

END LUNG CANCER NOW

PREVENTION | SCREENING | RESEARCH

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INDIANA UNIVERSITY MELVIN AND BREN SIMON COMPREHENSIVE CANCER CENTER



Welcome to the 2nd Annual End Lung Cancer Now Gathering

Friday, November 4, 2022



Game Plan

Time	Topic
8 a.m.	Welcome & End Lung Cancer Now Overview <i>MacKenzie Church</i>
8:15 a.m.	Partner Messages <i>Bob Whitehead, Ninya Bostic</i>
8:20 a.m.	Current State of Lung Cancer <i>Nasser Hanna, MD</i>
8:30 a.m.	Current State of Screening CTs <i>Catherine Sears, MD, ATSF</i>
8:45 a.m.	A System-Based Approach to Lung Cancer Screening: The Roswell Park Experience <i>Mary Reid, MSPH, PhD</i>
9:05 a.m.	An Overview of St. Elizabeth's Screening Program – Achieving Success <i>Michael Gieske, MD</i>
9:25 a.m.	Detecting Early Lung Cancer (DELUGE) in the Mississippi Delta <i>Raymond Osarogiagbon, MD</i>
9:45 a.m.	Q&A Panel Discussion Moderator: <i>Nasser Hanna, MD</i>
10:15 a.m.	Overview of Working Groups <i>MacKenzie Church</i>
10:20 a.m.	Break / Exhibits & Vendors
10:35 a.m.	Working Group Sessions <i>Leaders: Michael Gieske, MD; Mary Reid, MSPH, PhD; Raymond Osarogiagbon, MD</i>
11:30 a.m.	Break / Exhibits & Vendors
11:45 a.m.	Working Group Takeaways and Call to Action <i>Session Leaders</i>
12:00 p.m.	Break to Lunch
12:30 p.m.	Lung Cancer Survivor & Caregiver Story
12:45 p.m.	Adjourn / Exhibits & Vendors



Housekeeping Items

1. Complimentary Wi-Fi
 - NCAA Guest
 - Password: 90Championships
2. The Playbook
3. Access to online materials
4. Parking validations

Thank you to our event sponsors



Hall of Fame



All Pro



All Star



Thank you to our supporters





End Lung Cancer Now Overview

Mackenzie Church
Executive Director







Why End Lung Cancer Now?

There are thousands of Hoosiers, like Harry,
whose lives we can save.

**We know the formula to make lung cancer
rare again!**





Why End Lung Cancer Now?

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

By far!



The Vision



End the suffering and death
from lung cancer in Indiana.



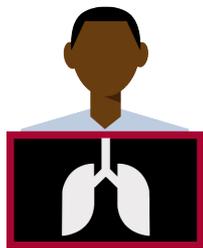
The Mission



Educate and **empower** community advocates to:



Eliminate tobacco use in Indiana.



Screen all eligible patients with chest CT scans.



Increase participation in lung cancer research.



Support lung cancer patients and survivors.



