



**LUNG CANCER
RESEARCH
FOUNDATION**
Living. Breathing. Science.

Dear PSA Director,

Lung cancer is the leading cause of cancer-related deaths in the United States; one in 16 Americans will be diagnosed with lung cancer at some point in their lives. Although research has improved treatment choices and improved survival rates, the 5-year survival rate for lung cancer is 27%. Put another way, only about 1 in 4 people who are diagnosed with lung cancer will live for 5 years beyond diagnosis, on average.

Black and Hispanic/Latino Americans have significantly more serious outcomes for a variety of reasons: diagnosis at later stages, which makes the disease harder to treat, and increases mortality rates; barriers to access to care – both at the time of diagnosis and throughout treatment, making treatment adherence more difficult; as well as socio-economic factors such as being underinsured or uninsured. These populations are at greater risk due to lack of information, as well, leading to suppressed screening rates for eligible individuals.

The Lung Cancer Research Foundation (LCRF) is working to change this by raising awareness in the Black and Hispanic/Latino communities of risks, symptoms, and the benefits of early detection through screening.

Our PSAs, one featuring the lung cancer story of Olympic great, Jesse Owens, as told by his grandson; and the heartfelt appeal to know the risks of lung cancer and get screened by renowned actor, Esai Morales, are available in :30 and :60 lengths.

These spots are evergreen, and because lung cancer is a serious condition that is on the rise with young people, we encourage you to include them year-round in your PSA rotation.

Many thanks for your support of this awareness campaign.

Sincerely,

Sheila Sullivan

Senior Director, Marketing & Communications
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