

WELCOME TO THE

4th Annual



**END
LUNG
CANCER
NOW
GATHERING**

Friday, November 8, 2024

Advocates
amplify research.
Research
cures cancer.



INDIANA UNIVERSITY
**MELVIN AND BREN SIMON
COMPREHENSIVE CANCER CENTER**



Housekeeping Items

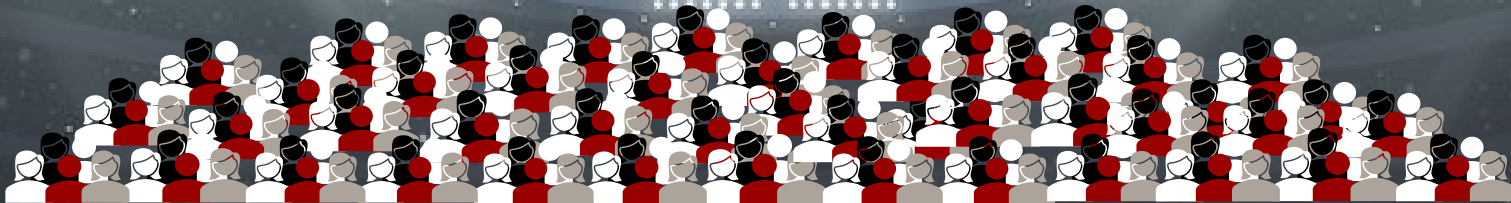
- ✓ Complimentary Wi-Fi
Network ID: NCAA Guest
Password: Association1906
- ✓ The Playbook
- ✓ Special Teams
- ✓ Exhibit Passport







Teamwork makes the dreamwork.



Thank you to our sponsors!



Hall of Fame



Champion



MVP



All Star





1st Quarter

The Line of Scrimmage



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End Lung Cancer Now: A Year in Review

MacKenzie Church

Executive Director | End Lung Cancer Now

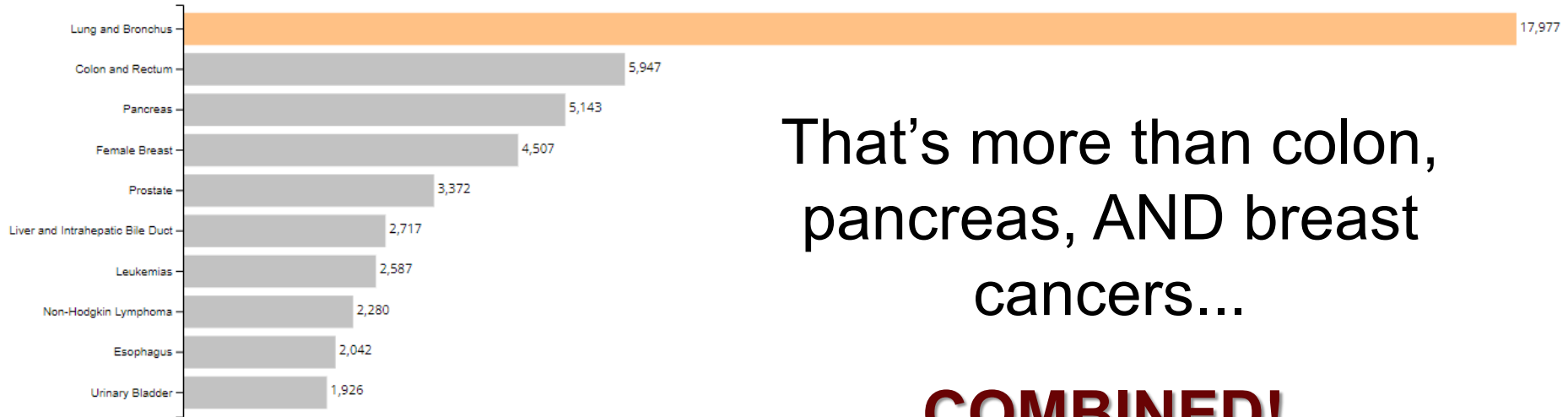


Why End Lung Cancer Now?

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

By far!

Number of Cancer Deaths, Indiana, 2018-2022



That's more than colon,
pancreas, AND breast
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!



Our Vision



End the suffering and death
from lung cancer in Indiana.



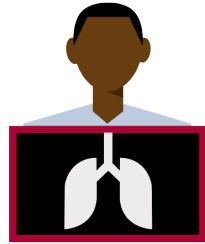
Our Mission



Educate and **empower** community advocates to:



Eliminate tobacco use in Indiana.



