



Every cancer. Every life.®

# Lung Cancer Awareness Employer Toolkit 2025



Aflac is proud to sponsor the American Cancer Society Employer Wellness Toolkits.

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We thank Aflac for sponsoring this toolkit and supporting our shared efforts to raise awareness about the critical role cancer screening and early detection have in helping prevent and mitigate the impact of cancer. Learn more at [cancer.org/Aflac](https://cancer.org/Aflac).



## How to Use This Lung Cancer Awareness Employer Toolkit

Your organization can help save lives by promoting lung cancer awareness and helping to deliver important messaging to your employees. At the American Cancer Society, we have a vision to end cancer as we know it, for everyone.

We are pleased to be working with your company to help your employees and their families take steps to help prevent cancer and to better understand their cancer risk.

This toolkit presents turnkey messages that provide helpful information. Messages highlight:



Lung cancer facts  
and statistics



Information about lung  
cancer screening  
and prevention



American Cancer  
Society resources for  
people with cancer

This toolkit is currently available only in English, but the American Cancer Society does offer information about cancer, including prevention, early detection, treatment, and managing side effects in [13 languages](#). Additionally, our 24/7 Cancer Helpline is available to assist in more than 200 languages.

*This toolkit is copyrighted by the American Cancer Society (ACS). Please be sure to cite ACS as your source of information when offering the enclosed information to your employees. The information in this document is updated and accurate. Changing the text or content of this toolkit could also change the accuracy of its medical content and is not permitted. The permitted use of this toolkit is for non-commercial educational purposes only for your company to inform and educate your employees about cancer screening and prevention. It should not be used for any other purpose, including, without limitation, sharing with outside parties, used for marketing purposes, or used in any way to state or imply that ACS endorses you or your products or services. If you have an interest in utilizing the information in this toolkit for marketing purposes or sharing this toolkit with others, please contact your ACS staff partner. Thank you again for your commitment to helping save lives in the workplace.*

# Email and Newsletter Messages

## Lung Cancer Facts



Tip: Company-wide emails and newsletters are effective ways to share messages with your employees.

The following messages can help inform your employees about lung cancer.

### Message #1

#### Get the Facts on Lung Cancer

Lung cancer is the second most common cancer in both men and women in the United States (not counting skin cancer). [Here's what you need to know.](#)

#### What is lung cancer?

- Lung cancer occurs when lung cells start growing out of control.
- There are multiple types of lung cancer. The main types of lung cancer are non–small cell lung cancer (NSCLC) and small cell lung cancer (SCLC).

#### What causes lung cancer?

- Smoking tobacco causes about 9 in 10 lung cancers.
- Not all people who get lung cancer smoke. Lung cancer can also be caused by exposure to radon gas and secondhand smoke. Workplace exposure to asbestos, diesel exhaust, or other chemicals can also cause lung cancer.

#### How common is lung cancer?

- Lung cancer is the leading cause of cancer death for both men and women in the United States. Each year, more people die of lung cancer than of colon, breast, and prostate cancers combined.
- The American Cancer Society® estimates that there will be 226,650 new cases of lung cancer in 2025. They estimate that 124,730 people will die from the disease.

#### Can lung cancer be found early?

- If you have a history of smoking tobacco, the American Cancer Society recommends that you talk with your doctor about lung cancer screening.
- In eligible people, screening can help find lung cancer at an earlier stage, when treatment is more likely to be successful.

For information on lung cancer, visit the American Cancer Society website at [cancer.org/lungcancer](https://cancer.org/lungcancer) or call 1-800-227-2345.

(Source: American Cancer Society)



# Email and Newsletter Messages (cont'd)

## Lung Cancer Facts (cont'd)



Tip: Instead of sharing just one message with employees, consider sending multiple messages as an e-blast or newsletter series.

### Message #2

#### Are You at Risk for Lung Cancer?

Smoking tobacco causes about 9 in 10 lung cancers. That is why quitting smoking is the best way to help reduce your risk for developing lung cancer.

Even with a long history of smoking, your risk for lung cancer drops each year you don't smoke. Quitting smoking is challenging, but possible.

