



ANYONE WITH LUNGS CAN GET LUNG CANCER:

Campaign material to run your own Lung Cancer Early Diagnosis Campaign during Lung Cancer Awareness Month

WHEN IS LUNG CANCER AWARENESS MONTH?

Tuesday 1st to Wednesday 30th November '22

WHO IS THIS CAMPAIGN PACK FOR?

For cancer, early diagnosis and primary care leads within Cancer Alliances, Integrated Care Systems, Primary Care Networks, and anyone with a role in supporting early diagnosis of lung cancers.

WHO IS THIS CAMPAIGN TARGETED AT?

At primary care professionals (GPs, GP Practices, Practice Nurses, Allied Health Care Professionals, specifically Physiotherapists, Pharmacists).

SO, THIS IS NOT A PUBLIC AWARENESS CAMPAIGN?

No, this campaign is to raise awareness to those who have a role to play in diagnosing lung cancers early when a patient presents with symptoms which could be lung cancer.

DOES THIS REPLACE ANY PUBLIC AWARENESS CAMPAIGNS WE HAVE PLANNED?

No, this campaign is targeted at primary care professionals and can be run **alongside** any public awareness campaigns planned.

IS THE CAMPAIGN MATERIAL AVAILABLE TO US FREE OF CHARGE?

Yes, the campaign materials are all provided free of charge, along with all supporting images and documents.



Why do we need a lung cancer campaign targeted at primary care professionals?

Lung cancer is England's most common cause of cancer death. Approximately 28,100 people die from lung cancer in England each year^[1]. In 2018, 33.6% of all cancers in England were diagnosed via an emergency presentation^[2]. Over 57% of lung cancer patients in the UK are still diagnosed at stage 3 or 4, which is too late for curative treatment^[3].

It is not only those with a smoking history who are diagnosed with lung cancer. Around 15% of lung cancers are in those who have never smoked ^[4] ^[5]. A never smoker or non-smoking lung cancer is defined as a person who has smoked less than one hundred cigarettes in their lifetime. Lung cancer in non-smokers causes 6,000 annual deaths in the UK^[6]. More non-smokers die of lung cancer each year in the UK than of ovarian cancer, leukaemia, or cervical cancer. Bhopal et al (2019) report that if lung cancer in non-smokers was a separate entity, it would be the eighth most common cause of cancer related deaths in the UK.

Campaign introduction

The See Through the Symptoms (STTS) campaign has been jointly developed by lung cancer charities **EGFR Positive UK**, **ALK Positive UK** and the **Ruth Strauss Foundation**. The campaign is targeted at GPs and primary care professionals, to support earlier diagnosis of lung cancer in those who are non-smokers or never smokers. Non-smokers are too often diagnosed with advanced cancers and are not able to receive curative treatment.

The STTS campaign features photographs by renowned British photographer Rankin, whose mother died of lung cancer in 2005. The campaign features eight non-smoking lung cancer patients who have ALK+ or EGFR+ lung cancers. All were diagnosed at stage 4.

We are offering the material from our campaign so that you can run an awareness campaign for primary care professionals, alongside any public awareness campaigns on lung cancer.

Campaign objectives

- To raise awareness of non-smoking lung cancers among GPs and primary care professionals
- To encourage GPs to act on lung cancer symptoms at presentation, despite the patient's smoking history
- To increase early diagnosis of non-smoking lung cancers



Campaign audience

The campaign audience is GPs and primary care professionals, including Pharmacists, Physiotherapists, Practice Nurses, and GP Practices.

When presented with symptoms in a non-smoker, primary care professionals are not currently encouraged to consider the possibility of lung cancer.

