

2024 Lung Cancer Awareness Month Social Media Toolkit

#I Love You Get Screened: Captions + Assets

The American Cancer Society (ACS) & California Dialogue on Cancer (CDOC) Lung Cancer Screening Workgroup is part of California’s Comprehensive Cancer Control Coalition with leadership support from the American Cancer Society. We are a workgroup of diverse organizations aiming to advance lung cancer screening in California and we thank you for promoting life-saving lung cancer screening this November. We’ve created this social media toolkit featuring testimonials from California physicians and lung cancer survivors sharing the message the lung cancer screening saves lives. Please use these suggested posts and assets throughout the month of November (lung cancer awareness month).

Please remember to use the hashtags #I Love You Get Screened #GetScreenedCA #HealthyLungsCA #LungCancer #LungCancerAwarenessMonth.

Questions? Please reach out to info@getscreenedca.org

Option	Social Media Caption	Assets
<p>Denise Lee, Lung Cancer Survivor</p>	<p><i>Listen to Denise, a lung cancer survivor, share her story about how #lungcancer screening saved her life.</i></p> <p><i>Lung cancer is the second most common cancer (not counting skin cancer) in the US. It's also the leading cause of cancer death in Black men and the second-leading cause in Black women.</i></p> <p><i>Lung cancer screening takes just a few minutes, and it can catch lung cancer early, when treatment is more likely to be successful. At age 50, talk to a doctor about your risk for lung cancer and if annual screening is right for you.</i></p> <p><i>Learn more: cancer.org/getscreened</i></p> <p><i>#I Love You Get Screened #GetScreenedCA #LungCancerAwarenessMonth</i></p>	<ul style="list-style-type: none"> • Denise Lee.mp4 video • Denise Lee image
<p>Michelle Rand, Lung Cancer Survivor</p>	<p><i>Listen to Michelle, a lung cancer survivor, who was cured with surgery because it was found early with a low-dose CT scan.</i></p> <p><i>Lung cancer screening saves lives. Symptoms of lung cancer usually don't appear until the disease is already at an advanced stage. This is why regular lung cancer screening for people at high risk is so important. Lung cancer screening takes just a few minutes and it can catch #lungcancer early, when treatment is more likely to be successful.</i></p> <p><i>Talk to your loved ones who smoke or used to smoke about getting regular lung cancer screening. To get the conversation started, just say — I love you, get screened.</i></p>	<ul style="list-style-type: none"> • Michelle Rand.MOV video • Michelle Rand image

	<p>Learn more: cancer.org/getscreened</p> <p>#ILoveYouGetScreened #GetScreenedCA #LungCancerAwarenessMonth</p>	
<p>Dr. Natalie Lui, Thoracic Surgeon</p>	<p>Dr. Natalie Lui from Stanford Health Care shares how #lungcancer screening has helped many of her patients.</p> <p>Lung cancer is by far the leading cause of cancer death. Each year, more people die of lung cancer than of colon, breast, and prostate cancers combined.</p> <p>Symptoms of lung cancer usually don't appear until the disease is already at an advanced stage. This is why regular lung cancer screening for people at high risk is so important. At age 50, talk to a doctor about your risk for lung cancer and if annual screening is right for you.</p> <p>Learn more: cancer.org/getscreened</p> <p>#ILoveYouGetScreened #GetScreenedCA #LungCancerAwarenessMonth</p>	<ul style="list-style-type: none"> • Dr. Lui.mp4 video • Natalie Lui image
<p>Dr. Luis Godoy, Thoracic Surgeon [SPANISH]</p>	<p>Dr. Luis Godoy, Cirujano Torácico, de UC Davis Comprehensive Cancer Center, comparte lo importante que es para las personas que fuman o que han fumado hacerse una prueba de detección de cáncer de pulmón.</p> <p>El cáncer de pulmón es la principal causa de muerte por cáncer. Cada año mueren más personas de cáncer de pulmón que de cáncer de colon, seno y próstata combinados. Los síntomas del cáncer de pulmón generalmente no aparecen hasta que la enfermedad ya se encuentra en una etapa avanzada. Esta es la razón por la cual es tan importante la detección periódica del cáncer de pulmón para las personas con alto riesgo. A los 50 años, hable con un médico sobre su riesgo de cáncer de pulmón y si la prueba de detección anual es adecuada para usted.</p> <p>A los 50 años, hable con un médico sobre su riesgo de cáncer de pulmón y si la prueba de detección anual es adecuada para usted.</p> <p>Aprende más: cancer.org/haztelaprueba</p> <p>#ILoveYouGetScreened #GetScreenedCA #LungCancer #LungCancerAwarenessMonth</p>	<ul style="list-style-type: none"> • Dr. Godoy Spanish.mp4 video • SPA Dr. Luis Godoy image
<p>Dr. Jeff Velotta, Thoracic Surgeon</p>	<p>Dr. Jeff Velotta from Kaiser Permanente shares the importance of #lungcancer screening.</p> <p>Lung cancer screening is a fast and painless process that involves using a machine to take pictures of your lungs. Regular cancer screening can keep you informed about the state of your health. And if there are any issues, early detection can save your life.</p>	<ul style="list-style-type: none"> • Dr. Velotta.mp4 video • Jeffrey Velotta image

	<p><i>If you or someone you love has a history of smoking, let them know about lung cancer screening and encourage them to talk to their doctor. Spread the word: lung cancer screening saves lives.</i></p> <p><i>Learn more: cancer.org/getscreened</i></p> <p><i>#ILoveYouGetScreened #GetScreenedCA #LungCancerAwarenessMonth</i></p>	
<p>Lung Cancer Screening Saves Lives</p>	<p><i>Lung cancer is the second most common cancer (not counting skin cancer) in the US. Symptoms usually don't appear until the disease is already at an advanced stage. This is why regular lung cancer screening for people at high risk is so important.</i></p> <p><i>Lung cancer screening takes just a few minutes and it can catch lung cancer early, when treatment is more likely to be successful.</i></p> <p><i>Talk to your loved ones who smoke or used to smoke to see if annual screening is right for them. Please help spread the word: Lung cancer screening saves lives.</i></p> <p><i>Learn more: cancer.org/getscreened</i></p> <p><i>#ILoveYouGetScreened #GetScreenedCA #LungCancerAwarenessMonth</i></p>	<p>Lung Cancer Screening Saves Lives image</p>
<p>Lung Cancer Screening Day (to post on or leading up to Nov. 9)</p>	<p><i>November 9th is National Lung Cancer Screening Day! Did you know that most eligible individuals are not being screened for lung cancer?</i></p> <p><i>Lung cancer screening takes just a few minutes, and it can catch lung cancer early, when treatment is more likely to be successful.</i></p> <p><i>If you or someone you love has a history of smoking, let them know about lung cancer screening and encourage them to talk to their doctor. Spread the word: lung cancer screening saves lives.</i></p> <p><i>Learn more: cancer.org/getscreened</i></p> <p><i>#GetScreened #GetScreenedCA #LungCancer #LungCancerAwarenessMonth</i></p>	<p>LCS day graphic</p>