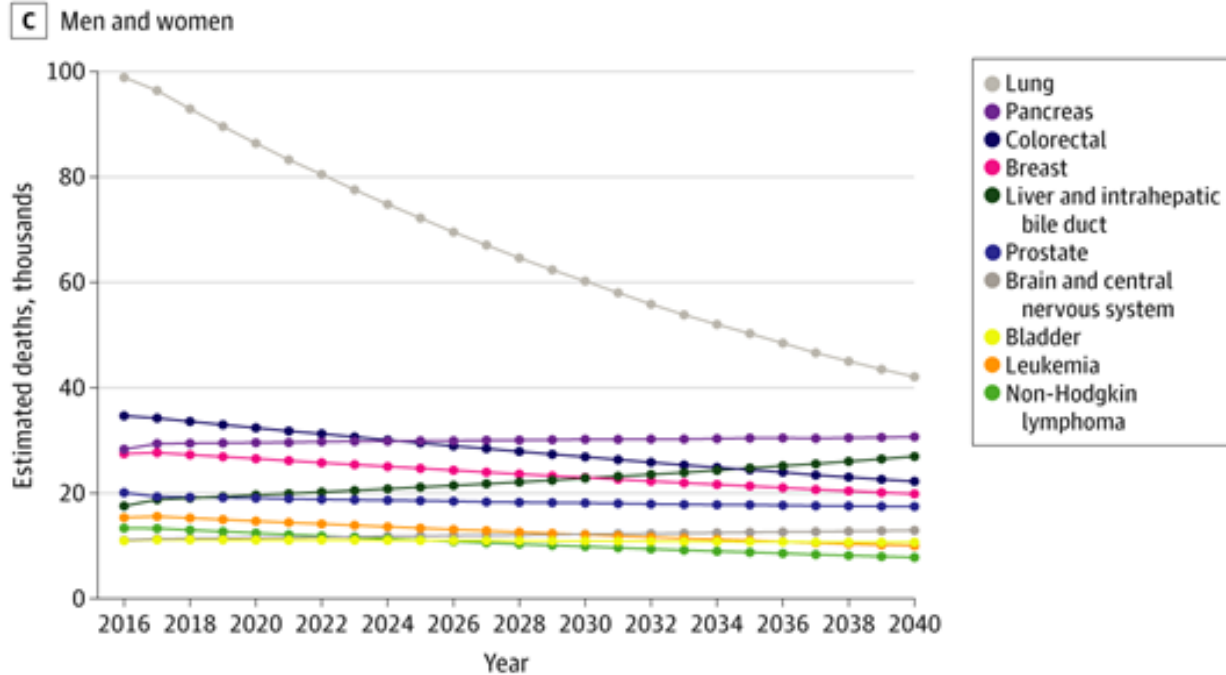
# The gains are substantial

- Cure rates are steadily rising in all stages of lung cancer
- The reduction on all-cancer mortality over the last several years has been entirely due to reduction in lung cancer mortality
- Lung cancer mortality is decreasing 5% PER YEAR!
- Many patients expected to live only months are now living > 5 years



# Cancer-death projections by 2040

Rahib L et al, JAMA Network 2021;4(4):e214708



# But attitudes are hard to overcome..

- In one study, across all groups evaluated, bias was substantially more negative towards lung cancer compared to breast cancer
  - 70% of participants had a negative descriptive bias towards lung cancer
- This has negative consequences
  - Support for lung cancer research
  - Emotional support for patients and their caregivers



# No one deserves lung cancer!

- Patients with lung cancer feel shame and stigma, whether they ever smoked or not
- Blaming the victim is cruel and counter to our common humanity
- It is also counter-productive.
  - Research for lung cancer is research for CANCER
  - When you study lung cancer, you study what underlie almost all forms of cancer





We **CAN** and **MUST** do so much more!

**End Lung Cancer Now is committed to doing just that.**



# Who We Are



- A bold group of lung cancer advocates in the Indianapolis community who joined forces to find solutions
- Advocate-centric, volunteer-driven, and community-focused
- Organizationally supported by IU Simon Comprehensive Cancer Center and financially supported through philanthropy



# The Vision

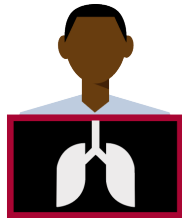
End the **suffering** and **death** from lung cancer in Indiana.

# The Mission

**Educate** and **empower** community advocates to:



Eliminate tobacco use  
in Indiana.



Screen all eligible  
Hoosiers with low-  
dose CT scans.