Many resources exist to help you quit, like the American Cancer Society® [Empowered to Quit](#) program. There are also resources to help you learn [how to support a loved one in their quitting journey](#).

Other [risk factors for lung cancer](#) include:

- Radon exposure
- Secondhand smoke exposure
- Asbestos exposure
- Family history of lung cancer

Talk to your doctor if you think you may be at risk for lung cancer. They can help you find ways to lower your risk. They may also recommend that you [get screened for lung cancer](#).

For information on lung cancer, visit the American Cancer Society website at [cancer.org/lungcancer](https://cancer.org/lungcancer) or call 1-800-227-2345.

(Source: American Cancer Society)

# Email and Newsletter Messages (cont'd)

## Lung Cancer Facts (cont'd)



Tip: Encourage employee special interest groups to take on lung cancer screening or tobacco cessation as a focus. Use these messages to support the effort.

### Message #3

#### Test Your Knowledge on Lung Cancer

Lung cancer is the second most common cancer in both men and women in the United States (not counting skin cancer). Are you equipped with the information you need to help keep your risk low?

Don't be fooled by rumors and misinformation about lung cancer. Get the facts. Test your knowledge with this quick [quiz](#) from the American Cancer Society®.

For information on lung cancer, visit the American Cancer Society website at [cancer.org/lungcancer](https://cancer.org/lungcancer) or call 1-800-227-2345.

(Source: American Cancer Society)

# Email and Newsletter Messages (cont'd)

## Importance of Lung Cancer Screening



Tip: To reinforce messages, host an educational event (guest speaker, health fair, etc.) for employees.

The following messages can help inform your employees about the importance of lung cancer screening.

### Message #1

#### Lung Cancer Awareness: Can Screening Benefit You?

Lung cancer screening saves lives from lung cancer by helping to find cancers early when treatment is more likely to be successful.

The American Cancer Society® [recommends](#) yearly lung cancer screening with a low-dose CT scan for people who:

- Are ages 50 to 80 years and who smoke or used to smoke

#### AND

- Have at least a 20 pack-year history of smoking (A pack-year is equal to smoking 1 pack or about 20 cigarettes per day for a year. For example, a person could have a 20 pack-year history by smoking 1 pack a day for 20 years, or by smoking 2 packs a day for 10 years.)

If you think this applies to you, ask your doctor if you should get screened for lung cancer.

For information on lung cancer, visit the American Cancer Society website at [cancer.org/lungcancer](https://cancer.org/lungcancer) or call 1-800-227-2345.

(Source: American Cancer Society)

# Email and Newsletter Messages (cont'd)

## Importance of Lung Cancer Screening (cont'd)



Tip: Consider sharing these messages during Lung Cancer Awareness Month (November).

### Message #2

#### Discover If Lung Cancer Screening Is Right for You

Do you have a smoking history? And are you between 50 and 80 years old? If so, you should ask your doctor about lung cancer screening.

#### What does lung cancer screening entail?

Lung cancer screening is done using a [low-dose CT \(LDCT\) scan](#). During the scan, you lie flat in a doughnut-shaped machine. It uses X-rays to take detailed pictures of your lungs. The scan is over in about a minute. A health care provider will review the images and advise you if they recommend any additional tests.

#### Why should I get screened for lung cancer?

Lung cancer is the leading cause of cancer death for both men and women in the United States. Getting annual LDCT scans can help detect lung cancer early when treatment is more likely to be successful. This is how annual lung cancer screening helps save lives from lung cancer.

#### What else should I know?

LDCT scans can also find problems besides cancer. After reading your LDCT scan results, your health care provider will let you know if they recommend more tests.

For information on lung cancer, visit the American Cancer Society® website at [cancer.org/lungcancer](https://cancer.org/lungcancer) or call 1-800-227-2345.

(Source: American Cancer Society)



# Social Media Messages



Social media is another way you can convey the importance of lung cancer awareness to members of your organization. Select social media platforms are mentioned below. However, these messages can also be used across other platforms.



Tip: Connect with the American Cancer Society on [LinkedIn](#), [Facebook](#), [X](#) and to re-share content for your employees and audiences.