How you can roll out this campaign locally

You can run your own local campaign by using the images, material, and resources available. You can access all the campaign material, free of charge via the Ruth Strauss Foundation Lung Cancer Awareness Month [webpage](#), where you will find the following resources to run your own campaign. Here are some ideas on what you could do locally:

1. **Email the flyer** provided to your primary care professionals during lung cancer awareness month, to raise awareness among staff and professionals
2. Run an article on the campaign in the internal magazine/newsletter, using the [press release](#) provided
3. Talk about the campaign through your platforms, using the prepared tweets, [images](#) and short films ([film Faye](#), [film Cameron](#))
4. Include the campaign in a GP update/education session, to raise awareness of lung cancer in non-smokers; [presentation packs available via website](#)
5. Include the campaign in a local pharmacist's network or education session, to raise awareness of lung cancer in non-smokers; presentation packs available via website
6. Reflect on the campaign messages and consider how this will affect your practice as part of your CPD. Reflecting as a practice on a how you will safety net patients who don't meet the two-week urgent referral guidelines but their symptoms persist
7. Circulate the Primary Care Respiratory Society webinar [On Demand Webinar: Lung Cancer in Never-Smokers | Primary Care Respiratory Society \(pcrs-uk.org\)](#) during lung cancer awareness month to primary care professionals
8. Share the campaign flyer with the community physiotherapy team, who may be seeing patients with persistent back/shoulder pains, to raise awareness of non-smoking lung cancer symptoms
9. Request a speaker from the three charities involved, who can talk to you more about the campaign when you have a primary care meeting
10. Please tag [@UKALK+](#), [@EgfrUk](#), [@RuthStraussFDN](#) and [#SeeThroughSymptoms](#) when tweeting about the campaign. It will allow us to follow you and share the work you are doing

We ask all those using the campaign material to provide their email address. We will send you a very brief survey in mid-December to collect any feedback on how you used the campaign locally.



The impact of the first two campaigns run by ALK +UK, EGFR +UK & RSF

The STTS campaign was run over the months of May 2021 and November 2021. The November campaign was during lung cancer awareness month. The campaign ran online in the BJGP and Practice Nurse, GP Online, Fendix (NHS internal advertising space on intranet), Facebook, Twitter, and LinkedIn.

Over 25k professionals visited the campaign website, with 63% stating they would use the information to inform patient decision-making. 81% of those visiting the site stated that they learnt something new. When asked if they found the diagnosis based on the symptoms of any of the patients featured in the campaign surprising, 73% said yes. These findings show that there is a lack of awareness of non-smoking lung cancers among primary care professionals.

Some of the results from the two month-long campaigns over May and November:

- 25k visits to the website
- 103k videos viewed (to completion)
- BMJ Opinion piece on the campaign from (late) Jenny Abbott [BMJ](#)
- Article in the Guardian on 02/05/21: [The Guardian](#)
- ITV News London, with Faye from the campaign and Sir Andrew Strauss, on 17th May 2021 at 6pm and article on ITV website: [ITV News London](#)
- Online Tweets/retweets from PHE and NHSE, Healthy London Partnerships London and SE London Cancer Alliance, Lung Cancer Europe, as well as individual healthcare professionals and the three charities

If you need any help implementing the campaign, please contact:

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<https://ruthstraussfoundation.com/lung-cancer-awareness-resource-library/>

[1] Public Health England

[2] National Cancer Registration and Analysis Service, Cancer Outcomes: Emergency Presentation by Cancer site, 2020

[3] Royal College of Pathologists, National Lung Cancer Audit, annual report, 2018

[4] Torok S, Hegedus B, Laszlo V, Hoda MA, Ghanim B, Berger W, Klepetko W, Dome B, Ostoros G. Lung cancer in never smokers. *Future Oncol.* 2011 Oct;7(10):1195-211. doi: 10.2217/fon.11.100. PMID: 21992731.

[5] Why do never-smokers get lung cancer? - Cancer Research UK - Cancer news

[6] Bhopal, A., Peake, M.D., Gilligan, D. and Cosford, P. Lung cancer in never-smokers: a hidden disease. *Journal of the Royal Society of Medicine*, 2019 Vol 112(7) 269-271