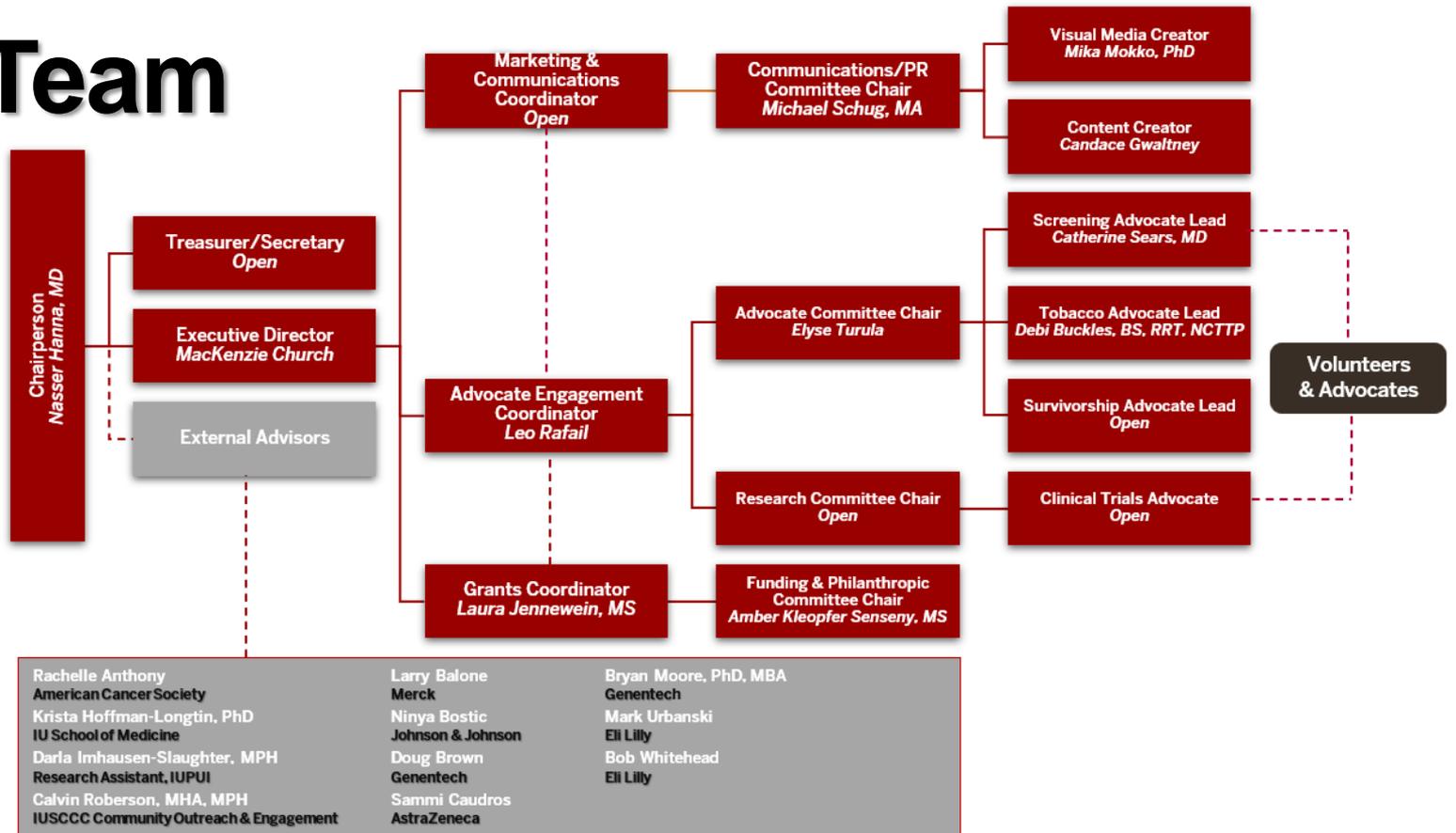
The Team



- A bold group of lung cancer advocates in the Indianapolis community joined forces to find solutions
- Advocate-centric, volunteer-driven, and community-focused
- Organizationally supported by IU Simon Comprehensive Cancer Center and financially supported through philanthropic efforts



The Team



The Accomplishments



- Secured more than \$200,000 in financial support through corporate gifts and sponsorships
- Established key partnerships with local and national organizations
- Recruited a diverse team of experts engaged in this work
- Completed a strategic planning process to focus our efforts over the next 18 months to achieve the highest impact



The Impact



- Hosted the first-ever **“Power of Your Voice”** tobacco advocacy training on Tuesday, May 24
- 62 advocates from across the state participated
- Session leaders:
 - Bryan Hannon, American Cancer Society
 - Tiffany Nichols, American Lung Association
 - Danielle Patterson, American Heart Association

Advocates Trained
in each county



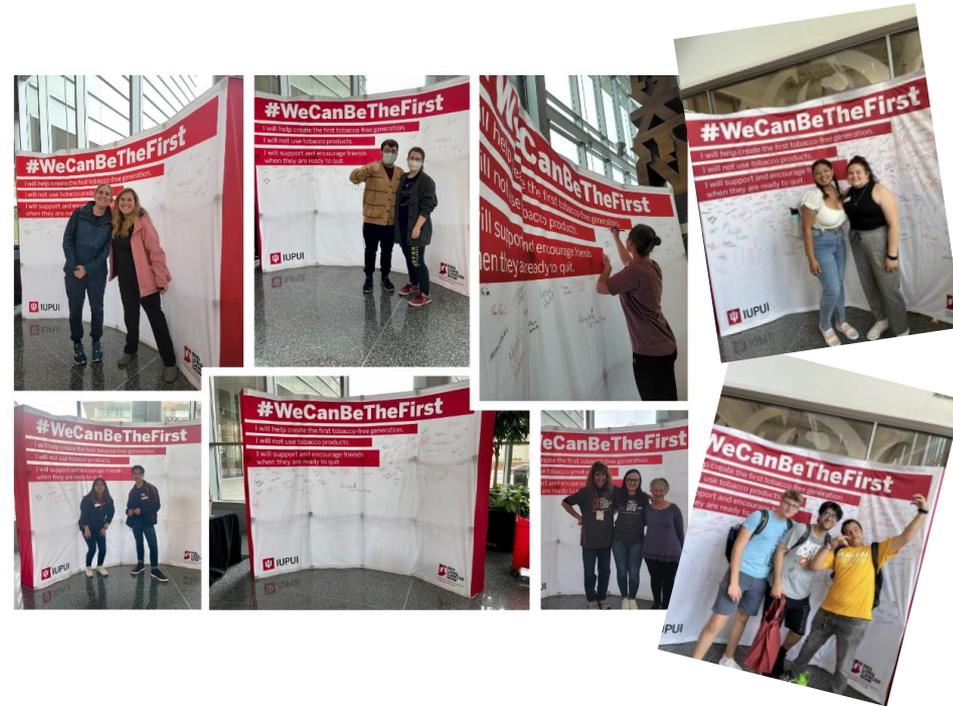
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The Impact