## ***LinkedIn***

- Lung cancer is the most common cause of cancer death in the United States. As employees of [ORGANIZATION NAME], let's work to minimize its impact. Quitting tobacco is the best way to help keep your risk low. Quitting tobacco is challenging, but it's more likely to be successful with support. Visit [cancer.org/quittobacco](https://cancer.org/quittobacco) to learn more. #cancerprevention
- At [ORGANIZATION NAME], we want you to help you take charge of your health by participating in cancer screening. Did you know that certain people with a tobacco use history can get screened for lung cancer? It can help catch cancer early when treatment is more likely to be successful. Visit [cancer.org/lungcancer](https://cancer.org/lungcancer) for more information.

## ***Facebook***

- [ORGANIZATION NAME] community! Did you know that #lungcancer is the most common cause of cancer death in the United States? If you have a history of smoking, ask your doctor about annual lung cancer screening. Being informed can help save lives! Visit [cancer.org/lungcancer](https://cancer.org/lungcancer) to learn more.
- [ORGANIZATION NAME] community! Did you know that each year, more people die of #lungcancer than of colon, breast, and prostate cancers combined? Not using tobacco is the best way to help lower your risk. People have more success quitting tobacco when they get support. Visit [cancer.org/quittobacco](https://cancer.org/quittobacco) to learn more.

## ***Instagram (captions to pair with posts)***

- November is National #lungcancer Awareness Month! If you have a history of tobacco use, ask your doctor about annual lung cancer screening. @americancancersociety recommends screening for certain people ages 50-80 years with a tobacco use history. Screening can help find lung cancer early when treatment is more likely to be successful. #everycancereverylife #earlydetection #quittobacco
- Are you or a loved one experiencing #lungcancer? Did you know that the @americancancersociety offers support programs for people with cancer and provides them with the information they need throughout their cancer journey? #everycancereverylife #youarenotalone

## ***X (formerly Twitter)***

- Do you smoke, or did you used to smoke? Visit [cancer.org/lungcancer](https://cancer.org/lungcancer) to see if you might benefit from annual lung cancer screening.
- It's easier to quit smoking with support. Visit [cancer.org/quittobacco](https://cancer.org/quittobacco) to learn about your options.

# Sharing Personal Stories



Tip: Lead by example! Have executives and managers share their experiences with lung cancer screening or tobacco cessation.

## Personal Stories About Lung Cancer Screening

Many people who have been screened for lung cancer have a story to share. You can feature these stories in messaging campaigns.

Collect the following information:

- Name and age of the employee
- Was this your first lung cancer screening?
- Why did you decide to get screened?
- Describe your experience.
- If you would like, please share if the screening showed anything unusual.
- What would you tell people who haven't yet been screened?

## Personal Stories About Tobacco Cessation

Alternatively, consider asking your employees who smoke or who have quit to share their stories on tobacco use and their journey toward quitting. These stories can help destigmatize discussions about tobacco use and encourage others to seek support.

Collect the following information:

- Describe how many years you smoked before deciding to quit.
- Discuss the reasons that prompted you to quit smoking.
- Describe what medications or support services you used to help you quit. Discuss what worked best for you.
- Describe the challenges you faced in your quitting journey.
- If you were able to quit successfully, discuss how your health or quality of life has improved.

*Story collection should be voluntary and only be done with people who have given their express permission. Story collection is subject to each company's applicable policies related to privacy and health information.*

# Lung Cancer and Tobacco Cessation Videos and Animation



Tip: Embed these URLs within messages that you share with your employees.

