

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 64%
- Lung cancer kills 361 people every day.
 - The five-year survival rate for lung cancer is 28.4%, 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](https://www.savedbythescan.org).
- Screening is currently underutilized, with less than 16% 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.
 - If everyone at high risk were screened, about 48,000 lives would be saved.

About the Creative

- “If Your Lungs Could Talk” brings to life a conversation between high-risk-individuals and their lungs—comedically embodied by actors—having a candid conversation about the importance of getting screened for lung cancer. This creative uses a lighthearted and humorous approach to acknowledge that if you’ve quit smoking, it can sometimes be difficult to think of yourself as at risk for lung cancer, but that it’s important to talk to your doctor about getting screened for lung cancer.
- “If Your Lungs Could Talk” encourages 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 produced by The Perlorian Brothers MJZ, in partnership with agency Hill Holliday.

About the Campaign

- Since launching the campaign in 2017, more than 1.3 million eligibility quizzes have been completed, with 21% of people who took the quiz found to be at high risk. That’s nearly 284,000 people who now know they are eligible for lung cancer screening thanks to [SavedByTheScan.org](https://www.savedbythescan.org).
 - Additionally, in the seven years since Saved By The Scan launched, the campaign has received testimonies from survivors across the U.S. whose lives have been saved through early detection messaging from the campaign.
- 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 work of the American Lung Association is focused on four strategic imperatives: to defeat lung cancer; to champion clean air for all; to improve the quality of life for those with lung disease and their families; and to create a tobacco-free future.