

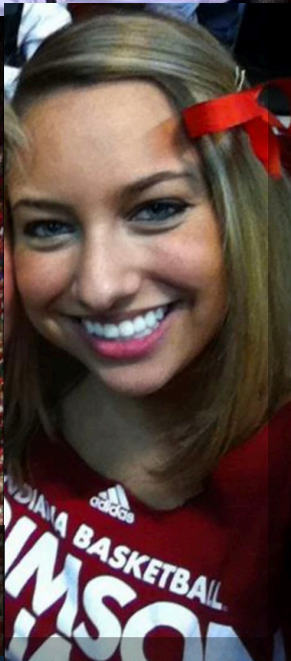


**THE  
WHITE  
RIBBON  
PROJECT™**

The White Ribbon Project promotes awareness about lung cancer by changing public perception of the disease. Anyone with lungs can get lung cancer.

[www.thewhiteribbonproject.org](http://www.thewhiteribbonproject.org)





IU beats Kentucky 12/10/2011 and our daughter is somewhere on the court celebrating

This is us





Heidi diagnosed with inoperable stage IIIA NSCLC in October 2018 and treated with concurrent chemotherapy and radiation followed by 1 year of immunotherapy. (Durvalumab-PACIFIC Trial protocol)





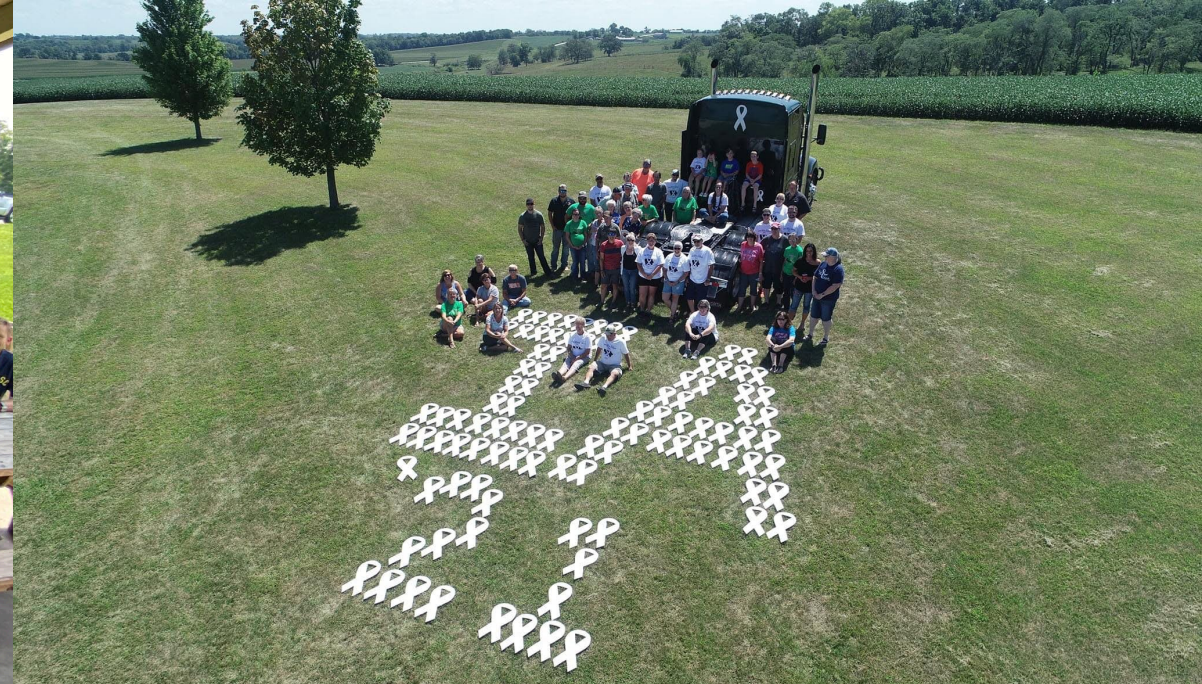






