

# National Lung Cancer Screening Day **Messaging Toolkit**

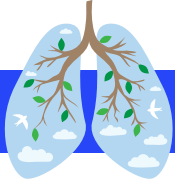
For Comprehensive Cancer Control Coalitions



RADIOLOGY HEALTH  
EQUITY COALITION



American College  
of Radiology™



# Introduction

As a training and technical assistance provider of the Centers for Disease Control and Prevention (CDC) National Comprehensive Cancer Control Program, the American Cancer Society is pleased to share this social media communications toolkit.

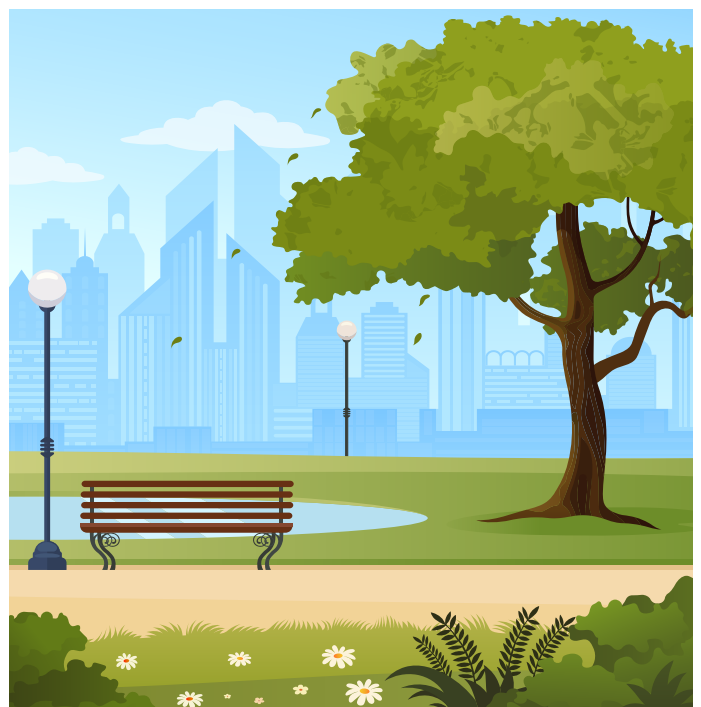
The annual **National Lung Cancer Screening Day**, to be held this year on November 11, 2023, is sponsored by the American Cancer Society National Lung Cancer Roundtable, the American College of Radiology, and the Radiology Health Equity Coalition. As part of a key initiative of Lung Cancer Awareness Month, and in acknowledgment of National LCS Day falling on the Veterans Day holiday, the ACS NLCRT, ACR, and RHEC have partnered with the Veterans Administration on this campaign in order to [salute our Veterans by increasing outreach and awareness to our veteran population](#), in turn saving more lives.

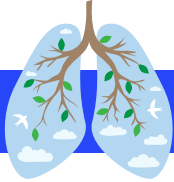
The campaign asks that screening facilities open their doors on the second Saturday in November for low-dose CT (LDCT) lung screening. It also seeks to raise overall awareness of the importance of lung cancer screening in the United States.

Comprehensive Cancer Control coalitions play a vital role in improving public awareness about lung cancer screening, reducing disparities through the education of providers, and promoting important public health events such as **National Lung Cancer Screening Day**. This communications toolkit was created especially for Comprehensive Cancer Control (CCC) coalitions, to help them promote and disseminate accurate information and unified messaging among their partner organizations. The unique overlap in 2023 of National Lung Cancer Screening Day with Veterans Day offers an unprecedented opportunity for partnership. Reach out to your [state/tribe/territorial Veterans Affairs](#) coalition partners to discuss opportunities to promote appropriate lung cancer screening to our nation's veterans in 2023.

Lung cancer continues to have the highest mortality rate of cancers worldwide, with populations from lower socioeconomic backgrounds having the highest incidence rates<sup>1</sup>. Workers earning less than \$15/hour commonly have less access to paid leave or are less eligible for FMLA protections and more commonly face adverse financial and job consequences from taking leave<sup>2</sup>.

The **National Lung Cancer Screening Day** campaign has two main goals. The first goal is to help raise awareness of early cancer detection through regular lung cancer screening. And the second goal is to reduce access disparities by encouraging screening providers to open their clinics on Saturdays for patients who cannot leave work during weekdays.





