



Michigan Cancer Consortium

Tool of the Month – November is Lung Cancer Awareness Month

- [Article](#) – sample lung cancer awareness article for MCC member organization employee newsletters
- [Data](#) – quick, ready-to-use lung cancer stats and sources
- [Resources](#) – lung cancer AND tobacco dependence treatment resources including MCC exclusive products for MCC member and stakeholder organizations
- [Social media](#) – ready-to-use lung cancer awareness posts and tweets

Michigan Cancer Consortium Tool of the Month Lung Cancer Awareness Month (November)

Sample article for MCC member and stakeholder organization employee newsletters

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November is Lung Cancer Awareness Month – A Good Time to Quit Smoking, Be Aware of Lung Cancer Screening, and Also Know About Radon

November is [Lung Cancer](#) Awareness Month and a good time to share information and resources that are related to finding lung cancer early, helping people quit tobacco, and learning more about radon.

Smoking causes, by far, most lung cancer deaths in both men and women. Lung cancer case and death rates in Michigan are higher among men when compared to women and higher among African Americans when compared to Whites. Lung cancer accounts for more deaths than any other cancer for both men and women in the United States and Michigan.

Quitting smoking is not easy, so seeking help is important. If you smoke, aim to quit and:

- 1) Talk to your healthcare provider
- 2) Go to www.michigan.gov/tobacco for tools to help you quit smoking
- 3) Call the Michigan Tobacco QuitLine at 1-800-QUIT-NOW (784-8669) for free help over the phone
- 4) Use the [Great American Smokeout](#) as a starting point for quitting tobacco

If you answer “yes” to these three questions, experts suggest talking with your doctor about lung cancer screening:

- 1) Do you smoke, or did you quit smoking less than 15 years ago?
- 2) Do you have at least a 30 pack-year history of smoking? To find your pack-year history, multiply the number of packs you smoke each day by the number of years you have smoked. For example, 1 pack a day x 30 years = 30 pack-years, 2 packs a day x 15 years = 30 pack-years
- 3) Are you 55-80 years of age?

[Lung cancer screening](#) means getting a CT scan of the chest. A CT scan is a series of computerized x-rays that gives better views of an area within the body. If the screening results are a concern, you may have more tests or procedures to determine if you have cancer. This helps you get the best treatment.

What are the risks? The scan involves a low dose of radiation, similar to a mammogram or x-ray. Exposure to radiation, including x-rays and CT scans, can increase your risk of cancer in general, although this risk is low. Other risks could include the stress of having abnormalities detected and follow-up procedures associated with your CT scan, such as additional scans or biopsy.

You have a greater chance of having lung cancer if you smoke or used to smoke, have moderate or severe chronic obstructive pulmonary disease (emphysema or chronic bronchitis), or if you have a parent, sibling, or child who has had lung cancer.

You may want to contact your health insurance company to find out your coverage and any costs you would have in relation to a lung cancer screening test such as a CT scan.

Radon is the second leading cause of lung cancer. Not everyone who breathes radon will develop lung cancer. Risk is determined by such things as how much radon is in your home, or other indoor environment, the amount of time you spend in that environment, and whether you smoke or have ever smoked. Have you had your home tested for radon? [Read more about radon.](#)

Talk with your doctor about your risk for lung cancer and also the benefits and risks of lung cancer screening. The best way to prevent lung cancer is to not smoke. For more information, go to www.michigancancer.org/.

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Data and Data Resources – Lung Cancer

Quick data:

- **U.S.**
 - It is estimated that 221,200 cases of lung cancer will occur in 2015
 - It is estimated that there will be 158,040 deaths from lung cancer in 2015
Source: American Cancer Society Facts and Figures 2015

- **Michigan**
 - Incidence
 - In 2012, the age-adjusted lung cancer invasive incidence rate in Michigan was: 65.08/per 100,000
 - There were 7,676 cases of invasive lung cancer in 2012
 - Mortality
 - In 2013, the age-adjust lung cancer mortality rate in Michigan was 47.90/per 100,000
 - In 2013, there were 5,761 deaths due to lung cancer
Source: [Michigan Cancer Surveillance Program](#) – readily available Michigan and county-level data
 - 2015 Projections
 - It is estimated that there will be 8,350 cases of lung cancer
 - It is projected that 6,010 people will die as a result of lung cancer
Source: American Cancer Society Facts and Figures 2015

Health disparities: See the following fact sheet for information on lung cancer health disparities:

- [Lung Cancer Fact Sheet](#)

National, State, and Local Data Resources:

- Lung Cancer Fact Sheets
 - [Consumer](#)
 - [Provider](#)
- American Cancer Society
 - [Facts and Figures 2015](#)
 - [Estimated New Cases & Deaths by State for 21 Cancer Sites, 2015](#)
 - [Michigan Cancer Surveillance Program](#)
Readily available and accessed Michigan and county-level data
- [State Cancer Profiles](#) (National Cancer Institute and Centers for Disease Control and Prevention)

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Resources for MCC members including providers and their staff

MCC Position Statements:

- **Providers**
 - Lung Cancer Screening: Low-Dose Spiral CT Scan
<http://www.michigancancer.org/Resources/LungPV.html>
- **Consumers**
 - Lung Cancer Screening for Smokers and Former Smokers
<http://www.michigancancer.org/Resources/LungPT.html>

Lung Cancer Screening References and Resources: For Providers and Patients

- <http://www.michigancancer.org/Resources/LungPV.html>

Facts About Lung Cancer

- Health Professional Fact Sheet
http://www.michigan.gov/mdch/0,4612,7-132-2940_2955_2975_65353_65368-314291--,00.html
- Consumer Fact Sheet
http://www.michigan.gov/mdch/0,4612,7-132-2940_2955_2975_65353_65368-314285--,00.html

Lung Cancer Early Detection Resources for MCC Members and their Patients (brief video outlining resources developed by the MCC Lung Cancer Early Detection Workgroup in 2014)

- <http://www.michigancancer.org/Resources/LungPV.html>

Michigan Department of Health and Human Services Tobacco Section

- Improving Health by Reducing Tobacco Use
http://www.michigan.gov/mdch/0,4612,7-132-2940_2955_2973---,00.html

Michigan Tobacco Quitline

- Call 1-800-QUIT-NOW (784-8669) for **free** help in quitting tobacco

Tobacco Dependence Treatment Resources for Patients and Providers

Quitting tobacco information and resources that will help both providers and patients – whether you're a provider counseling patients to quit or a person who is seeking help quitting tobacco

http://www.michigancancer.org/PDFs/Resources/TobDepTXResourcesPT_PV.pdf

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Social Media – Quick Posts and Tweets

Sample Facebook posts:

- Do you know someone who smokes or did smoke in the past? People may be at higher risk of lung cancer if they:
 - Currently smoke or have quit smoking less than 15 years ago
 - Have at least a 30 pack-year (as an example, this is equal to 1 pack/day x 30 years or 2 packs/day x 15 years) history of smoking; and
 - Are 55-80 years of age.Talk with your doctor about the benefits and risks of lung cancer screening and go to www.michigan.gov/tobacco .
- November is Lung Cancer Awareness Month. Smoking causes most lung cancer cases and deaths, so quitting smoking is important. If you smoke and you're trying to quit, here are some things you can do:
 - Talk to your doctor
 - Go to www.michigan.gov/tobacco for resources on how to quit smoking
 - Contact the Michigan Tobacco QuitLine at 1-800-QUIT-NOW (784-8669) for help with quitting
- What can you do to lower your risk of lung cancer?
 1. Don't smoke. The most important thing you can do to prevent lung cancer is to not start smoking, or to quit if you smoke. Here is a good way to get started: <http://smokefree.gov>
 2. Avoid secondhand smoke
 3. Get your home tested for radon, a radioactive material that is naturally present in some soils: <http://ow.ly/Cla9Z>
- The Great American Smokeout is November 19. The American Cancer Society encourages people who smoke to use the date to make a plan to quit, or to plan in advance and quit smoking that day. [Learn more about quitting tobacco.](#)

Sample Tweets

- Do you currently smoke, or have you smoked? You may be at higher risk for #lungcancer – talk with your doctor about [lung cancer screening](#)
- November is #LungCancer Awareness Month. The best way to prevent #lungcancer is to not smoke. To quit: www.michigan.gov/tobacco
- Lower your risk of #lungcancer. If you smoke, get free help at Michigan Tobacco Quitline www.michigan.gov/tobacco or call 1-800-QUIT-NOW (784-8669)
- Radon is the second leading cause of #lungcancer – [learn more](#) about it and how to reduce your risk

- The [Great American Smokeout](#) is Nov 19. Use it to make a plan to #quittobacco or to plan in advance to #quittobacco that day.