Road to Advocacy, October 2020





# Community Organizing





Thank You Dr. Carbone and The James





Partial Ribbon Building Event with Dr. Carbone & his team at The James





Argentina



Australia



Belgium



Bulgaria



Canada



Denmark



Egypt



Iceland



Germany



Greece



Iraq



Israel



Italy



Japan



Jordan



New Zealand



Netherlands



Romania



Russia



Spain



Switzerland



Thailand



Lebanon



Austria



Croatia



Ireland



Serbia



Philippines



United Kingdom



United States



France



India



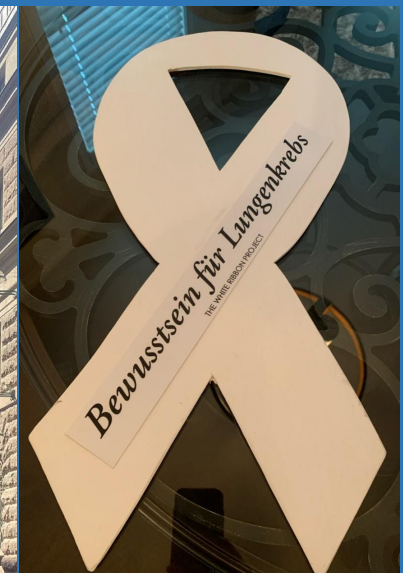
Singapore



Puerto Rico

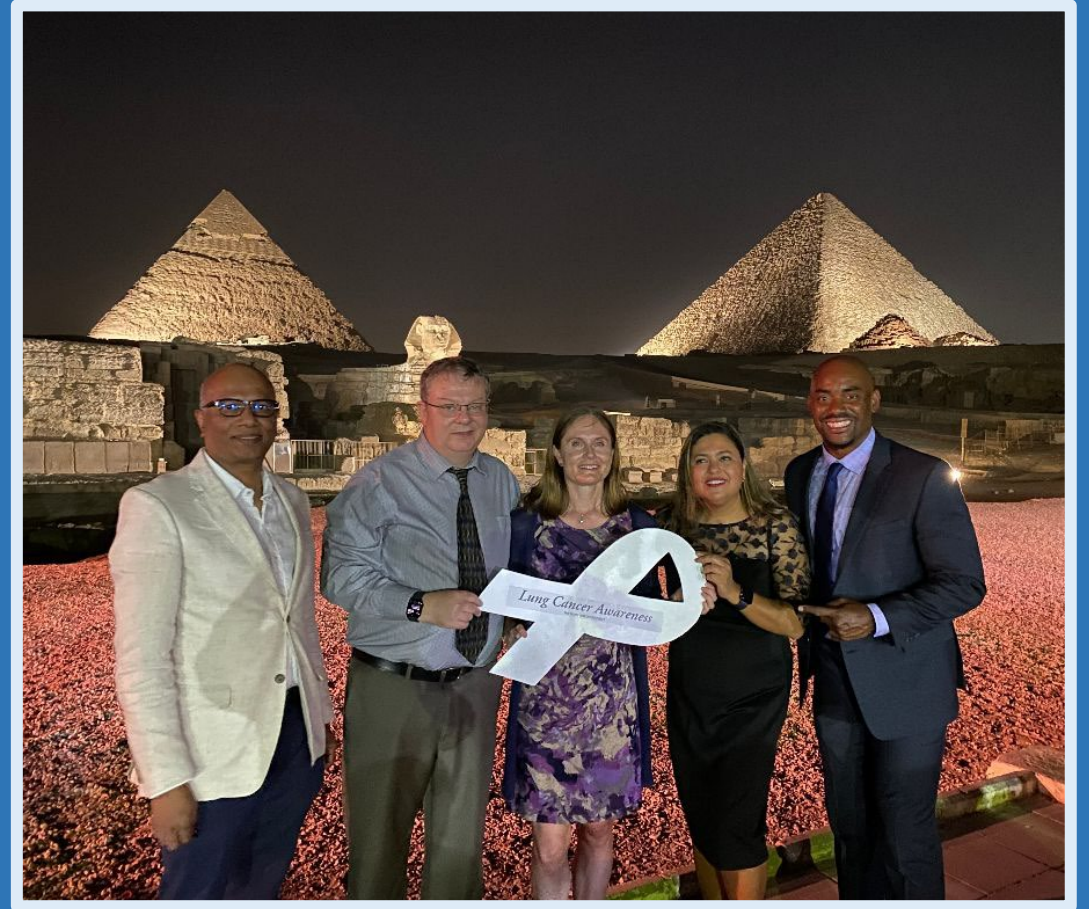
The WRP is global!





