



NATIONAL LUNG CANCER ROUNDTABLE

CAMPAIGN TO END LUNG CANCER STIGMA

Overview of Campaign, Summit and Future Plans

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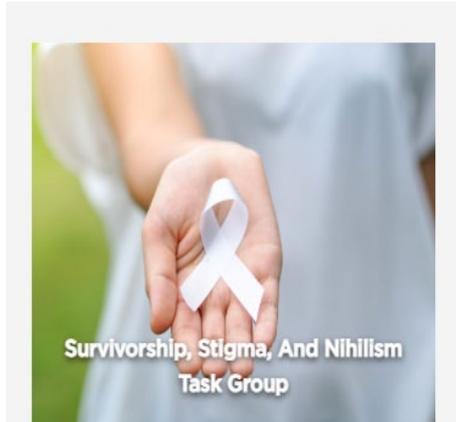


History of Campaign to End Lung Cancer



**NATIONAL
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ROUNDTABLE**

Launched by the ACS in 2018 to address the burden of lung cancer and expand lung cancer survivorship



Paneled in 2019 as an additional NLCRT Task Group



Launched in 2020 as a cross-cutting initiative led by the SSN Task Group



NLCRT Lung Cancer Stigma Initiative

Strategic Plan Development

- Eliminating lung cancer stigma is essential across the continuum of care to achieve the NLCRT goal of *“lowering the impact of lung cancer through prevention, early detection, and the assurance of optimal diagnosis & therapy”*
- We will accomplish our goal through coordinated leadership, strategic planning, advocacy, action and collaboration

Stigma Summit

February 27-28, 2020

Atlanta

<https://vimeo.com/395837313>



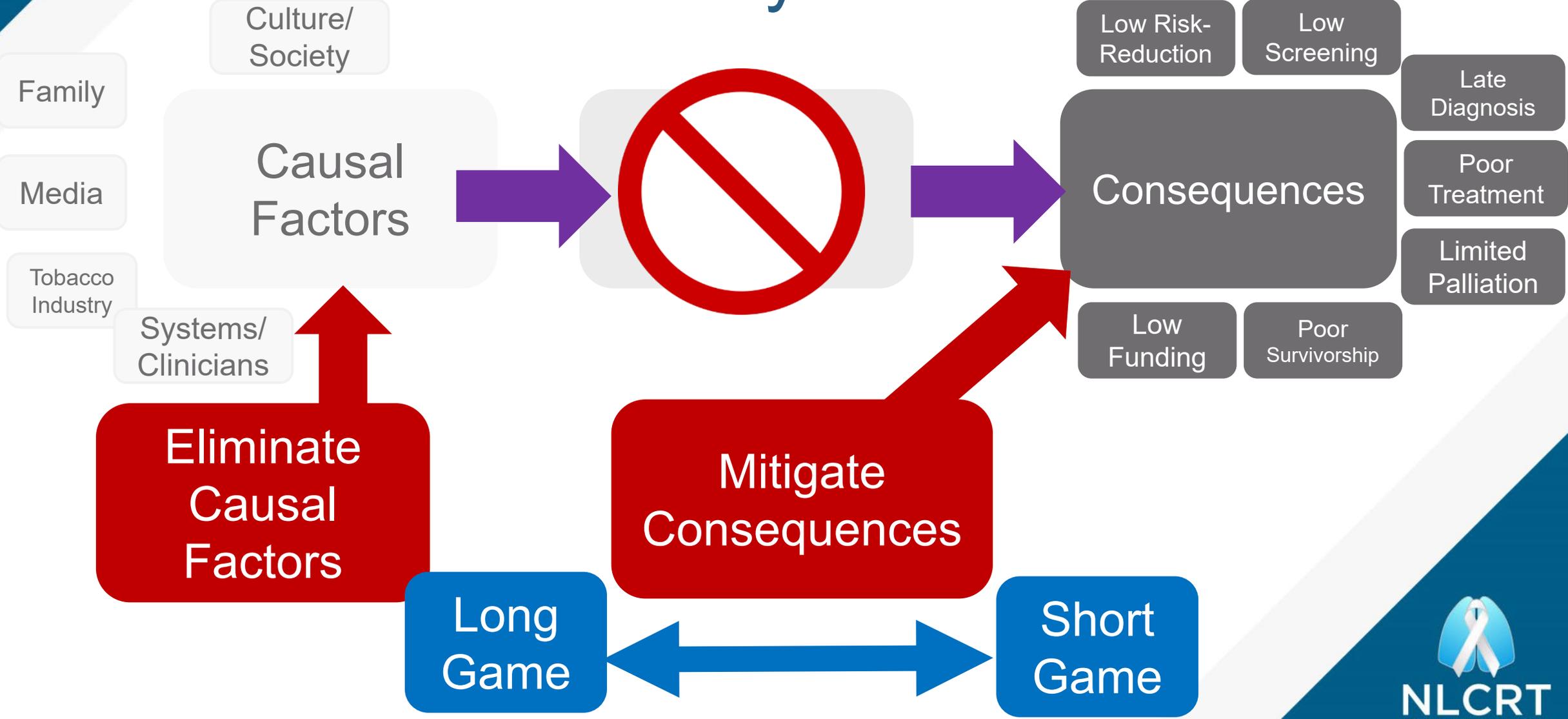
What is Lung Cancer Stigma?