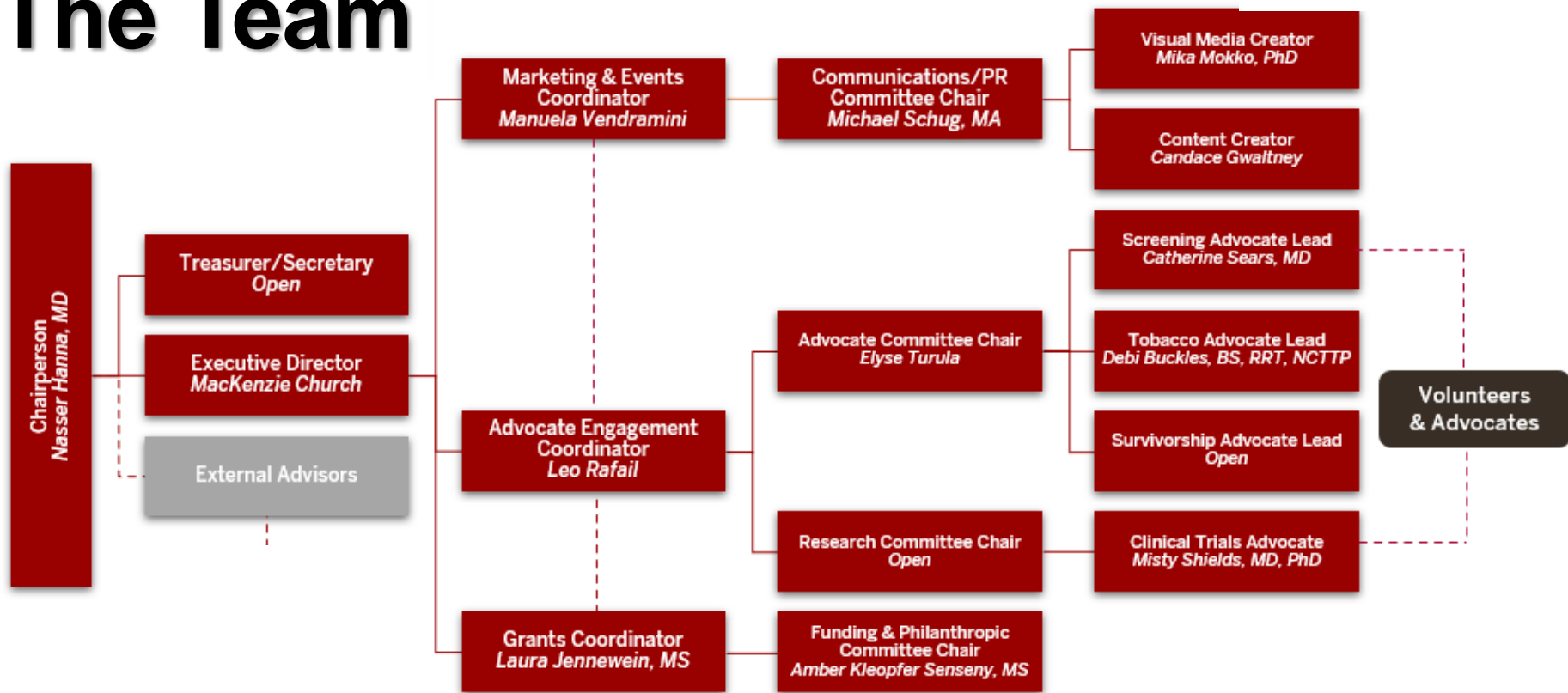


Increase participation  
in lung cancer  
research.



Support lung cancer  
survivors and  
caregivers.

# The Team





**A year (or two) in review...**



**INDIANA UNIVERSITY MELVIN AND BREN SIMON COMPREHENSIVE CANCER CENTER**



# Organizational Accomplishments



- Secured nearly **\$500,000** in financial support through gifts and sponsorships
- Established key partnerships with local and national organizations
- Recruited a diverse team of experts engaged in this work





# #WeCanBeTheFirst Campaign



- Launched the **#WeCanBeTheFirst** campaign in partnership with IUPUI Health & Wellness Promotion and IUSCCC OCOE in April 2022.
- Engaged with 350+ students and recruited more than 130 student advocates to help us create the first tobacco-free generation.



# Survivor's Celebration



- Celebrated **National Cancer Survivor's Day** in 2022 and 2023 with nearly 100 survivors and loved ones
- Incorporated the spirit of the White Ribbon Project
- Event was featured in the national Coping with Cancer magazine



# Lung Cancer Survivor Care Kits



- Launched during Lung Cancer Awareness Month 2022
- Shared with **nearly 100** lung cancer patients being treated at IUSCCC
- **Long-term goal:** Distribute to all lung cancer patients, year-round through IUSCCC Infusion Center, Multi-D Clinic, and nurse navigators
  - *Dream: Distribute at other sites statewide*



# Community Outreach

- Engaged with the community at the **Indiana Black & Minority Health Fair** and the **Indiana Latino Expo**
- Diverse group of ~60 volunteers with various backgrounds at both events
- Engaged with more than 1,000 attendees
- 40 new advocates recruited, 200+ new members on mailing list



# 2<sup>nd</sup> Annual ELCN Gathering



- **National leaders** in lung cancer screenings
- **Topics covered:** Improving Lung Cancer Screening
  - Primary care education and engagement
  - Systems-based changes
  - Community education and advocacy
- Launched our Lung Screening Task Force
- Event details and materials are on the [ELCN website](#).



# ELCN Lung Screening Taskforce



- **25 members** with a shared passion to improve screening rates
- **Focus areas:**
  - Systems-based changes
  - Resources and implementation
  - Public health and advocacy
  - Primary care engagement
  - Mobile CT unit/program
- Developing a **business case and implementation plan** for the IU Health system
- Plan to share publicly and “launch” in **early 2024**







**So, now what?**





**ADVOCATES** are responsible for saving  
more lives from lung cancer than medical  
science!



# SAVE THE DATE

*3rd Annual*

Friday, Nov. 3 | 8 a.m. - 1 p.m.  
NCAA Hall of Champions | Indianapolis, IN



**END  
LUNG  
CANCER  
NOW  
GATHERING**



**SCAN HERE FOR  
MORE INFORMATION!**

*It takes a team to save lives.*



INDIANA UNIVERSITY  
**MELVIN AND BREN SIMON  
COMPREHENSIVE CANCER CENTER**  
ACCELERATING CANCER RESEARCH SINCE 1992

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# Thank you!



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“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it is the only thing that ever has.”

**Ψ** --*Margaret Mead*