

## Campaign Overview:

This campaign aims to raise awareness of the benefits of early detection through lung cancer screening and drive individuals to take a lung cancer screening eligibility quiz at [SavedByTheScan.org](http://SavedByTheScan.org) so that the approximately 8 million people in this country who are at high risk will talk to their doctor about getting screened for lung cancer.

Lung cancer is the #1 cancer killer of women and men. 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. In fact, survival rates are more than four times higher when lung cancer is detected early, but most cases are not diagnosed until later stages.

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.

## Scope of Issue:



Lung cancer kills 422 people every day – that’s close to 18 deaths each hour, or 1 death about every 3.4 minutes.



Approximately 8 million Americans are at high risk for lung cancer and eligible for screening.



If everyone at high risk were screened, about 48,000 lives would be saved.

## Target Audience:

Primary target audience is the former smoker segment of the population who meets the high-risk criteria below:

A person is considered high risk for lung cancer if they:

- Are between 55–80 years old (or between 55–77 years old and on Medicare)
- Have a 30 pack year history of smoking (this means 1 pack a day for 30 years, 2 packs a day for 15 years, etc.)
- Are a current smoker, or have quit within the last 15 years

## How we will reach our audience:



### Enhance Awareness

Help everyone understand and care about lung cancer.



### Increase Engagement

Encourage those at high risk to take the screening eligibility quiz at [SavedByTheScan.org](http://SavedByTheScan.org).



### Drive Impact

Save lives.

## Our sponsor:

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 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.

2017 marked the inaugural year of 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 former smokers about the importance of getting screened.