# Example Tweets and Posts for Social Media

This toolkit provides suggested tweets for different audiences, including members of the general public who might be interested in the lung cancer topic, family members of people who might be eligible for lung cancer screening, lung cancer patients, clinicians and providers, and health system administrators. The toolkit also includes longer more detailed posts suitable for LinkedIn and Facebook.

Please share these tweets and posts with your comprehensive cancer coalition networks to help promote **National LCS Day** and improve access to care for those who cannot leave work during weekdays for appointments. Visit [nlcrt.org/lung-cancer-screening-day](https://nlcrt.org/lung-cancer-screening-day) for more information.

## Tweets for the General Public

### Population Focus

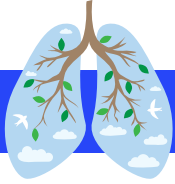
(273 characters) Did you know that most eligible individuals are not being screened for lung cancer? Join us for National Lung Cancer Screening Day on Saturday, November 11, 2023, and help increase screening rates across the country. Find out more. #LCSDay2023 #LCSM <https://bit.ly/3ozryBJ>

(213 characters) Join us for National Lung Cancer Screening Day on November 11, 2023, to help save lives by increasing awareness of lung cancer screening in all our communities. #LCSDay2023 #LCSM #LungCancer <https://bit.ly/3ozryBJ>

(231 characters) November is Lung Cancer Awareness Month! Join us for National Lung Cancer Screening Day on November 11, 2023, to help save lives by increasing awareness of lung cancer screening. #LCSDay2023 #LCSM #LungCancer <https://bit.ly/3ozryBJ>

(260 characters) Lung cancer claims the lives of 127,000+ Americans every year. Only a small percentage of individuals get recommended screening tests. Spread the word about National Lung Cancer Screening Day on November 11! #LCSDay2023 #LCSM #LungCancer <https://bit.ly/3ozryBJ>

(276 characters) Lung cancer is a deadly form of cancer. Regular screening can help find it early when it is easier to treat, but only 1 in 10 people at higher risk get screened. Spread the word about National Lung Cancer Screening Day on November 11. #LCSDay2023 #LCSM <https://bit.ly/3ozryBJ>



## Family Member

(274 characters) Lung cancer is the leading cause of cancer death in the US. Tell a loved one who may be at higher risk about National Lung Cancer Screening Day on November 11, 2023. Screening is covered by most insurance plans and Medicare. Don't wait! Learn more. #LCSM <https://rb.gy/0jris>

(231 characters) November is Lung Cancer Awareness Month! Join us for National Lung Cancer Screening Day on November 11, 2023, to help save lives by increasing awareness of lung cancer screening. #LCSDay2023 #LCSM #LungCancer <https://bit.ly/3ozryBJ>

(261 characters) Lung cancer claims the lives of 127,000+ Americans every year. Only a small percentage of individuals get recommended screening tests. Tell a loved one about National Lung Cancer Screening Day on November 11! #LCSDay2023 #LCSM #LungCancer <https://bit.ly/3ozryBJ>

(276 characters) Lung cancer is a deadly form of cancer. Regular screening can help find it early when it is easier to treat, but only 1 in 10 people at higher risk get screened. Tell a loved one about National Lung Cancer Screening Day on November 11. #LCSDay2023 #LCSM <https://bit.ly/3ozryBJ>

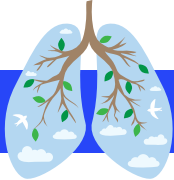
## Individual/Advocate

(277 characters) If you're worried about lung cancer, don't miss this: National Lung Cancer Screening Day is on Saturday, November 11, 2023. You deserve to know your risk and get screened. Talk to your provider today and see if you're eligible. #LCSDay2023 #LCSM #LungCancer <https://rb.gy/0jris>

(231 characters) November is Lung Cancer Awareness Month! Join us for National Lung Cancer Screening Day on November 11, 2023, to help save lives by increasing awareness of lung cancer screening. #LCSDay2023 #LCSM #LungCancer <https://bit.ly/3ozryBJ>

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(275 characters) Lung cancer is a deadly form of cancer. Regular screening can help find it early when it is easier to treat, but only 1 in 10 people at higher risk get screened. Spread the word about National Lung Cancer Screening Day on November 11. #LCSDay2023 #LCSM <https://bit.ly/3ozryBJ>



### Tweets for Clinicians

(278 characters) Lung cancer claims the lives of 127,000+ Americans every year. Only a small percentage of individuals get recommended screening tests. Support National Lung Cancer Screening Day on 11/11 by referring your eligible patients for screening. #LCSDay2023 #LCSM <https://bit.ly/3ozryBJ>