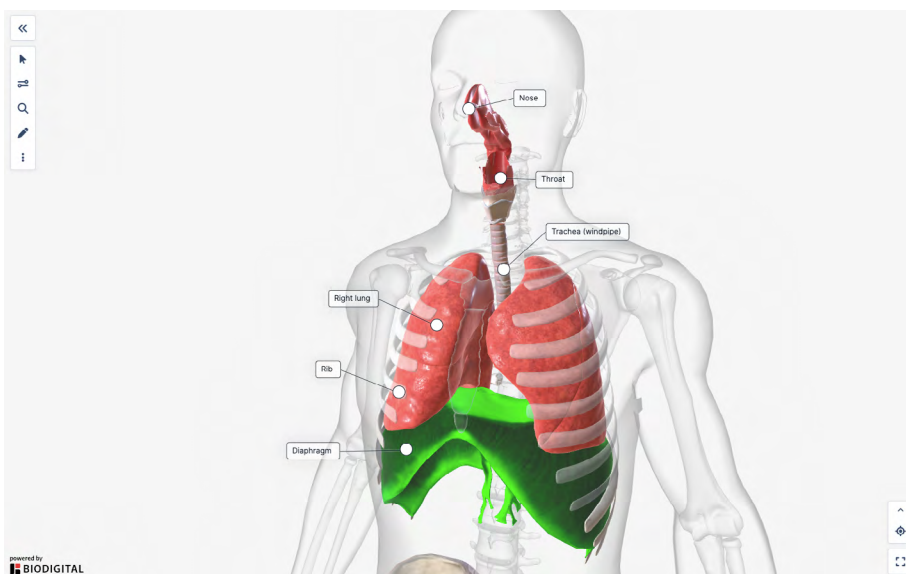
Video and animation content can be an engaging way to share information.

This video talks about the Empowered to Quit email-based program developed by American Cancer Society® researchers. The tobacco cessation program all starts with making the decision to quit and planning your Quit Day. <https://www.cancer.org/cancer/risk-prevention/tobacco/empowered-to-quit.html>



Explore a 3D interactive animation of the respiratory system. It can help you gain a better understanding of where lung cancer occurs in the body.

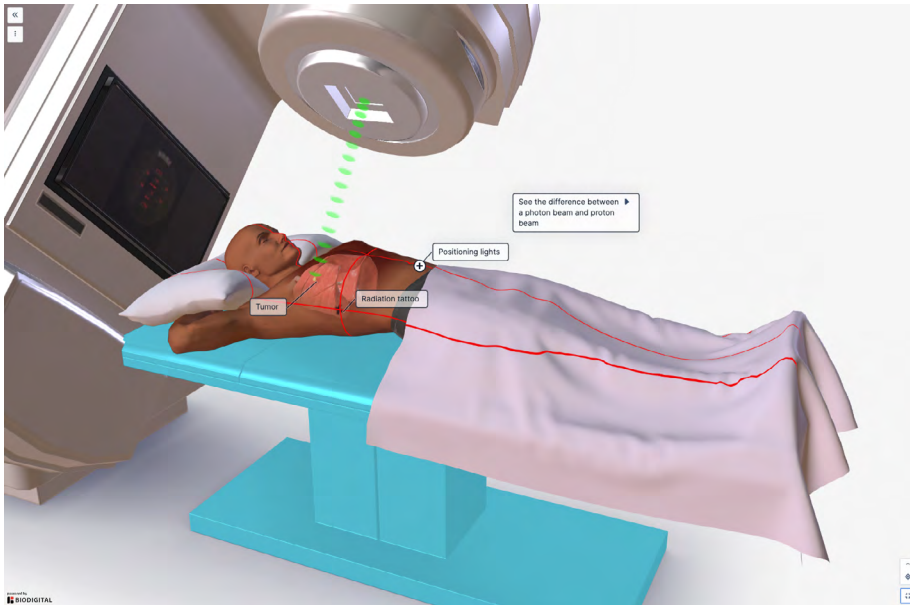
<https://www.cancer.org/cancer/understanding-cancer/anatomy-gallery/respiratory-system.html>