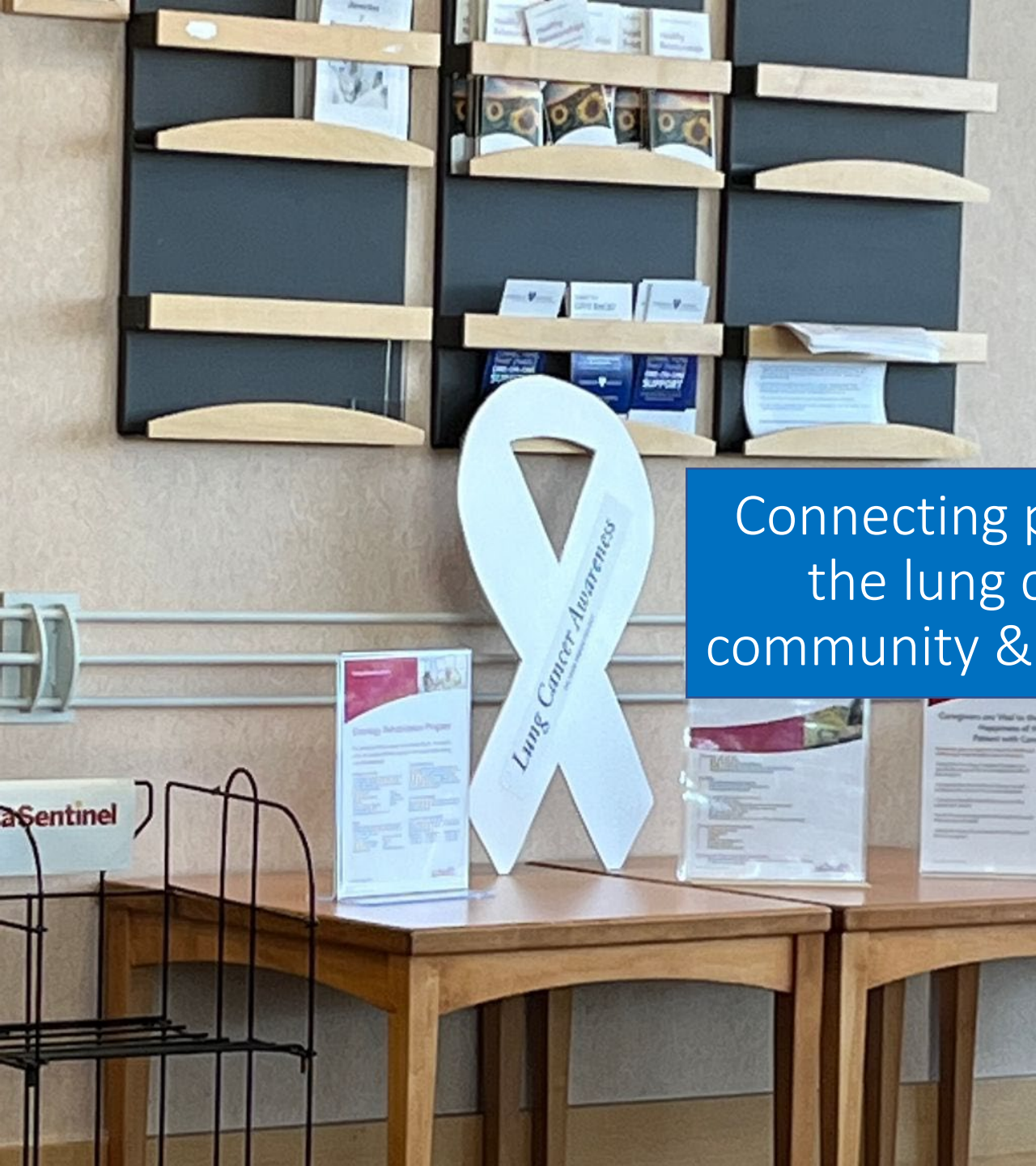
Currently in 6 languages with more on the way





Dr. Michael Gieske at Everest base camp and Chris Draft in Egypt





Connecting people to  
the lung cancer  
community & resources



### Our Mission

The White Ribbon Project promotes lung cancer awareness by changing public perception of the disease. Anyone with lungs can get lung cancer.

***“Lung cancer can happen to anyone, no one deserves it, and we need to talk about it.”--Heidi Nafman-Onda, Lung Cancer Survivor & Co-Founder***

### Who we are:

The White Ribbon Project is a 501(C)3 grass roots campaign set out to change people’s perspective about lung cancer. It’s about building a community where people talk about lung cancer, show they are not alone and are always better and stronger together. The Project was created by Heidi and her husband, primary care physician Dr. Pierre Onda. They started making ribbons in their garage to raise awareness that anyone with lungs can get lung cancer and in October 2020, the movement has taken off around the world. Across the US, Canada, EU and other countries, lung cancer community people are making ribbons to hand out to lung cancer patients, families, the medical & science communities, including cancer centers and local companies. Thousands of white ribbons have been made and distributed!