(275 characters) Lung cancer is a deadly form of cancer. Regular screening can help find it early when it is easier to treat, but only 1 in 10 people get screened. Support National Lung Cancer Screening Day on 11/11 by referring your patients for screening. #LCSDay2023 <https://bit.ly/3ozryBJ>

(275 characters) Clinicians: Support National Lung Cancer Screening Day on November 11! Reduce disparities and enhance equity in care. Reach out to people who are medically underserved and offer them screening opportunities on the weekend. #LCSDay2023 #LCSM #LungCancer <https://bit.ly/3ozryBJ>

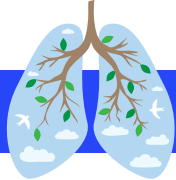
(276 characters) Clinicians: Don't miss National Lung Cancer Screening Day on November 11! Help your patients and community access this lifesaving test on a weekend. Show them you care about their health. Refer them to a nearby screening center today. #LCSDay2023 #LCSM <https://bit.ly/3ozryBJ>

(272 characters) Clinicians: Don't miss National Lung Cancer Screening Day on November 11! Help your patients and community access this lifesaving test on a weekend. Join us to help end lung cancer disparities. Register your screening center today. #LCSDay2023 #LCSM <https://bit.ly/3ozryBJ>

(270 characters) Want to save lives from lung cancer? Join us on National Lung Cancer Screening Day and offer screening to your patients and community on Saturday, November 11. Help increase screening rates and advance health equity. Sign up now! #LCSDay2023 #LCSM <https://bit.ly/3ozryBJ>

(275 characters) Calling all clinicians! Join us for National Lung Cancer Screening Day on November 11 and help us reduce disparities for people who must work during the week. Open your clinic on 11/11 for LCS Day. Talk to your patients and schedule a scan. #LCSDay2023 <https://bit.ly/3ozryBJ>

(231 characters) November is Lung Cancer Awareness Month! Join us for National Lung Cancer Screening Day on November 11, 2023, to help save lives by increasing awareness of lung cancer screening. #LCSDay2023 #LCSM #LungCancer <https://bit.ly/3ozryBJ>

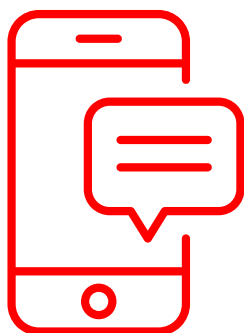


## Tweets for People Who Are Eligible for Screening

(273 characters) No time to get screened for lung cancer during the week? No problem! Get screened on National Lung Cancer Screening Day, Saturday, November 11, 2023. Talk to your clinician and get your questions answered. Don't wait! Get screened now. #LCSDay2023 #LCSM <https://rb.gy/0jris>

(274 characters) If you're worried about lung cancer, don't miss this: National Lung Cancer Screening Day is Saturday, November 11, 2023. You deserve to know your risk and get screened. Talk to your clinician today to see if you're eligible. #LCSDay2023 #LCAM #LungCancer <https://rb.gy/0jris>

(273 characters) Do you work weekdays? Do you know if you are eligible for screening? National Lung Cancer Screening Day is Saturday, November 11, 2023. Regular screening can detect lung cancer early and increase survival. Talk to your clinician today. #LCSDay2023 #LCSM <https://rb.gy/0jris>



## Tweets Containing Statistics

The following tweets are duplicates of the tweets above that contain statistics.

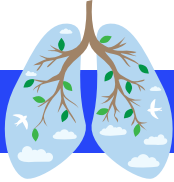
(260 characters) Lung cancer claims the lives of 127,000+ Americans every year. Only a small percentage of individuals get recommended screening tests. Spread the word about National Lung Cancer Screening Day on November 11! #LCSDay2023 #LCSM #LungCancer <https://bit.ly/3ozryBJ>

(275 characters) Lung cancer is a deadly form of cancer. Regular screening can help find it early when it is easier to treat, but only 1 in 10 people at higher risk get screened. Spread the word about National Lung Cancer Screening Day on November 11. #LCSDay2023 #LCSM <https://bit.ly/3ozryBJ>

(277 characters) Lung cancer claims the lives of 127,000+ Americans every year, but only a small percentage of individuals get recommended screening. Support National Lung Cancer Screening Day on 11/11 by referring your eligible patients for screening. #LCSDay2023 #LCSM <https://bit.ly/3ozryBJ>

