

'Get Educated!' 2024 Public Awareness Campaign - Press Release

MONDAY, NOVEMBER 11, 2024

Lung Cancer Europe (LuCE) announces the launch of its 2024 awareness campaign, "Get Educated." This is the fourth chapter of the annual Get Checked initiative aimed at challenging perceptions and increasing awareness. This year, LuCE and its member organisations across Europe challenge the stigma associated with lung cancer and educate the public on the realities of living with the disease. The campaign highlights the diverse faces of lung cancer, emphasising that it can affect anyone and underscores the importance of early diagnosis.

CHALLENGING STEREOTYPES

The "Get Educated" campaign addresses misconceptions about lung cancer. Contrary to widespread belief, lung cancer is not limited to older people or those with a history of smoking. The campaign emphasises that lung cancer does not discriminate and that anyone with lungs can develop lung cancer.

"Lung Cancer Awareness Month serves as a vital reminder that lung cancer affects not only smokers, as nearly one in five lung cancer cases occur in individuals who have never smoked," says Debra Montague, Vice President of Lung Cancer Europe. "It's crucial to eliminate the stigma surrounding this disease, as early diagnosis and treatment can significantly improve outcomes for all individuals, regardless of their smoking history. We must advocate for awareness, educate ourselves on the symptoms, and encourage everyone to seek medical attention without fear or shame."

CAMPAIGN HIGHLIGHTS

The "Get Educated" campaign will run through Lung Cancer Awareness Month into December, featuring social media posts, videos, and calls to action to boost public knowledge about lung cancer. Key focuses include:

- *Challenging outdated attitudes:* We are challenging perceptions of lung cancer and addressing the stigma associated with it.
- *Lung Cancer Knows No Boundaries:* Lung cancer affects individuals from all demographics—cultures, nationalities, and age groups.
- *Dispelling common myths:* We are challenging the idea that lung cancer mainly impacts older men. The reality is anyone can develop lung cancer.

JOIN US IN RAISING AWARENESS

The Get Educated campaign will feature weekly themed posts, showcasing images and videos contributed by members from the lung cancer community across Europe. These posts will address key questions like, "Can you describe someone with lung cancer?" and "How is lung cancer diagnosed?"

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For more information and resources, visit the Get Checked website, getchecked.eu, where visitors can learn more about lung cancer risk factors, symptoms, and diagnostic pathways.

WHO IS LUNG CANCER EUROPE?

Lung Cancer Europe (LuCE) is the voice of Europeans impacted by or at risk of lung cancer. We collaborate with stakeholders to destigmatise the disease and ensure that everyone achieves the best possible outcomes. We empower members to ensure strong and effective lung cancer patient advocacy across Europe.

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Lung Cancer Europe
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#GetEducated #GetChecked #LungCancerAwareness

WHO HAS ENDORSED THIS INITIATIVE?

This initiative has been endorsed by the European Respiratory Society, the European Lung Foundation, Lungs Europe, and the European Patients Forum.

