



## Michigan Cancer Consortium Tool of the Month

### November is National 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**

=====

## November is Lung Cancer Awareness Month

### *What You Should Know About Lung Cancer Screening, Quitting Tobacco, and Radon*

November is Lung Cancer Awareness Month and people should be aware of a newer lung cancer screening test, good ways to quit tobacco, and also know about radon. This is because lung cancer accounts for more deaths than any other cancer in both men and women in the United States and Michigan. In Michigan in 2013, 5,761 people died of lung cancer; in 2016, it is estimated that there will be 8,440 new cases, and 6,030 people will die of lung cancer.

If you are a current or former heavy smoker and 55 to 80 years of age, talk to your doctor about [lung cancer screening](#) including its benefits and risks. Lung cancer screening, with low-dose CT scans, has been proven to reduce deaths from lung cancer. As part of this, contact your health insurance company to find out your coverage and any costs you would have in relation to lung cancer screening.

Cigarette smoking causes, by far, most lung cancer deaths in both men and women. 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](http://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) [Quitting tobacco information and resources](#) – for people seeking help in quitting tobacco

Radon is a radioactive gas that cannot be seen, smelled, or tasted. It is a natural substance that can be found in the dirt and rocks beneath a house. It can enter homes. Exposure to radon is the second leading cause of lung cancer in the United States (US), after smoking. Radon-related cancers are responsible for an estimated 21,000 deaths annually in the US. 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.](#)

In the U.S., lung cancer case and death rates are higher among African American males when compared to White males. Lung cancer case and death rates in Michigan are higher among men when compared to women and higher among African American males when compared to White males.

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

## Data and Data Resources – Lung Cancer

### Quick data:

- **U.S.**
  - It is estimated that 224,390 cases of lung cancer will occur in 2016
  - It is estimated that there will be 158,080 deaths from lung cancer in 2016  
Source: American Cancer Society Facts and Figures 2016
  
- **Michigan**
  - Incidence
    - In 2012, the age-adjusted lung cancer invasive incidence rate in Michigan was: 65/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 47.9/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
  - 2016 Projections
    - It is estimated that there will be 8,440 cases of lung cancer
    - It is projected that 6,030 people will die as a result of lung cancer  
Source: American Cancer Society Facts and Figures 2016

**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 2016](#)
  - [Estimated Number of New Cancer Cases & Deaths by State for 21 Cancer Sites, 2016](#)
  - [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)

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

## Resources for MCC members including providers and their staff

### 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](http://www.michigancancer.org/PDFs/Resources/TobDepTXResourcesPT_PV.pdf)

### 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](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](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](http://www.michigan.gov/mdch/0,4612,7-132-2940_2955_2973--,00.html)

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

## Social Media – Quick Posts and Tweets

### Sample Tweets

- Are you, or have you been, a heavy smoker and are 55-80 years of age? Talk with your doctor about #lungcancer screening.
- Current or former heavy smoker & 55-80 years of age? Talk with your doctor about [#lungcancer screening](#)
- This #lungcancer awareness month, help prevent #lungcancer by not smoking. Call 1-800-QUIT-NOW (784-8669) for free help.
- Lower your risk of #lungcancer by quitting tobacco. Get free help at Michigan Tobacco Quitline 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 17 – use it to make a plan to #quittobacco or to plan in advance to #quittobacco that day.

### 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 are current or former heavy smokers and are 55-80 years of age. They should talk with their doctor about the benefits and risks of [lung cancer screening](#).
- November is Lung Cancer Awareness Month. Smoking causes the majority of lung cancer deaths. If you smoke, aim to quit – here are some ways that are sure to help you: Talk to your doctor, go to [www.michigan.gov/tobacco](http://www.michigan.gov/tobacco) for resources on how to quit smoking, contact the Michigan Tobacco QuitLine at 1-800-QUIT-NOW (784-8669) for free help over the phone
- Lower your risk of lung cancer: don't smoke and if you do smoke, [quit](#); avoid secondhand smoke; and get your home tested for [radon](#)
- The Great American Smokeout is November 17. Use this date to make a plan to quit, or to plan in advance and quit smoking that day. [Learn more about quitting tobacco](#).