(255 characters) Regular screening can help find lung cancer early when it is easier to treat, but only 1 in 10 people at risk get screened. Support National Lung Cancer Screening Day on 11/11 by referring your eligible patients for screening. #LCSM <https://bit.ly/3ozryBJ>





### LinkedIn Posts

#### Short Post, with Statistics

##### Save Lives with National Lung Cancer Screening Day!

Attention **[intended audience]**! **National Lung Cancer Screening Day** is coming up on November 11, 2023. Let's work together to increase access to screening and save lives. Lung cancer is the leading cause of cancer deaths in the United States, with an estimated 127,000+ deaths this year. But fewer than 1 in 10 eligible individuals get screened for lung cancer. We can change this! We can reduce disparities and increase screening rates by offering screening on weekends and after work hours. Join us in raising awareness and encouraging participation in **National Lung Cancer Screening Day**. Register now! Together, we can make a difference! #LCSDay2023 #LCSM #LungCancer <https://bit.ly/3ozryBJ>

#### Long Post

##### Join us on National Lung Cancer Screening Day!

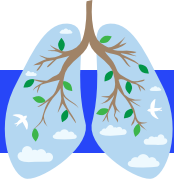
Attention **[intended audience]**! Have you marked your calendars for **National Lung Cancer Screening Day** on November 11, 2023? This is an opportunity for us to come together as a community to increase access to lung cancer screening and save lives.

You might already know that lung cancer is the leading cause of cancer deaths in the United States. But you should also know early detection improves survival rates significantly. **National Lung Cancer Screening Day** is a great opportunity to raise screening awareness and encourage eligible individuals to get screened.

Many people must work during the week, which makes it difficult for them to get screened. That's why **National Lung Cancer Screening Day** is on a Saturday – to make it easier for people to take more control of their health by getting screened when it's convenient.

You can help increase screening rates and ultimately save lives by opening your clinic doors to participate in **National Lung Cancer Screening Day** on Saturday, November 11. Encourage your colleagues, patients, and loved ones to get screened so we can help reduce disparities, promote equity, and save more lives.

Join us in spreading the word about **National Lung Cancer Screening Day** using the hashtag #LCSDay2023 and share this link to the event page <https://bit.ly/3ozryBJ>. Register now! Together, we can make a difference in creating more lung cancer survivors. #LCSM #LungCancer



### Facebook Posts

#### Short Post, with Statistics

##### Save Lives with National Lung Cancer Screening Day

Calling all lung cancer professionals! **National Lung Cancer Screening Day** is almost here. On November 11, 2023, let's work together to reduce disparities and increase screening rates. Did you know that lung cancer mortality rates are higher among people who are underinsured and medically underserved? This is due to a lack of access to screening and health care services. But we can change this. Let's offer screening on weekends to make it more accessible for those who cannot take time off during the week. With increased screening rates, we can raise awareness and help save more lives. Remember, lung cancer is the leading cause of cancer deaths in the United States, with an estimated 127,000+ deaths this year. Let's make a difference by participating in **National Lung Cancer Screening Day** and spreading awareness of Lung Cancer Awareness Month (#LCAM). Register now! Together, we can save lives! #LCSDay2023 #LCSM #LungCancer <https://bit.ly/3ozryBJ>

#### Long Post

##### Let's Unite on National Lung Cancer Screening Day 2023! #LCAM

Attention lung cancer professionals and advocates! On November 11, 2023, we gather for a life-changing event: **National Lung Cancer Screening Day** (National LCS Day). This day aims to improve awareness, accessibility, and screening rates for lung cancer. Together, we can save lives and make a lasting impact on our community.

We understand that many hardworking individuals struggle to find time for essential screenings during the week. National LCS Day presents the perfect opportunity for those people to access lifesaving services on the weekend, ensuring nobody misses out due to their work schedules. Let's open our doors and arms to welcome them into a brighter, healthier future.

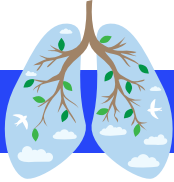
Did you know that lung cancer is the leading cause of cancer deaths worldwide with an estimated 127,000+ deaths this year? Early detection through screening can significantly improve survival rates. By participating in National LCS Day 2023, we can increase screening rates and reduce disparities, ultimately saving countless lives!

Now is the time to act! Encourage your colleagues, friends, and family to spread the word about **National Lung Cancer Screening Day** 2023. If you're a health care professional or organization, consider hosting a screening event or offering special promotions to encourage even more individuals to get screened. Together, we can make a difference and create a nation where lung cancer is screened for, detected early, treated effectively, not stigmatized, and conquered!