Screen all eligible Hoosiers with low-dose CT scans.



Increase participation in lung cancer research.



Support lung cancer survivors and their caregivers.



Our Values



Accountability



Partnership



Inclusivity



Passion



Integrity



Promise to Patients





Since we last met...



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Organizational Accomplishments



- Secured nearly **\$2.5 million philanthropic dollars** to support the initiative's work.
- Secured nearly **\$250,000 sponsorship dollars** to support our events and marketing campaigns.
- Transitioned from a part-time team of 3 to a **full-time team of 4**.
- Established and strengthened **key partnerships** with local and national organizations.
- Ongoing community engagement to **educate and share resources** on the importance of prevention, screening, research, and advocacy.





Screening Efforts

Game plan developed at the 2nd Annual Gathering



ELCN Lung Cancer 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
- Developed a **blueprint** to **transform, scale, and centralize IU Health screening programs to save lives**

Scan here to
download a copy
of the Blueprint!



Key Recommendations

1. Centralized structure with unified oversight
2. Adequate resource allocation
3. Electronic medical record improvements
4. Improve shared decision making and tobacco treatment services
5. Improve lung nodule management and multidisciplinary discussion
6. Establish lung cancer screening as a quality metric
7. Establish a mixed payer model
8. Comprehensive education for healthcare professionals and patients
9. Comprehensive community outreach and advocacy
10. Public health awareness campaigns
11. Implement a mobile lung cancer screening program

Transformational progress so far...

- ✓ Launched a multidisciplinary **Lung Screening Review Board**
- ✓ **Enhanced personnel resources** within the IUH system
- ✓ Three ***NEW*** screening locations are open with two more scheduled
- ✓ **More than doubled** the number of patients screened compared to 2023

Transformational progress so far...

- ✓ **Reduction in wait times** from 9-12 months to 1-2 weeks
- ✓ Increase in **referrals from mammography** clinic
- ✓ Working towards lung cancer screening becoming a **quality metric**
- ✓ Ongoing efforts to **update EMR system** to identify/notify eligible patients
- ✓ And...



Launching Indiana's first-ever mobile lung screening program

- **\$4.5M** gift from Tom and Julie Wood Family Foundation + **\$4M** endowed match from IU Health Foundation
- A multidisciplinary taskforce is developing *"The Roadmap for Mobile Screening"*
- Mobile unit will be in-hand by **end of 2024**
- **First patient will be screened in early 2025!**





Advocacy Efforts

Game plan developed at the 3rd Annual Gathering



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ELCN Advocate Toolkit



***Purpose:** To serve as an idea generator and conversation starter when someone asks, “What can I do?”*

It’s a journey of self-reflection to determine...

- **Area(s) of Interest** (Prevention, Screening, Research, Advocacy)
- **Advocacy Method** (Sharing your story, volunteering, social media, legislative work, etc.)
- **Level of Engagement** (Interested, Informed, Involved, Invested)

Scan here to
download a copy
of the toolkit!



Inaugural ELCN Advocate Rally



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Survivor Support



- Hosted inaugural **World Lung Cancer Day** celebration
- Distributed **ELCN Survivor Care Kits** to nearly **400 patients**
- Partnered with the thoracic oncology nurse navigator to distribute **educational lung cancer materials** to newly diagnosed patients



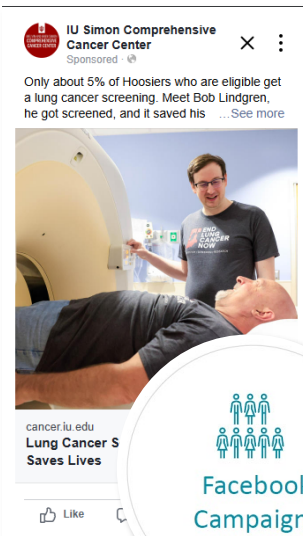
Lung Cancer Awareness Campaign



Anyone with lungs can get lung cancer. Screening and health education saves lives.



Storytelling



Facebook Campaigns



Native Display Campaigns



Campaign Ambassador



Lung Cancer Awareness Campaign



Anyone with lungs can get lung cancer. Screening and health education saves lives.



Storytelling



Achieved more than 1.5 million impressions across the state of Indiana.



Display Campaigns



Campaign Ambassador





So, now what?



**Advances in lung cancer treatment
come only from clinical trials,
but **less than 5%** of eligible patients
currently participate.**





**Today we'll learn how we,
as lung cancer advocates,
can amplify the message that
research cures cancer.**



“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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