### Lung Cancer Epidemic

Public health campaigns have left the public undereducated about all relevant facts and risks other than smoking, screening tests, and advances in treatment. This has contributed to stigma and perpetuated negative opinions about lung cancer. The White Ribbon Project works to educate the public with lungs can get lung cancer. With more awareness, we can detect this disease earlier and make people receive the most appropriate evaluation and treatment. We work with a sense of urgency because lung cancer kills more people than breast, colon, and prostate cancers combined and is the leading cause of cancer deaths for both men and women. ***We are highlighting lung cancer incidence in the community and speaking out to increase resources for prevention, which includes early detection, and the urgent need for more research funding.***

**The White Ribbon Project Community brings hope, connection, and survivorship. Join our movement!**

For more information visit our online sites:

- [www.thewhiteribbonproject.org](http://www.thewhiteribbonproject.org)
- Facebook Page: @TheWhiteRibbonProject
- Instagram: @thewhiteribbonproject
- Twitter: @TheWRP4LC







Dr. Michael Gieske with KY Senator and Gov. Beshear

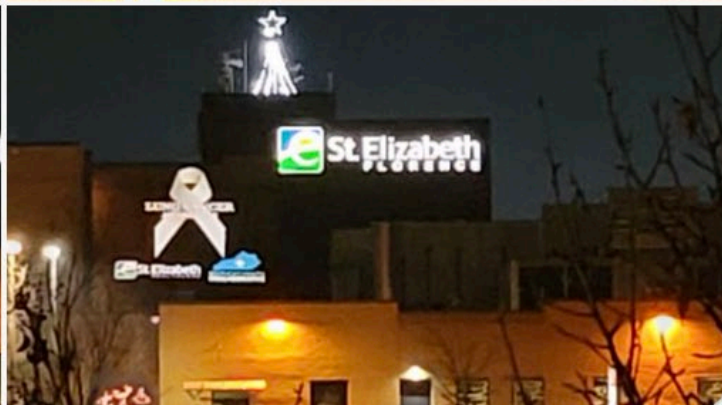
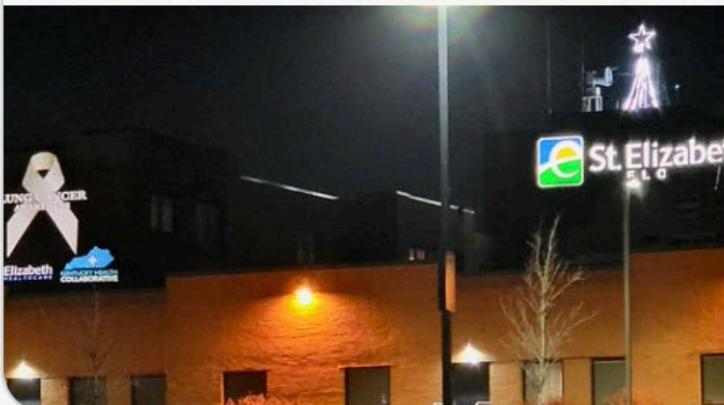






 **Michael Gieske, M.D.** @mrgieske · Nov 29, 2022

Last night, a shining, bright beacon of love and hope was projected on yet another of 43 healthcare sites across this great state of KY for #LCAM! What a team! So #steproud Our teamwork makes the dream work! @bjork5 @StElizabethNKY @TheWRP4LC @chrisdraft @DrewMoghanaki @AmLungCSI