“...a cognitive, affective, and/or social experience and internalization of real or anticipated negative appraisal, devaluation, distancing, and discrimination by others attributable to an assumed or actual history of smoking, lung cancer risk, or lung cancer diagnosis, impeding progress in lung cancer prevention and control.”



(Working definition adopted by the Campaign to End Lung Cancer Stigma)

Lung Cancer Stigma Pathway Model



NLCRT Lung Cancer Stigma Campaign Development



Big Measurable Goal

Nationally-representative, population-based estimate of lung cancer stigma (survey).

Mission

The NLCRT Lung Cancer Stigma Initiative is an interdisciplinary group of stakeholder organizations working to end lung cancer stigma and improve lung cancer outcomes.

Core Beliefs and Themes

Lung cancer stigma adversely impacts each component of the lung cancer control continuum across all groups within the lung cancer community and beyond. Lung cancer stigma impedes access to and utilization of...

1. evidence-based tobacco prevention and treatment.
2. high quality lung cancer screening
3. optimal diagnostic and treatment
4. survivorship support and palliative care
5. end-of-life and bereavement care

Efforts to end lung cancer stigma will be based on themes of urgency, empathy, and optimism.

Goal 1	Measurable Objectives	Strategies
 Reframe Lung Cancer new message/engage media (cross-cutting)	# of messaging materials developed	<ol style="list-style-type: none"> 1. Create and implement a national campaign addressing lung cancer stigma using identified themes in partnership with national media experts. 2. Infuse themes (urgency, empathy, optimism) and imagery throughout all strategies and promote to NLCRT member orgs. 3. Provide media training for advocates incorporating new messaging.
	# of messaging materials delivered	
	Measurable impact of specific materials	
Goal 2	Measurable Objectives	Strategies
 Improve Survivorship	# of resources developed	<ol style="list-style-type: none"> 1. Create a culture of survivorship by raising awareness, establishing empathic, person-centered LC survivorship care guidelines (e.g., surveillance, screening, distress, behavior change, risk reduction), and facilitating implementation of guidelines. 2. Support low-dose CT implementation (normalizing informed screening). 3. Increase comprehensive biomarker testing for lung cancer patients. 4. Promote access to and awareness of clinical trials.
	# of resources delivered	
	Measurable impact of resources	
Goal 3	Measurable Objectives	
 Enhance Understanding and Empathy	# of education and training materials developed	<ol style="list-style-type: none"> 1. Create and promote a stigma biopsy toolkit and process to eliminate stigma from LC and tobacco-related education, training, and outreach. 2. Create and implement an anti-stigma core curriculum for health professions, prof education, continuing ed, professional conferences. 3. Develop a speaker's bureau and slide decks to help organizations reflect on and address LC stigma. 4. Partner with other organizations that address stigma issues for best practice exchange and mutually beneficial collaboration (intersectional).
	# of education and training materials delivered	
	Measurable impact of education and training materials	
Goal 4	Measurable Objectives	
 Amplify and Expand Research	# of resources materials developed	<ol style="list-style-type: none"> 1. Conduct a LC research portfolio evaluation regarding breadth and depth of LC research by federal funding organizations. 2. Adopt a strengths-based approach to amplify and expand research. 3. Create a novel resource and additional messages for advocates and those who engage legislators and decision makers.
	# of resources and materials delivered	
	Measurable impact of resources and materials	

Lung Cancer Stigma: What Can We Do?

