

Campaign Overview:

Saved By The Scan—a campaign by the American Lung Association and the Ad Council—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](https://www.savedbythescan.org) so that the approximately 14 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 leading 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, if caught before it spreads, the likelihood of surviving 5 years or more improves to 60%.

Scope of Issue:



Lung cancer kills 382 people every day

That's close to 16 deaths each hour, or 11 death about every 3.8 minutes.



Approximately **14 million Americans are at high risk** for lung cancer and eligible for screening.



Only about **6% of those at risk for lung cancer are screened** for the disease.

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 50–80 years old (or between 50–77 years old and on Medicare)
- Have a 20-pack year history of smoking (this means 1 pack a day for 20 years, 2 packs a day for 10 years, etc.)
- Are a current smoker, or have quit within the last 15 years

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](https://www.savedbythescan.org).

Drive Impact

Detect lung cancer early and 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 115 years, 96% of consumers recognize the brand, and they are the #1 organization associated with the fight against lung cancer.

2022 marks the fifth anniversary of Saved By The Scan – a lung cancer screening campaign by the American Lung Association and the Ad Council to raise awareness among former smokers about the importance of getting screened.