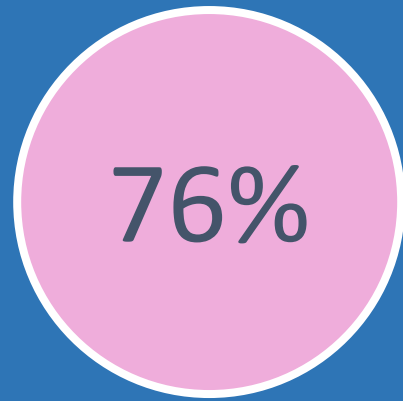
Promoting lung cancer screening



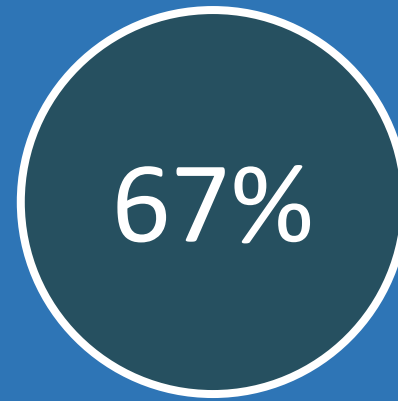
# National Cancer Screening Rates



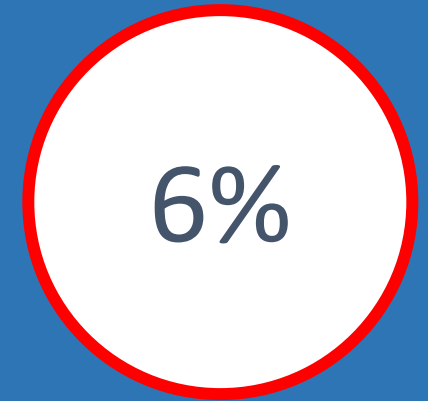
Prostate



Breast



Colon



Lung



# Increase the proportion of adults who get screened for lung cancer — C-03

Objective Overview

Data

Data Methodology and Measurement

Evidence-Based Resources

Status: Baseline only

[Learn more about our data release schedule](#)



Most Recent Data:  
**4.5** percent (2015) \*



Target:  
**7.5** percent



Desired Direction:  
**Increase desired**



Baseline:  
**4.5** percent of adults aged 55 to 80 years received a lung cancer screening based on the most recent guidelines in 2015 \*

\* Age adjusted to the year 2000 standard population.



# White Ribbons

*build lung cancer awareness*



Save the date!  
Saturday, May 20

HERITAGE PARK • OLATHE, KS



We aren't just building white ribbons...

...we're starting **conversations.**

...we're fighting **stigma.**

...we're building **community.**



Hosted by:



[thewhiteribbonproject.org](http://thewhiteribbonproject.org)

Sponsored by:



RSVP: [LCRF.org/WhiteRibbonsKC](http://LCRF.org/WhiteRibbonsKC)







Masonic Cancer Alliance · Follow

August 17 at 1:44 PM · 🌐

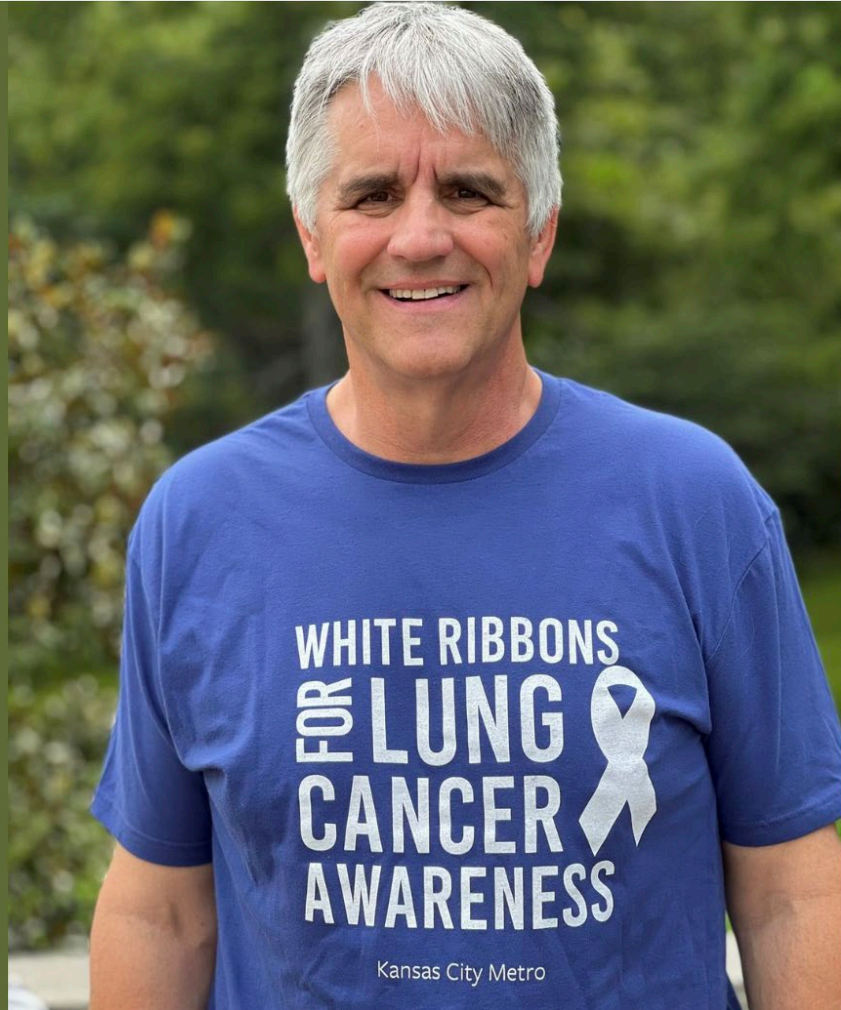
"Lung cancer is by far our biggest killer, and The White Ribbon Project is at the forefront of bringing awareness to this crucial issue." - Dr. Roy Jensen, Vice Chancellor and Director, [The University of Kansas Cancer Center](#)

