

Scope of Issue:



Lung cancer kills 361 people every day
That's 15 deaths each hour.



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



Only about **16% of those at risk for lung cancer are screened** for the disease.

Lung cancer is the leading cancer killer of women and men in the U.S., but lung cancer screening via the low-dose CT scan can save lives. Screening is key to early detection because when lung cancer is diagnosed at an early stage, it is more likely to be curable. In fact, if lung cancer is caught early before it spreads, the likelihood of surviving 5 years or more improves to 64%.

Campaign Overview:

Saved By The Scan, a national campaign created by the American Lung Association and the Ad Council, aims to raise awareness of the benefits of early detection through lung cancer screening. The campaign drives individuals to take a lung cancer screening eligibility quiz at [SavedByTheScan.org](https://www.savedbythescan.org) so that the approximately 14 million people in the U.S. who are at high risk will talk to their doctor about getting screened for lung cancer.

Since the campaign first launched in 2017, over 1.3 million people have taken the lung cancer screening eligibility quiz. Nearly one-fourth of them were determined to be at high risk for lung cancer and were encouraged to talk to their doctors about being scanned.

Target Audience:

The primary target audience of the campaign is former smokers who meet the high-risk criteria. 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

Campaign Creative:

In 2025, “If Your Lungs Could Talk” launches its first round of work in two executions entitled “Stairs” and “Run”. The lungs of a former smoker come to life in this comedic approach to encourage them to get screened for lung cancer. The campaign acknowledges that while quitting smoking is an achievement, they may still be at risk of lung cancer and a low-dose CT scan can detect it early when it’s more curable. In addition to the film, the campaign also includes new print, outdoor, and digital banners.

