



END LUNG CANCER NOW

PREVENTION | SCREENING | RESEARCH

endlungcancer.now.iu.edu



INDIANA UNIVERSITY MELVIN AND BREN SIMON COMPREHENSIVE CANCER CENTER



Welcome to the 3rd Annual End Lung Cancer Now Gathering

Friday, November 3, 2023

Presented by:



INDIANA UNIVERSITY MELVIN AND BREN SIMON COMPREHENSIVE CANCER CENTER

Welcome back!



Housekeeping Items



1. Complimentary Wi-Fi
 - NCAA Guest
 - Password: Association1906
2. The Playbook
3. Team Huddles
4. Story Station
5. Exhibit Passport

Presented by:



Thank you to our event sponsors!



Hall of Fame



Champion



MVP



All-Pro



All Star



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Thank you to our initiative supporter

Lilly | ONCOLOGY



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End Lung Cancer Now: A Year in Review

MacKenzie Church

Thoracic Program Manager | IU Simon Comprehensive Cancer Center
Executive Director | End Lung Cancer Now





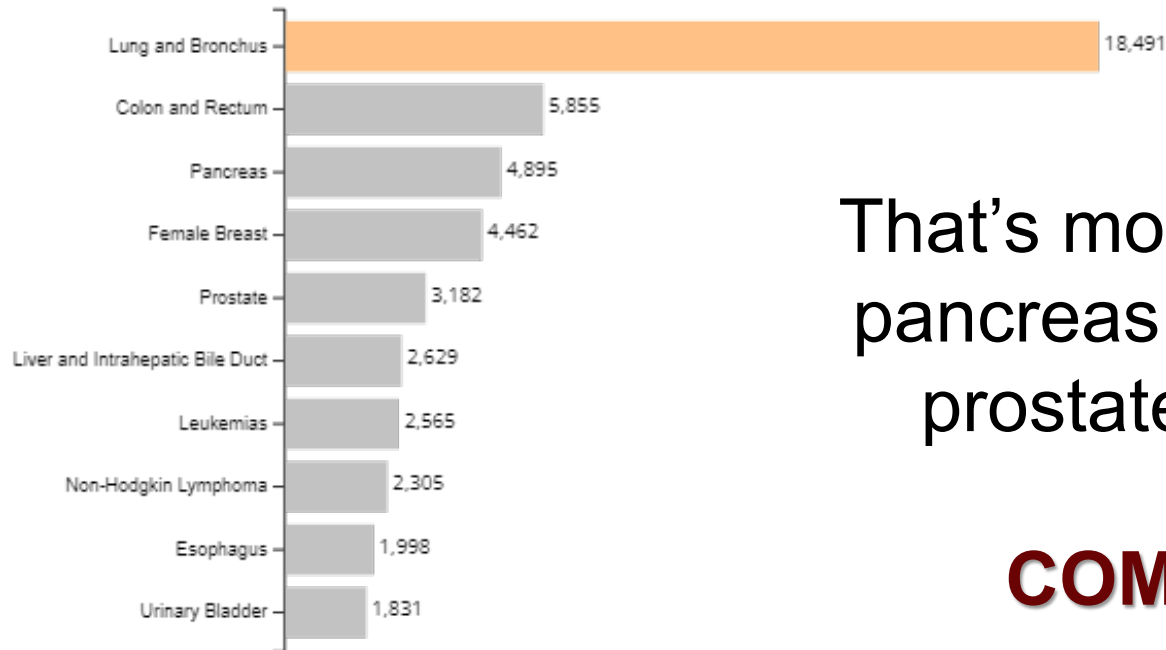
Why End Lung Cancer Now?

Lung cancer is the #1 cause of cancer-related death in men and women.

By far!



Number of Cancer Deaths, Indiana, 2016-2020



That's more than colon,
pancreas, breast, AND
prostate cancers...

COMBINED!

Source - U.S. Cancer Statistics Working Group. U.S. Cancer Statistics Data Visualizations Tool, based on 2021 submission data (1999-2019): U.S. Department of Health and Human Services, Centers for Disease Control and Prevention and National Cancer Institute; <https://www.cdc.gov/cancer/dataviz>, released in November 2022.

Yet, it wasn't that long ago that lung cancer was a rare diagnosis and cause of suffering.

We know the formula to make lung cancer rare again!