Learn more about [The White Ribbon Project](#) on their website:

<https://www.thewhiteribbonproject.org/>

[#MCALungCancerSeries](#)

[#LungCancerAwareness](#)









Updated American Cancer Society Guideline for  
Lung Cancer Screening



You are invited to join the  
webinar, ACS Guideline for  
Lung Cancer Screening  
Update. After registering,  
you will receive a  
**confirmation email about j...**  
[us06web.zoom.us](https://us06web.zoom.us)

Updated American Cancer Society Guideline for  
Lung Cancer Screening



## ACS Lung Cancer Screening Guideline Update

Date & Time    Nov 6, 2023 11:00 AM in  
[Mountain Time \(US and Canada\)](#)





2022 World Conference on Lung Cancer





Five+ year survivor celebration April 2023 (U Colorado)



IASLC  
2023 World Conference on Lung Cancer  
SEPTEMBER 9-12, 2023  
SINGAPORE




IASLC  
INTERNATIONAL ASSOCIATION FOR THE STUDY OF LUNG CANCER



2023 WCLC



GMA Video Shop Culture Family Wellness Food Living Style ... Newsletter



**LUNG CANCER SYMPTOMS:**

- ▶ COUGH LASTING LONGER THAN SIX WEEKS
- ▶ UNEXPLAINED WEIGHT LOSS
- ▶ BLOOD IN YOUR COUGH
- ▶ LINGERING SHORTNESS OF BREATH

2:03

WELLNESS — October 13, 2023

## Lung cancer rates for younger, middle-aged women higher than men's

A new study from the American Cancer Society shows rates for women are increasingly higher than for men in the same age groups.

f t p ✉


Lung cancer rates for younger, middle-aged women higher than men's

Los Angeles Times LOG IN

L.A. Times Plants | A guide to houseplants Sign up for

## PLANTS

# 'I can leave my tears in the garden.' A tiny flower farm offers a reprieve from cancer



Stacie and Chad Vanags were working to build a micro-farm in Ventura when they were hit with Chad's Stage 4 lung cancer diagnosis. It hasn't stopped them. (Mariah Tauger / Los Angeles Times)

BY LISA BOONE | STAFF WRITER  
Photography by MARIAH TAUGER


latimes.com

The New York Times


## Younger Women Are Getting Lung Cancer at Higher Rates Than Men

Researchers are struggling to understand what is driving the gender disparity in lung cancer cases among people 35 to 54.