# Lung Cancer and Tobacco Cessation Videos and Animation (cont'd)

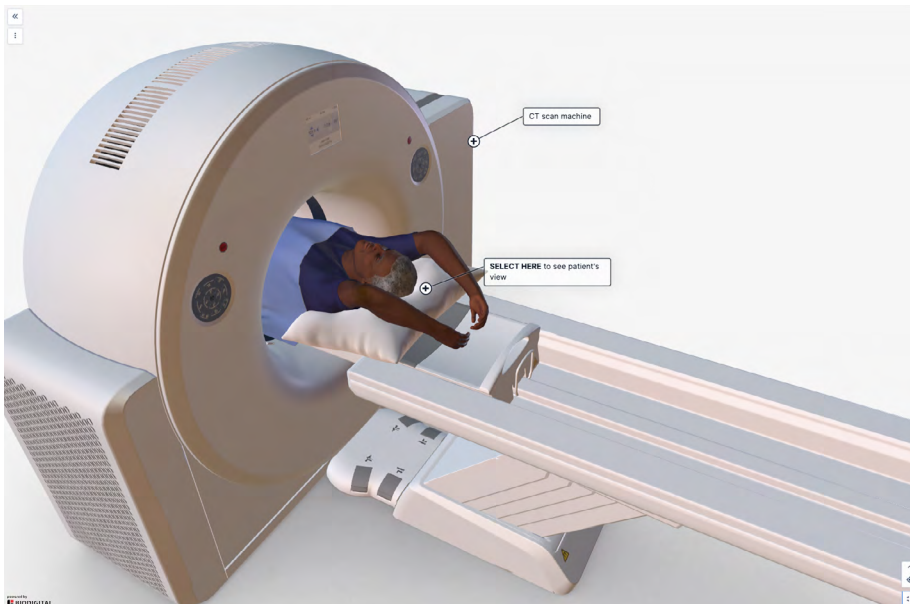
Radiation therapy is a common treatment for lung cancer. Explore how different types of radiation therapy are given in a 3D interactive animation.

<https://www.cancer.org/cancer/managing-cancer/treatment-types/radiation.html>



Explore a 3D interactive animation of the low-dose CT scan procedure used for lung cancer screening. Learn how this quick scan can help find lung cancer early, when treatment is more likely to be successful.

<https://www.cancer.org/cancer/types/lung-cancer/detection-diagnosis-staging/detection.html>



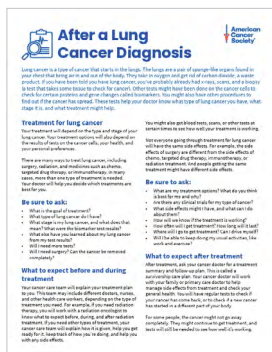
# Lung Cancer Educational Materials



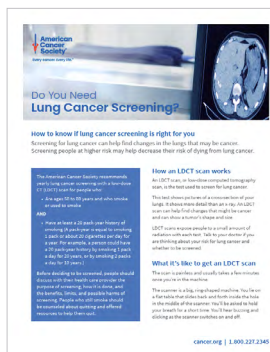
**Tip:** In addition to sharing digital resources with employees, consider having printed copies of the materials available in your workplace.

Here are some easy-to-read American Cancer Society resources that are available to your organization.

## Lung Cancer Facts and Early Detection



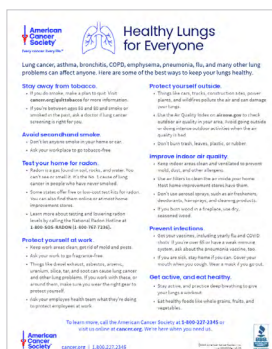
[After a Lung Cancer Diagnosis](#)



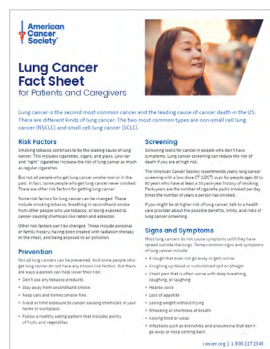
[Do You Need Lung Cancer Screening?](#)



[Finding Lung Cancer Early](#)



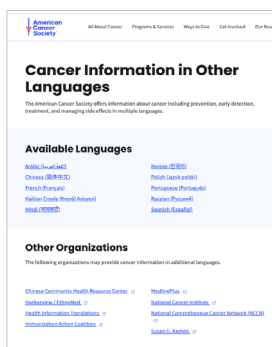
[Healthy Lungs for Everyone](#)



[Lung Cancer Fact Sheet for Patients and Caregivers](#)



[Lung Cancer Screening Decision Aid](#)



[Cancer Information in Other Languages](#)

Visit [cancer.org/materials](https://cancer.org/materials) to print, email, or order educational materials.



