



END LUNG CANCER NOW

PREVENTION | SCREENING | RESEARCH

endlungcancer.now.iu.edu



INDIANA UNIVERSITY MELVIN AND BREN SIMON COMPREHENSIVE CANCER CENTER



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

Nasser Hanna, MD

Chairperson, End Lung Cancer Now

IU Simon Comprehensive Cancer Center







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

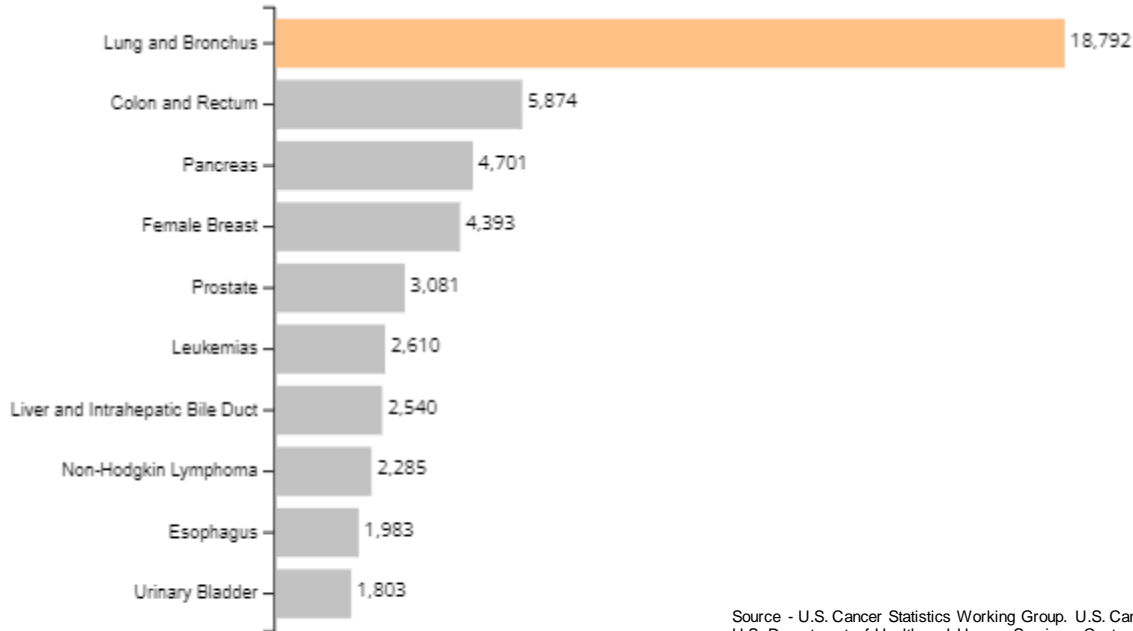
We know the formula to make
lung cancer rare again!



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 (CDC 2020 statistics)
- 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

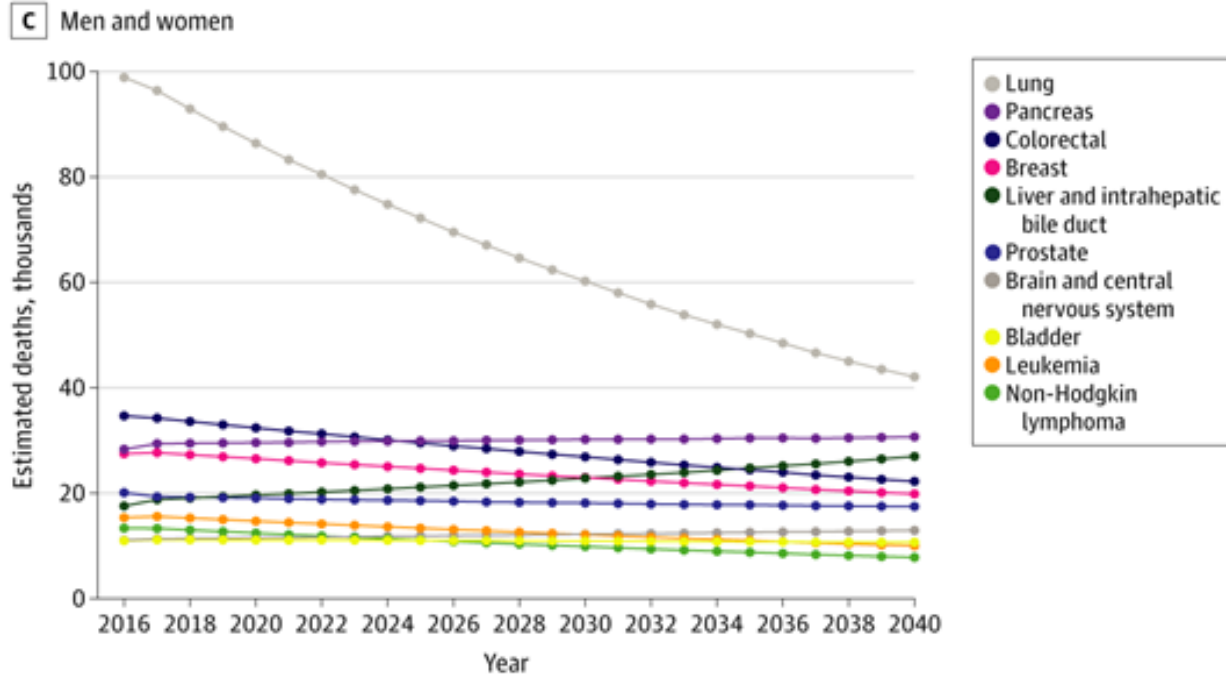
- Cure rates are steadily rising in all stages of lung cancer
- The reduction on all-cancer mortality over the last several years has been entirely due to reduction in lung cancer mortality
- Lung cancer mortality is decreasing 5% PER YEAR!
- Many patients expected to live only months are now living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

CDC 2021 statistics



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

LoConte et al, Clin Lung Ca 2008;(9),3:171-178

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

LoConte et al, Clin Lung Ca 2008;(9),3:171-178



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

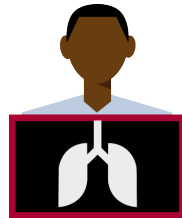
End the **suffering** and **death** from lung cancer in Indiana.