Share full article 433



CNN



## Higher rates of lung cancer in women are a mystery for researchers

Jen Christensen, CNN

Updated 12:42 PM EDT October 17, 2023





HEALTH

## More People Should Get This Test to Detect a Deadly Cancer

Use of CT scans can detect lung cancer early and help save lives







End Lung Cancer Now Caregiver Story

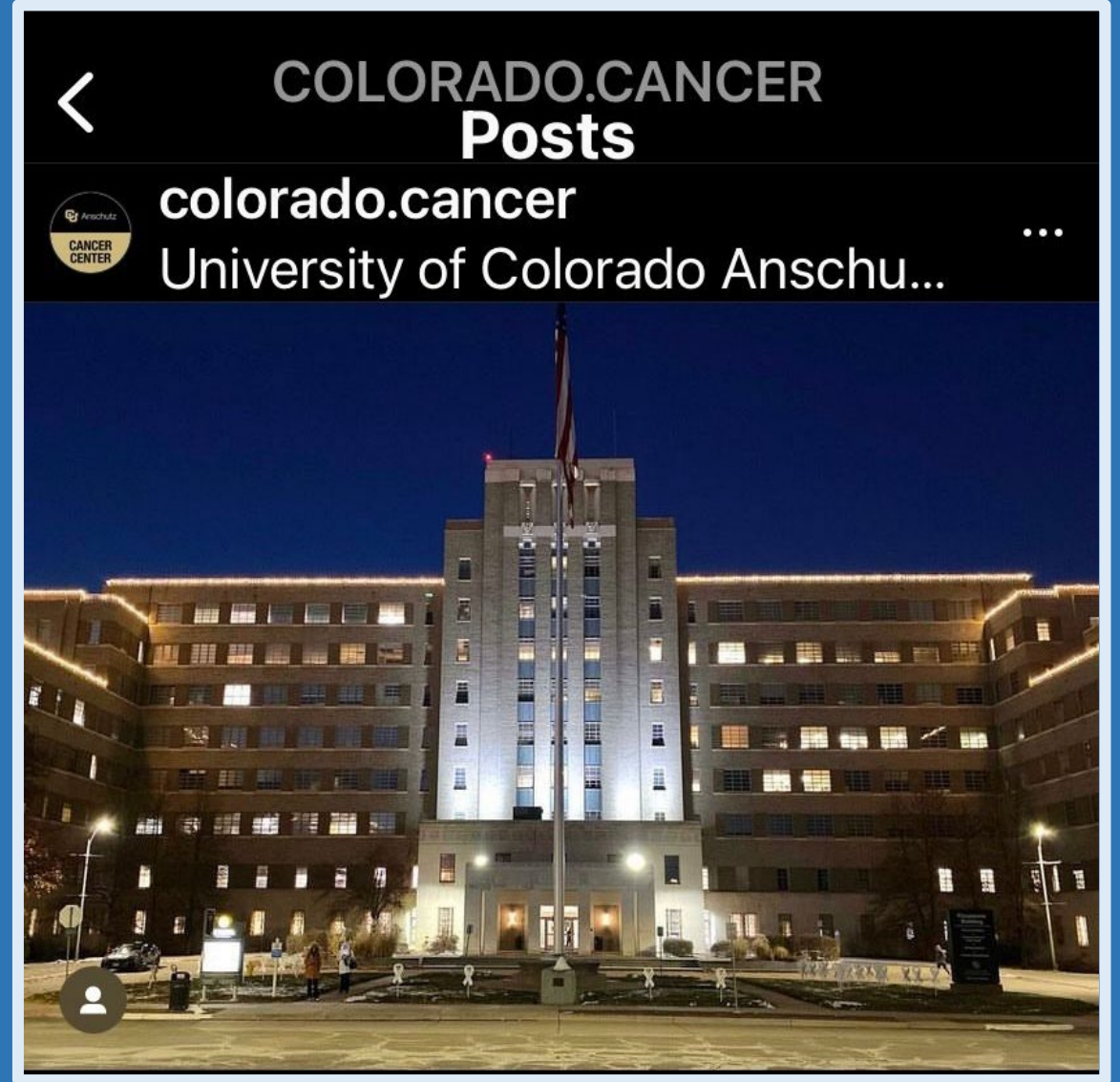






My dear friend Bonnie. We were brought together by the same Dx, stage, and Rx plan. There was one difference and it never mattered.