# Lung Cancer Educational Materials (cont'd)

## Tobacco Use and Cessation



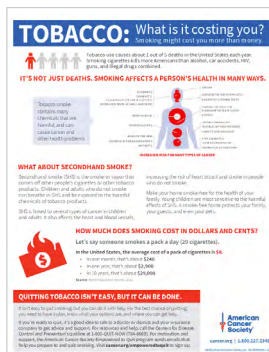
[How to Quit Using Tobacco](#)



[Quitting Tobacco Starts Here](#)



[Tobacco and Cancer Fact Sheet for Patients and Caregivers](#)



[Tobacco: What Is It Costing You?](#)

Visit [cancer.org/materials](https://cancer.org/materials) to print, email, or order educational materials.



# American Cancer Society Resources for People With Cancer



Some of your employees may have cancer or may have a loved one with the disease. You can use these messages to familiarize employees with American Cancer Society [programs and services](#). They can help them through their cancer journey.



Tip: Implement a signup event for employees who may want to [volunteer](#) with the American Cancer Society.

## Message #1

### **The American Cancer Society offers cancer support, whenever you need it.**

Has someone you know been affected by cancer? Support is available through the American Cancer Society®. The organization offers resources to help with:

- [Getting rides to treatment](#)
- [Finding a place to stay during treatment](#)
- [Accessing easy-to-read cancer information](#)
- [Giving guidance to help manage your cancer experience or that of a loved one](#)

When you visit the [American Cancer Society online](#), you have access to free, easy-to-understand [cancer information in 13 languages](#) to help you find the support you need when you need it most. This information is available to help make decisions during diagnosis, treatment, and beyond. Additionally, our 24/7 Cancer Helpline is available to assist in more than 200 languages.

Visit the American Cancer Society website at [cancer.org](#) or call 1-800-227-2345 for more information.

(Source: American Cancer Society)

# American Cancer Society Resources for People With Cancer (cont'd)



Tip: In addition to sharing these resources, consider creating a “buddy” program that allows employees experiencing cancer to support one another.

## Message #2

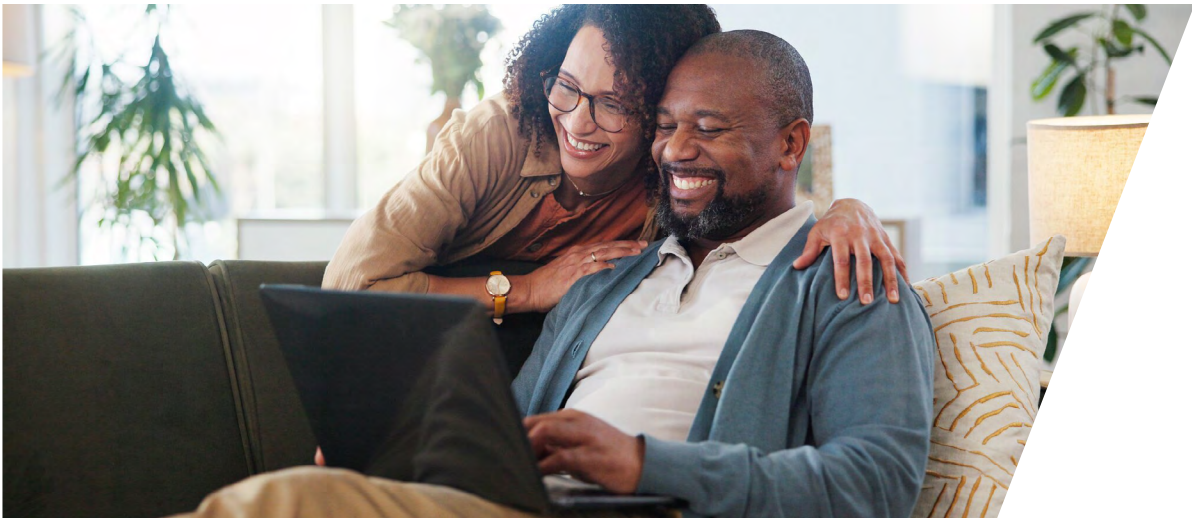
### Connect with the American Cancer Society cancer community.

