

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 leading 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 60%
- Lung cancer kills 382 people every day – that’s close to 16 deaths each hour, or 1 death about every 3.8 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 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.
- Approximately 14.2 million Americans are at high-risk for lung cancer and should talk to their doctor about getting screened. Screening is currently underutilized, with only about 6% of those eligible getting screened.
 - High risk individuals are anyone age 50-80 who is a current smoker or quit smoking in the last 15 years and smoked the equivalent of 20 “pack years” (1 pack a day for 20 years, 2 packs for 10 years, or any combination of years and packs that equals 20)
 - 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.

About the Creative

- “A Hope Story” follows the journey of a former smoker, from her youth when she first started smoking to breaking free from addiction later in life and going on to enjoy priceless moments traveling the world and spending quality time with loved ones. This spot acknowledges the challenges that came with quitting but focuses on the hope that comes **after** quitting thanks to the low-dose CT scan that can detect lung cancer in the early stages when it is more curable. Quitting smoking was hard, but getting screened for lung cancer is an easy step current and former smokers can take to continue enjoying their lives, and potentially be saved through early detection.
- “A Hope Story” is an empowering message that will motivate former smokers to take the [lung cancer screening eligibility quiz](#), increase awareness of the low-dose CT scan, and encourage them to get screened for lung cancer if they are at high risk as early detection could save their life.
- The creative was animated by award-winning creative studio Lobo, in partnership with agency Hill Holliday.

About the Campaign

- 2017 marked the inaugural year of the “Saved By The Scan” – a lung cancer screening campaign by the American Lung Association and the Ad Council to raise awareness among current and former smokers about the importance of getting screened.
 - 751K+ Americans have taken the "Saved By The Scan" screening eligibility quiz; 193k+ 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 115 years, 96% of consumers recognize the brand, and they are the #1 organization associated with the fight against lung cancer.