

Michigan Cancer Consortium Tool of the Month
November is Lung Cancer Awareness Month



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

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Sample Newsletter Article

Intended use: use this article in your employee newsletters and as the basis for a press release; to promote awareness.

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

Lung cancer accounts for more deaths than any other cancer in both men and women in the United States and Michigan. It is estimated that there will be 8,780 new cases, and 5,860 deaths from lung cancer in Michigan in 2018. In Michigan, Native American males have the highest rate of new cases, followed by African American males. However, African American males have the highest rate of mortality, followed by Native American men. Men of all races have a higher new case rate and mortality rate compared to women of all races.

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. Contact your health insurance company to find out if it covers this life-saving screening.

Cigarette smoking is the cause of most lung cancer deaths in both men and women. Quitting smoking is not easy, so seek help if you are trying to quit. If you smoke and would like to quit:

- 1) Talk to your healthcare provider
- 2) Visit the [Michigan Tobacco Quitline](#) website for information
- 3) Call the Michigan Tobacco QuitLine at 1-800-QUIT-NOW (784-8669) for free help over the phone
- 4) Visit the [American Lung Association's website](#)
- 5) [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 can be determined by 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.](#)

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Michigan Cancer Consortium – Tool of the Month – **Quick Data**
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Intended use: use quick data to help tell the story of prostate cancer burden and disparities

Quick Data

- **U.S.**
 - It is estimated that 234,030 cases of lung cancer will occur in 2018
 - It is estimated that there will be 154,050 deaths from lung cancer in 2018
Source: American Cancer Society Facts and Figures 2018

- **Michigan**
 - Incidence
 - In 2015, the age-adjusted invasive lung cancer incidence rate in Michigan was: 62.6 per 100,000
 - There were 7,837 cases of invasive lung cancer in 2015
 - Mortality
 - In 2016, the age-adjusted invasive lung cancer mortality rate in Michigan was 43.8 per 100,000
 - In 2016, there were 5,548 deaths due to lung cancer
Source of Michigan Cases Diagnosed: Michigan Resident Incidence File. Division of Vital Records & Health Statistics, Michigan Department of Health & Human Services.
Source of Michigan Death Data: Michigan Resident Death Files, Division of Vital Records & Health Statistics, Michigan Department of Health & Human Services.
 - 2018 Projections
 - It is estimated that there will be 8,780 cases of lung cancer
 - It is projected that 5,860 people will die as a result of lung cancer
Source: American Cancer Society Facts and Figures 2018

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 2018](#)
 - [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

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

MCC Position Statements:

- **Providers**
 - [Lung Cancer Screening: Low-Dose Spiral CT Scan](#)
- **Consumers**
 - [Lung Cancer Screening for Smokers and Former Smokers](#)

[Lung Cancer Screening References and Resources: For Providers and Patients](#)

Facts About Lung Cancer

- [Health Professional Fact Sheet](#)
- [Consumer Fact Sheet](#)

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)

Michigan Department of Health and Human Services Tobacco Section

- [Improving Health by Reducing Tobacco Use](#)

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Social Media – Quick Posts and Tweets

Intended use: use social media below to create interest and a call-to-action for women and their families

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 15 – 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 for resources, 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 15. Use this date to make a plan to quit, or plan in advance and quit smoking that day. [Learn more about quitting tobacco](#).

Promote your posts with popular Lung Cancer hashtags!

@MichiganHHS

#lungcancerawareness

#quitsmoking

#LCSM