The Vision



End the suffering and death
from lung cancer in Indiana.



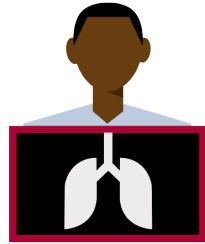
The Mission



Educate and **empower** community advocates to:



Eliminate tobacco use in Indiana.



Screen all eligible Hoosiers with lung screening scans.



Increase participation in lung cancer research.



Support lung cancer survivors and their caregivers.



The Team



- We are an initiative of the **IU Simon Comprehensive Cancer Center** financially supported through philanthropy
- We are a **bold group of lung cancer advocates** in the Indianapolis community who have joined forces to find solutions
- We are **advocate-centric, volunteer-driven, and community-focused**





Since we last met...



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Key Goals 2023-2024



1 *Build a dedicated and informed army of advocates for lung cancer survivors, caregivers, and the community.*

2 *Increase the rate of eligible individuals in Indiana who participate in a lung cancer screening program.*

3 *Establish a diverse and sustainable revenue model to support the initiative.*

4 *Maintain the momentum of success and continue to support and achieve all mission pillars of the initiative.*



Organizational Accomplishments



FUNDS RAISED

\$230K

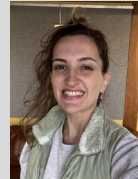
NEW ADVOCATES

300

NEW TEAM MEMBERS



Leo Rafail
Advocate Engagement
Coordinator



Manuela Vendramini
Marketing & Events
Coordinator



Community Outreach & Education



- Continued success of the **#WeCanBeTheFirst** campaign in partnership with IUPUI Health & Wellness Promotion and IUSCCC COE.
- Engaged with the community at the **Indiana Black Expo** in July and the **Indiana Latino Expo** in September.
- Presented to local community groups on the importance of prevention and screening.
- Hosted the inaugural **McHenry-Sherman Scholarly Lecture**.
- Launched the **Connected** newsletter.



Survivor Support



- Hosted the **2nd Annual Survivor Celebration** on National Cancer Survivor's Day
- Distributed **ELCN Survivor Care Kits** to nearly **200 patients**
- Partnered with the thoracic oncology nurse navigator to distribute **educational lung cancer materials** to newly diagnosed patients



Screening Efforts



The 2nd Annual ELCN Gathering served as the *launching point* for our screening efforts.

National leaders in lung cancer screenings joined us to talk about the importance of a wholistic approach to improving screening rates.

7% is not acceptable!



