

## ***Lung Cancer Screening: "Saved By The Scan" Talking Points***

### **GENERAL CAMPAIGN TALKING POINTS**

What and why is this an important subject?

- Lung cancer is the #1 cancer killer of men and women. Lung cancer screening, a low-dose CT scan, saves lives; screening is key to early detection –when lung cancer is diagnosed at an early stage it is more likely to be curable.
  - If lung cancer is caught before it spreads, the likelihood of surviving 5 years or more improves to 55%
- Lung cancer kills 422 people every day – that’s close to 18 deaths each hour, or 1 death about every 3.4 minutes.
  - The five-year survival rate for lung cancer is 21.7%, among the lowest for all types of cancers.
- “Saved By The Scan” – a lung cancer screening campaign by the American Lung Association’s LUNG FORCE initiative and the Ad Council aims to raise awareness of the benefits of early detection through lung cancer screening and drive high risk individuals to take a lung cancer screening eligibility quiz.
  - Take the lung cancer screening eligibility quiz today by visiting [SavedByTheScan.org](http://SavedByTheScan.org).
- Approximately 8 million Americans are at high-risk for lung cancer and should talk to their doctor about getting screened. Screening is currently underutilized, with less than 5% of those eligible getting screened.
  - High risk individuals are anyone age 55-80 who is a current smoker or quit smoking in the last 15 years and smoked the equivalent of 30 “pack years” (1 pack a day for 30 years, 2 packs for 15 years, or any combination of years and packs that equals 30)
    - Former smokers are the primary audience for this campaign, as they make up approximately half of the population at high risk for lung cancer but often may not see themselves as being at high risk.
  - If everyone at high risk were screened, about 48,000 lives would be saved.

### **About the Creative**

- The television spot features a person climbing an enormous mountain of cigarettes that is symbolic of the effort it took to overcome their smoking addiction and the hundreds of thousands of cigarettes smoked. After conquering their addiction, they have proactively taken the extra step to get screened for lung cancer, which is punctuated by the tagline of “You stopped smoking. Now start screening.”
- “Saved By The Scan” is an empowering message that will motivate former smokers to take the lung cancer screening eligibility quiz, increase awareness, and recognize that their determination to quit should be celebrated and they should get screened for lung cancer if they are at high risk as early detection could their life.
- The creative was shot by Academy-Award nominee Rodrigo Prieto, the cinematographer behind films like *Silence*, *Babel*, *Argo* and *Brokeback Mountain*.

### **About the Campaign**

- 2017 marked the inaugural year of the “Saved By The Scan” – a lung cancer screening campaign by the American Lung Association’s LUNG FORCE initiative and the Ad Council to raise awareness among current and former smokers about the importance of getting screened.
  - 300,000+ Americans have taken the "Saved By The Scan" screening eligibility quiz; 95k+ people who completed the quiz met the criteria and were encouraged to speak to their doctor.
- The American Lung Association is the leading organization working to save lives by improving lung health and preventing lung disease, through research, education and advocacy. The American Lung Association has been making improvements in lung health for more than 110 years, 96% of consumers recognize the brand, and they are the #1 organization associated with the fight against lung cancer.
- We are targeting high-risk individuals who are in the age range of 55-80, have at least 30 “pack years” (which equates to 1 pack a day for 30 years, 2 packs for 15 years, or any combination of years and packs that equals 30) and who have smoked within the last 15 years.