The Mission

Educate and **empower** community advocates to:



Eliminate tobacco use
in Indiana.



Screen all eligible
Hoosiers with low-
dose CT scans.

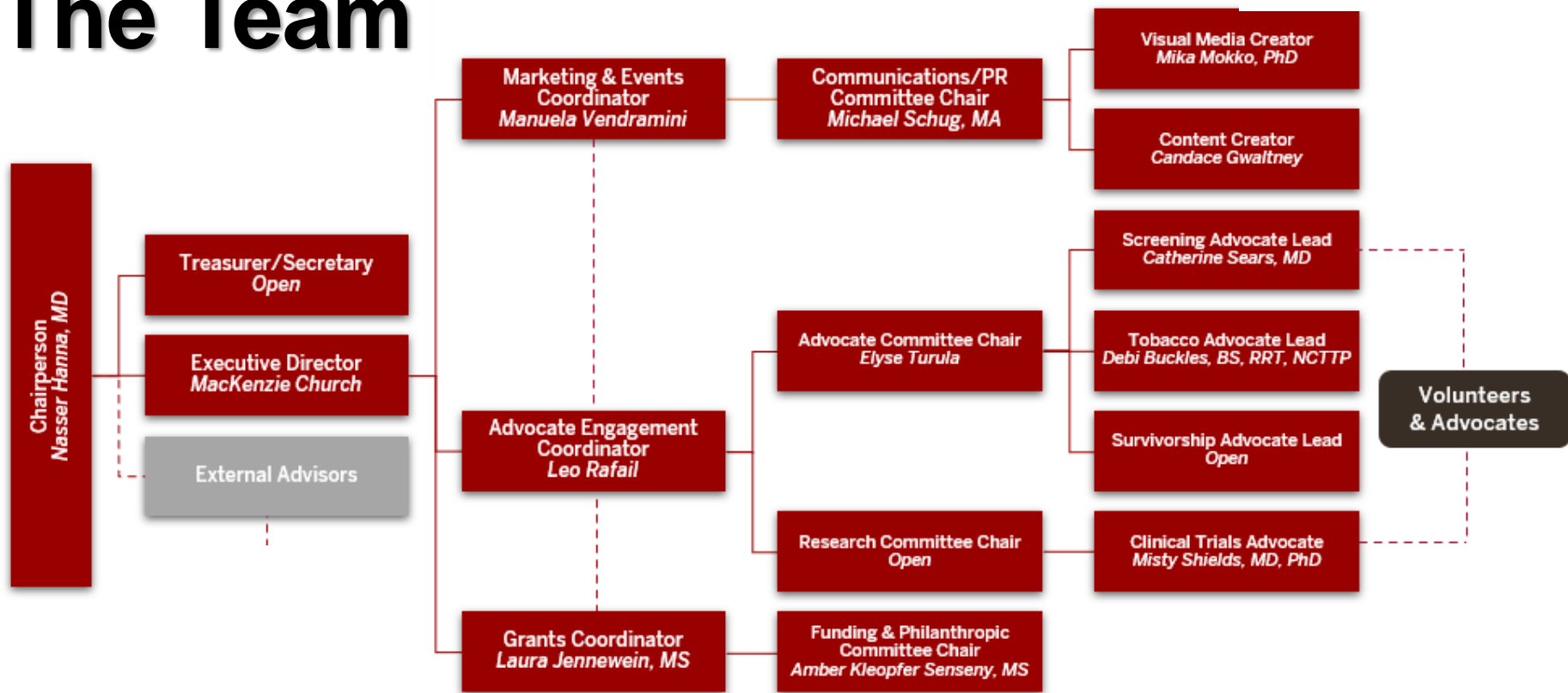


Increase participation
in lung cancer
research.



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

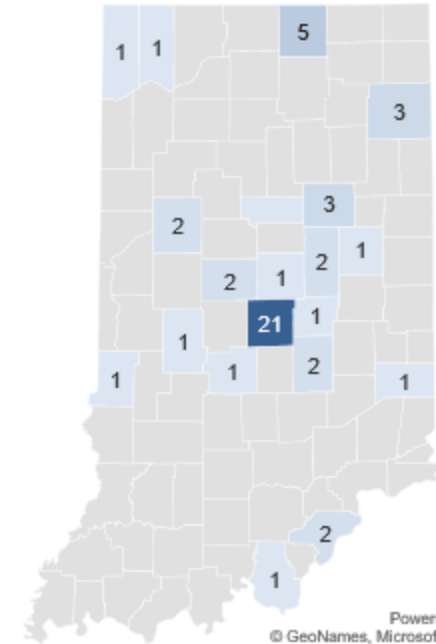


“Power of Your Voice” Training



- Hosted the first-ever “**Power of Your Voice**” tobacco advocacy training on Tuesday, May 24, 2022
- 62 advocates from across the state participated
- Session leaders:
 - Bryan Hannon, American Cancer Society
 - Tiffany Nichols, American Lung Association
 - Danielle Patterson, American Heart Association

Advocates Trained
in each county



#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



2nd 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!



MacKenzie Church

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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.”

 --*Margaret Mead*