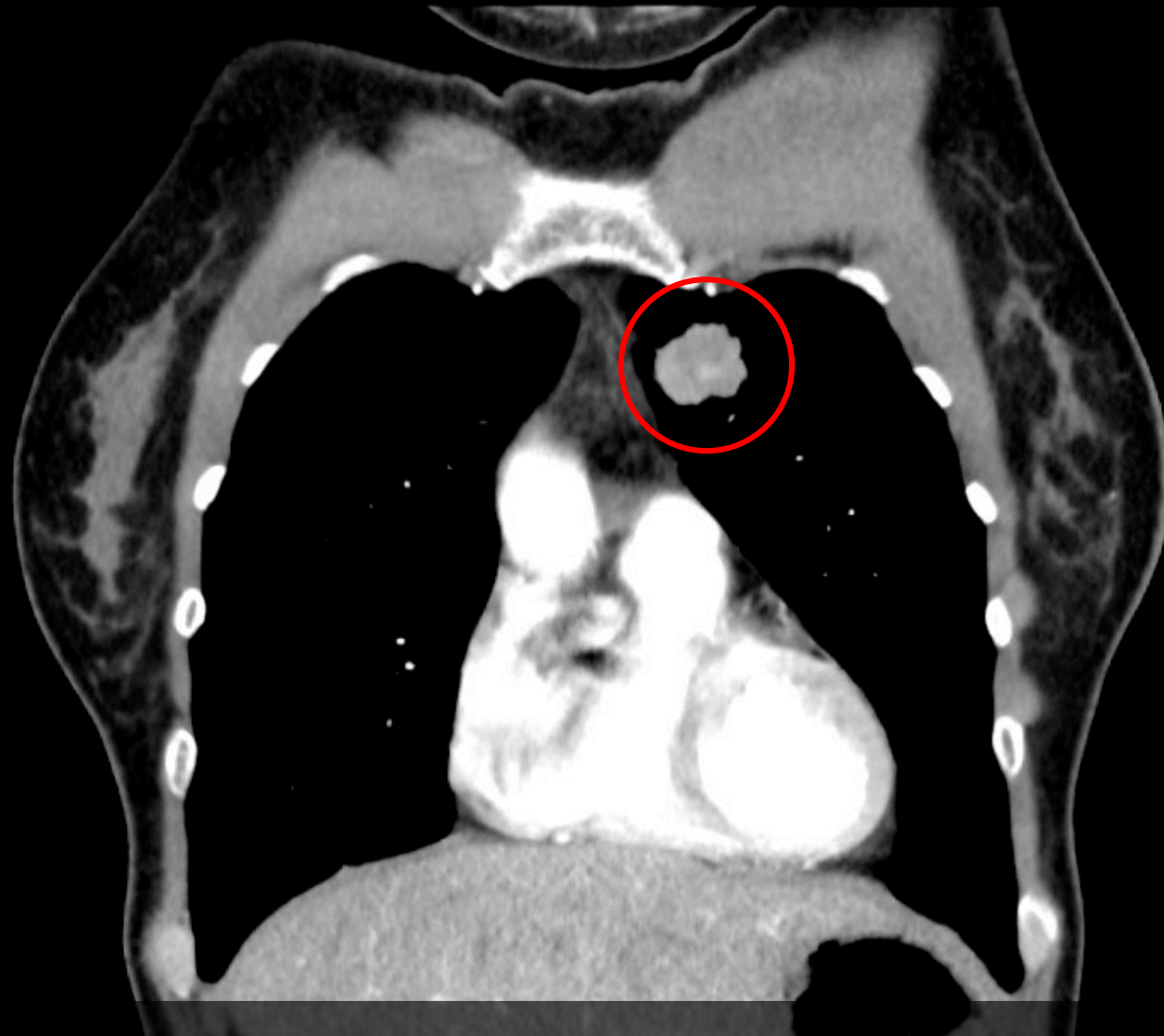


3 years ago, 2 simple asks were denied. No ribbons, no lights for lung cancer. Perseverance paid off LCAM '22. Anne's tribute remained all 30 days in Nov. The building was lit WHITE for the first time ever 11/30/22



October 2018

October 2023<sup>s</sup>



Hope-prevention, early detection, and better treatment options. Research matters









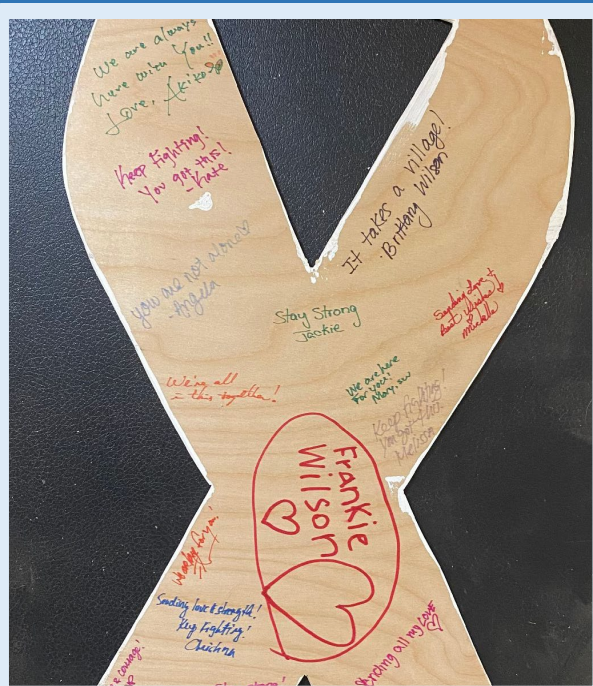
## The White Ribbon Project Contact Us

### Subject

Message of gratitude and love for my white ribbon

### Your Message

I've had my white ribbon for a couple of years. I'm a six-year patient living with metastatic ALK+ cancer. My white ribbon stays in my office window and I want you to know how much I treasure it. Especially, most especially, the messages of support written on the back by those who made my ribbon. It gives me hope every day that there are people like you who support those going through the often lonely journey of living with advanced cancer. Thank you from the bottom of my heart.







We include everyone! All voices are important!



# Social Media



@TheWhiteRibbonProject



@TheWRP4LC



@thewhiteribbonproject



[www.thewhiteribbonproject.org](http://www.thewhiteribbonproject.org)