People with cancer and those who care about them don't have to face their cancer experience alone. Did you know that the American Cancer Society® can help? They offer support programs for people with cancer and provide the information they need throughout their cancer journey:

- [Cancer Survivors Network<sup>SM</sup> \(CSN\)](#): This is a safe online community where survivors and caregivers can share their stories, ask questions, and support each other. With a chatroom and over 40 discussion boards, CSN allows survivors to connect with others who have a similar cancer experience. Visit [csn.cancer.org](https://csn.cancer.org) to find out more.
- [Road To Recovery<sup>®</sup>](#): This program helps ease people with cancer's burden by giving free rides to cancer-related medical appointments. Trained volunteer drivers are happy to pick them up, take them to their appointment, and drop them off at home. Not having a ride shouldn't stand between people with cancer and treatment. Visit [cancer.org/roadtorecovery](https://cancer.org/roadtorecovery) to learn more.
- [Cancer information](#): Caring, trained American Cancer Society helpline specialists can answer questions to empower people with cancer with accurate, up-to-date information to help you make educated health decisions. They can also connect patients, caregivers, and family members with valuable services and resources. Services are provided 365 days a year via a toll-free helpline (1-800-227-2345) in English, Spanish, and more than 200 other languages through a translation service. Additionally, online live chat sessions are available in English on weekdays. Visit [cancer.org/about-us/online-help/contact-us.html](https://cancer.org/about-us/online-help/contact-us.html) for more information.
- [ACS CARES<sup>TM</sup> \(Community Access to Resources, Education, and Support\)](#): This mobile app provides people with cancer and their families curated content, programs, and services to fit their specific cancer journey. Users can access personalized, quality cancer-related information and resources that update as they age, a situation changes, or new information becomes available. Through the app, users can speak directly to American Cancer Society cancer information experts or meet virtually with others who have gone through a similar experience.
- [ACS CancerRisk360<sup>TM</sup>](#): To improve cancer prevention and risk reduction, the American Cancer Society developed the ACS CancerRisk360<sup>TM</sup> platform. This interactive online tool provides a personalized, comprehensive assessment of cancer risk along with resources to empower and enable individuals to help reduce their risk of cancer through healthy lifestyles, regular cancer screening, and genetic counseling and testing direction.

Visit the American Cancer Society website at [cancer.org](https://cancer.org) or call 1-800-227-2345 for more information.

(Source: American Cancer Society)



# Get Involved

The American Cancer Society exists to improve the lives of people with cancer and their families. We invite you and your employees to join us to ensure everyone has a fair and just opportunity to prevent, detect, treat, and survive cancer. You can find all the opportunities near you in [the American Cancer Society Volunteer Community](#).

Name	What they do	What you can do
<a href="#">Road To Recovery®</a>	Provide transportation to treatment and other cancer-related appointments.	<ul style="list-style-type: none"><li>• Become a volunteer driver.</li><li>• Create safety travel kits for volunteer drivers.</li></ul>
<a href="#">Hope Lodge®</a>	Offer free lodging to people facing cancer and their caregiver when treatment is far from home.	<ul style="list-style-type: none"><li>• Help make meals.</li><li>• Provide entertainment.</li><li>• Ensure that guests feel welcome during their stay.</li></ul>
Community events like: <ul style="list-style-type: none"><li>• <a href="#">Relay For Life®</a></li><li>• <a href="#">ResearchHERS: Women Fighting Cancer™</a></li><li>• <a href="#">Men Wear Pink®</a></li><li>• <a href="#">Gold Together</a></li><li>• <a href="#">Making Strides Against Breast Cancer®</a></li></ul>	Promote cancer awareness while engaging in the community.	<ul style="list-style-type: none"><li>• Sign up to lead or join a team.</li><li>• Join a planning committee.</li><li>• Volunteer your time to support an event through a one-day community giveback opportunity.</li></ul>
<a href="#">ACS CARES™</a>	Empower patients throughout their cancer journey by providing information and support through an app.	<ul style="list-style-type: none"><li>• Become a virtual community volunteer and exchange messages via the ACS CARES app with people throughout their cancer journey.</li></ul>

- There are also virtual opportunities to give back:
- [Virtual Challenges](#)
  - [Health Equity Ambassadors](#)
  - [Advocate for Policy Change](#)
  - [Employee Engagement with the American Cancer Society](#)