- Launched the **#WeCanBeTheFirst** campaign in partnership with IUPUI Health & Wellness Promotion and IUSCCC OCOE.
- Engaged with 200+ students and recruited more than 50 student advocates to help us create the first tobacco-free generation.



The Impact

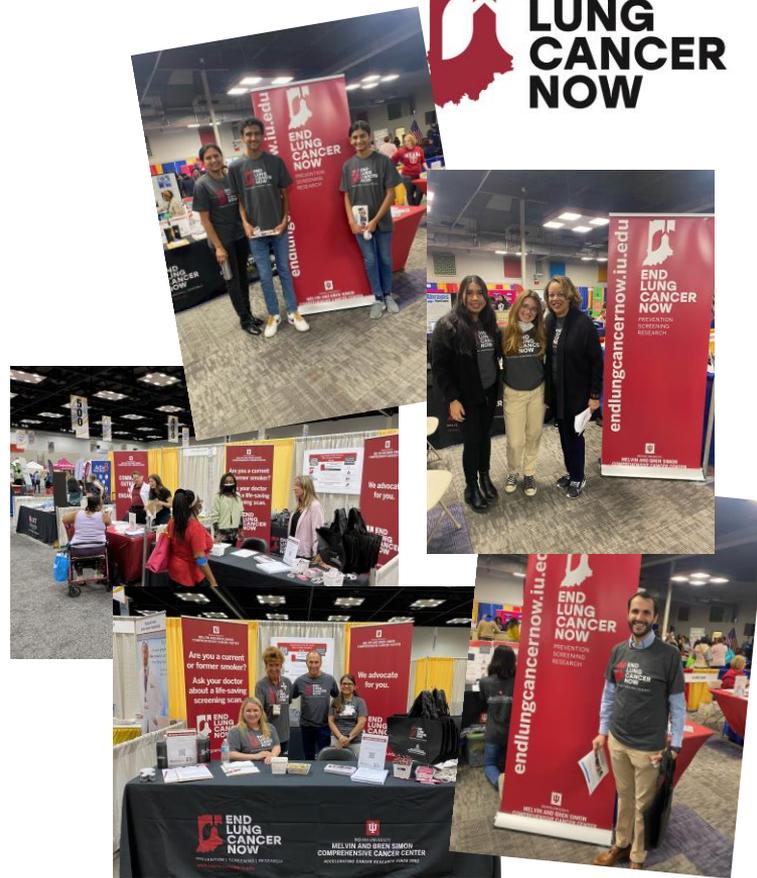


- Hosted the first-ever **Survivor Celebration** on **June 5** in celebration of **National Cancer Survivor's Day**
- Incorporated the spirit of the White Ribbon Project
- Event was featured in the national *Coping with Cancer* magazine



The Impact

- Engaged with the community at the **Indiana Black & Minority Health Fair** in July and the **Indiana Latino Expo** in October
- Diverse group of ~30 volunteers with various backgrounds at both events
- Engaged with more than 500 attendees at both events
- 25 new advocates recruited, 80+ new members on mailing list





The Plan

*While the following goals were identified as the **immediate focus** for ELCN over the next 18 months, we remain committed to supporting all four mission pillars. The immediate goals outlined below were identified through our strategic planning process as goals that can create tangible, long-lasting impact in the next 18 months:*

Goal 1: Build a dedicated and informed army of advocates and supporters for lung cancer survivors, caregivers, and community members at large.

Goal 2: Increase the rate of eligible individuals in Indiana who participate in a lung cancer screening program from 7% to 10%.

(Long-term goal: increase to 75%)

Goal 3: Establish a diverse and sustainable revenue model.



Call to Action



- Become an advocate.
- Become a partner.
- Become a financial supporter.



Contact Information



MacKenzie Church

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