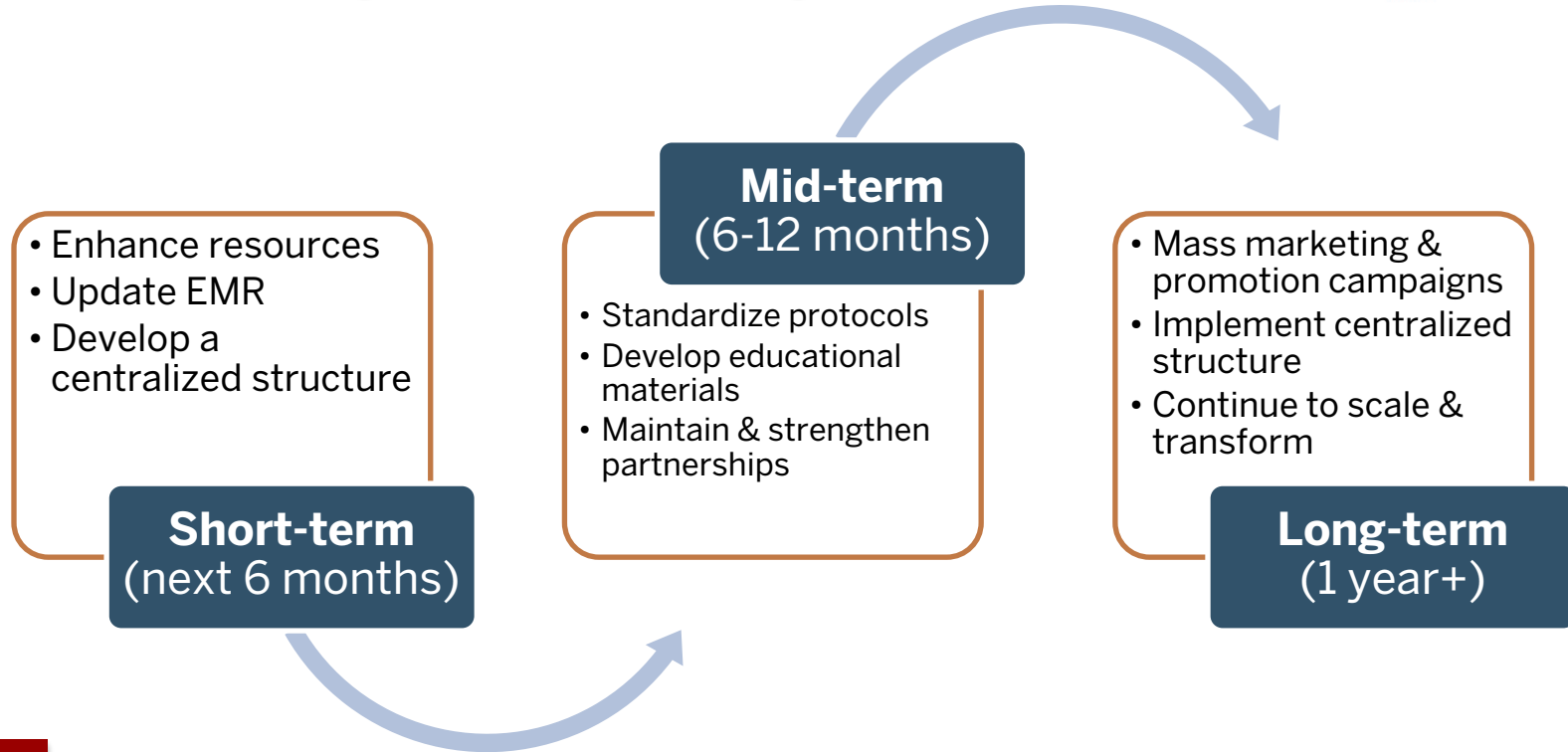
ELCN Lung Screening Taskforce



- **25 members** with a shared passion to improve screening rates
- **Focus areas:**
 - Systems-based changes
 - Resources and implementation
 - Public health and advocacy
 - Primary care engagement
 - Mobile CT unit/program
- Developing a **blueprint** to **transform, scale, and centralize IU Health screening programs to save lives**



ELCN Lung Screening Taskforce



Transformational Progress



- ✓ Launch of a multidisciplinary **Lung Screening Review Board**
- ✓ **Enhanced resources** within the IUH system
- ✓ Updates to the **EMR system**
- ✓ Establishing strong community **partnerships**



National Lung Cancer Screening Day – Indiana Workgroup



Goals:

1. Educate Hoosiers on the effects of tobacco use and lung cancer screening guidelines and benefits
2. Recruit health centers to participate in Lung Cancer Screening Day on November 11, 2023
3. Promote National Lung Cancer Screening Day to screening-eligible citizens
4. Increase lung screenings on Lung Cancer Screening Day and beyond



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COMMUNITY OUTREACH AND ENGAGEMENT



Veteran Screening Event



Free
Lung Cancer
Screening Scans
for Veterans



- ELCN partnering with **IU Health Ball Memorial** to provide free lung cancer screening scans to eligible Veterans
- **Goal:** Screen **50** eligible Veterans

SATURDAY, NOV. 11

8 A.M. - 2 P.M.

IU HEALTH IMAGING CENTER
2598 W WHITE RIVER BLVD
MUNCIE, IN



INDIANA UNIVERSITY

**MELVIN AND BREN SIMON
COMPREHENSIVE CANCER CENTER**



Ball



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So, now what?



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ADVOCATES are responsible for
saving more lives from lung cancer
than medical science!





**Today we'll learn, TOGETHER,
how we can all become
advocate champions!**



Starting Line Up



Heidi & Pierre Onda
Co-founders, The White
Ribbon Project



Brandon Leonard
Sr. Director of Government
Affairs, LUNGevity



Jerome Seid, MD, FACP
Past President, Michigan
Society of Hematology and
Oncology



Terri Ann DiJulio
Three-time lung cancer
survivor and advocate





We hope today will inspire you to
**start right now, where you are,
with just what you have,**
to make a difference.





“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it is the only thing that ever has.”

 --*Margaret Mead*

Contact Information



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