Use the hashtags #LCSDay2023 and #LCAM (Lung Cancer Awareness Month) to show your support and dedication to the cause. Don't forget to visit the event page (<https://bit.ly/3ozryBJ>) to learn more about National LCS Day and how you can contribute to this lifesaving initiative. The power to change lives is in our hands. Let's unite and make **National Lung Cancer Screening Day** 2023 a day to remember! Register now!

#LCSDay2023 #LCSM #LungCancer <https://bit.ly/3ozryBJ>





## Newsletter Articles

### Short Message

#### Join us in Celebrating Lung Screening on National Lung Cancer Screening Day!

Dear [audience],

This year's **National Lung Cancer Screening Day** is on Saturday, November 11. The goal of this event is to increase screening access for people who must work on weekdays so that they can access lung cancer screening services that might save their lives.

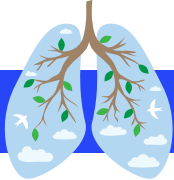
Did you know that fewer than 1 in 10 eligible people are getting screened for lung cancer? That's a low statistic that should be higher, and you can help to improve it.

Please share this information about **National Lung Cancer Screening Day** with your network. That will help us to increase screening rates and reduce disparities in access to health care. Share our hashtags, #LCSDay2023 #LCSM #LungCancer, and use our link (<https://nlcrt.org/lung-cancer-screening-day>).

Encourage others to learn more about **National Lung Cancer Screening Day** and the importance of early detection. Let's work together to create more lung cancer survivors! Thank you for your support.

Sincerely, [Your Name]





## Long Message

### Join us in Celebrating Lung Screening on National Lung Cancer Screening Day!

Dear [audience],

This year's **National Lung Cancer Screening Day** is on Saturday, November 11. The goal of this event is to reduce disparities, promote access to care, and save lives.

Lung cancer is one of the deadliest forms of cancer and is estimated to claim the lives of over 127,000 Americans this year. Did you know that even though survival rates can be improved significantly by screening, only a small percentage of eligible individuals get screened for lung cancer?

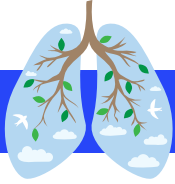
This is where you can help! Share the message about **National Lung Cancer Screening Day** with your network so that we can get more people screened and create more lung cancer survivors. Our purpose for this event is to increase screening access for people who cannot take time off during their weekly schedules to get screened for the early detection of lung cancer. By sharing information about **National Lung Cancer Screening Day**, you can help us to increase screening rates and ultimately reduce disparities in access to care.

Please share the word about this important event. Share our hashtags, #LCSDay2023, #LCSM #LungCancer, and #LCAM, and use our link (<https://nlcrt.org/lung-cancer-screening-day>) to encourage others to learn more about **National Lung Cancer Screening Day** and the importance of early detection.

Let's work together to increase lung cancer screening and save lives. Thank you for your support.

Sincerely, [Your Name]





# Language for Websites

## Please Join Us

The [American Cancer Society National Lung Cancer Roundtable \(ACS NLCRT\)](#), [American College of Radiology® \(ACR\)](#), and [Radiology Health Equity Coalition \(RHEC\)](#) have partnered once again for the second annual **National Lung Cancer Screening Day** (“National LCS Day”) on Saturday, November 11, 2023. As a key initiative of Lung Cancer Awareness Month, and in partnership with the ACS NLCRT, ACR, RHEC, and Veteran’s Health Administration, we are promoting this lifesaving event to help more individuals get screened and raise awareness about lung cancer screening. The President’s Cancer Panel recommends lung cancer screening as the single most effective strategy for reducing mortality from the disease and helping to close the gap to improve health equity and access to care. To achieve this goal, the President’s Cancer Panel has charged individuals, health systems, and communities with communicating and promoting lung cancer screening.

**[Sign Up Here Button]** → directs us to the ACR page that houses the Smartsheet <https://app.smartsheet.com/b/form/3666dc27f46f40f59cf3e271887c49d6>

**[Find a Screening Center Button]** → LINK <https://www.acr.org/Clinical-Resources/Lung-Cancer-Screening-Resources/LCS-Locator-Tool>

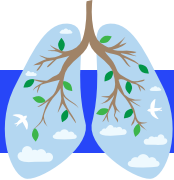
## Enhancing Accessibility to Lung Cancer Screening

Ten years have passed since the United States Preventive Services Task Force (USPSTF ) first recommended low-dose CT (LDCT) for lung cancer screening, yet lung cancer screening rates remain low with fewer than 1 in 10 eligible individuals undergoing annual LDCT screening. This is a striking contrast to more established screening tests for other cancers, including screening mammography (about 67%), colorectal cancer screening (about 69%), and cervical cancer screening (around 74%)<sup>3</sup>.

Access to and utilization of lung cancer screening has been particularly challenging for rural and racial/ethnic minority groups, who face the following barriers:

- Likely to live more than 30 minutes away from a designated screening center
- May be underinsured
- May have lower health literacy levels
- May have inadequate access to care

Low utilization rates for lung cancer screening present an opportunity for patient and caregiver advocates, community health organizations, medical professionals, cancer centers, health systems, payers, and industry partners to work together to promote health equity, reduce health care disparities, and enhance accessibility to lifesaving and effective lung cancer screening.



To participate, lung cancer screening centers nationwide are being encouraged to open their doors to patients on Saturday, November 11, 2023. Through the promotion of National LCS Day, screening centers are not only extending screening opportunities to those who may be unaware of this effective, lifesaving screening option, they are also increasing awareness of lung cancer screening within their community.

National LCS Day is meant to serve as a catalyst for year-round screening awareness efforts. Rather than waiting until November to work lung screening into their routine, patients and clinicians alike are encouraged to make accessible screening a year-round priority. Please join the lung cancer community for National LCS Day on Saturday, November 11, 2023.

**[Question Form Button]** → <https://app.smartsheet.com/b/form/8d242df8a94d482daf91d4d3b5992a44>

Clinical Quality Resources

Advocacy and Economics

Lifelong Learning and CME

Member Resources

Practice Management, Quality, Informatics

Research

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## Lung Cancer Screening Locator Tool

### Screening Location Finder

Are you eligible for lung cancer screening?

If yes, a tool developed by the American College of Radiology can help you find a lung cancer screening program near you.

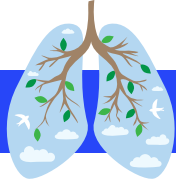
Follow the instructions below to create a list of lung cancer screening programs. The list includes the program's telephone number and address. Note: You will need to call the telephone number to schedule an appointment.

If you have smoked for many years, but don't know if lung cancer screening is right for you, check out the following resources from the American Lung Association: [Saved by the Scan](#).

For Lung Cancer Screening Centers  
Personnel Use Only

If your lung cancer screening center's information needs to be updated or added, please submit an update form below.

Update LCS Center Info



# Existing Materials

- Marketing and Communications Toolkit
- Comprehensive Cancer Coalitions Marketing and Communications Toolkit
- National LCS Day Graphics for Social Media
- How to Open on a Saturday Instructions for Institutions
- Patient Information Poster (English)
- Patient Information Poster (Spanish)
- State Proclamation Template

# Supporting Events

## The Great American Smokeout®

The **American Cancer Society Great American Smokeout®** event takes place on November 16, 2023, the third Thursday of November, encouraging people who smoke to use this date to make a plan to quit or to plan in advance to stop smoking that day. By quitting – even for one day – people who smoke take an important step toward a healthier life – one that can help reduce their cancer risk. Visit [cancer.org/smokeout](https://cancer.org/smokeout) to learn more about **The Great American Smokeout** and find resources and tools for quitting.

## Empowered to Quit

American Cancer Society researchers developed **Empowered to Quit**, an email-based program to help people quit smoking. It all starts with making the decision to quit and planning a personal Quit Day. After signing up on [cancer.org](https://cancer.org), an individual will receive a welcome email within 10 minutes. The person must complete a short form in the welcome email to receive customized emails, which will help personalize the email journey and improve the program for participants. Visit [cancer.org/empoweredtoquit](https://cancer.org/empoweredtoquit) to learn more about **Empowered to Quit**.

### Citations

<sup>1</sup> Hovanec J, Siemiatycki J, Conway DI, et. Lung cancer and socioeconomic status in a pooled analysis of case-control studies. *PLoS One*. 2018;20;13(2):e0192999.

<sup>2</sup> Brown S, Roy R, Klerman JA. *Leave Experiences of Low-Wage Workers*. Produced for the U.S. Department of Labor, Chief Evaluation Office. 2020; Rockville, MD: Abt Associates Inc.

<sup>3</sup> American Cancer Society. Cancer Statistics Center. Available at: <http://cancerstatisticscenter.cancer.org>. Accessed July 14, 2023.