Transitioning from Development to Action

Intervention
Development

Implementation
and Evaluation



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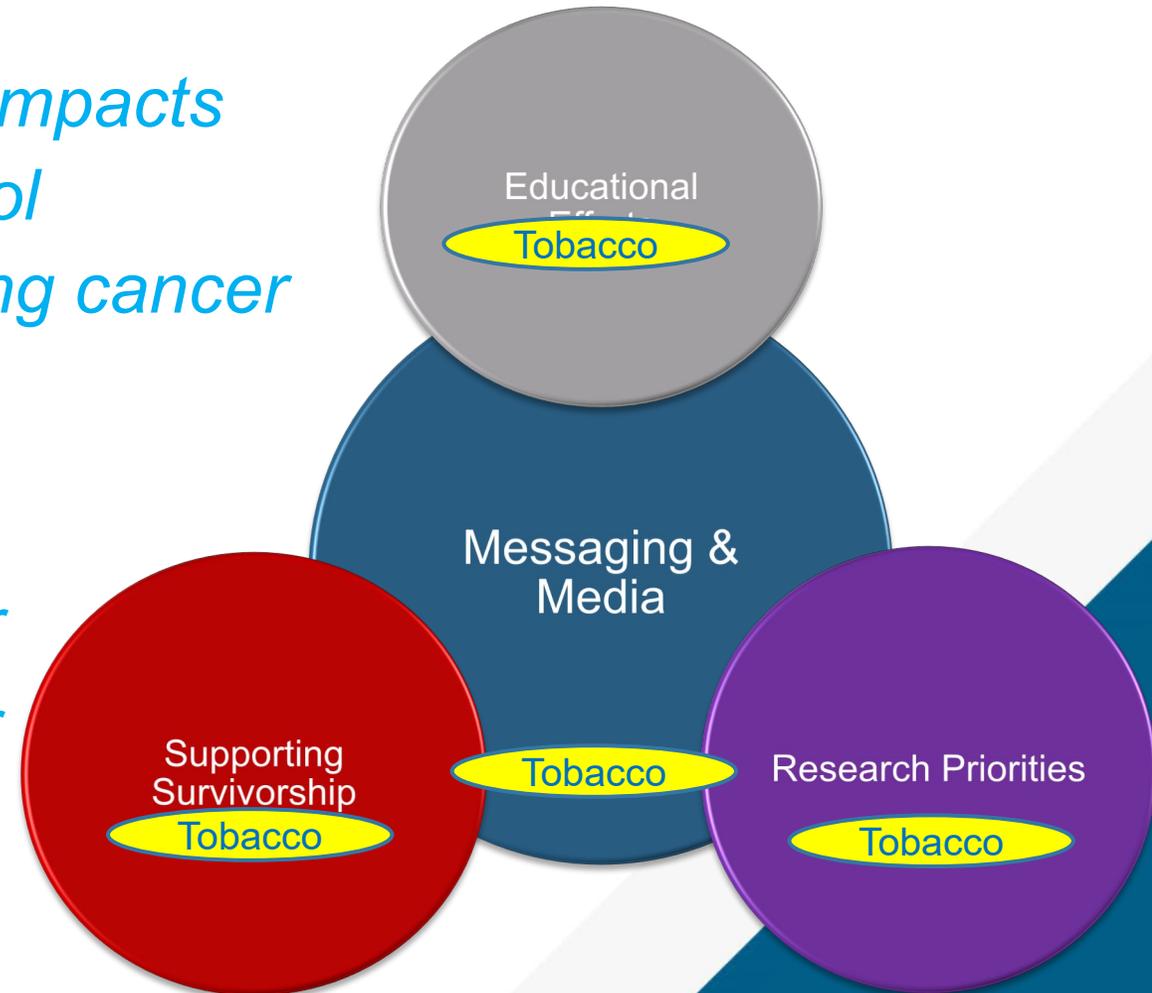
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Position: *Lung cancer stigma adversely impacts each component of the lung cancer control continuum across all groups within the lung cancer community and beyond.*

Mission: *The Campaign is an interdisciplinary effort among stakeholder organizations working to end lung cancer stigma and improve lung cancer outcomes.*





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- **Develop tools and strategies** for individuals, groups, and organizations to prevent, confront, mitigate, and extinguish the causes and consequences of lung cancer stigma.
- A **combination of efforts** to prevent emergence while also mitigating the consequences of lung cancer stigma
- **Central component** of messaging and imagery
 - Messaging themes: **urgency**, **empathy**, and **optimism**
 - Imagery and stories (personalize the experience of living with lung cancer)

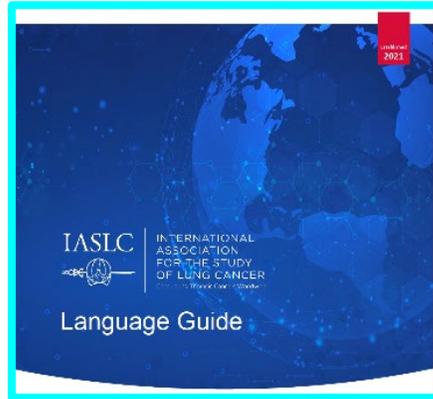


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Lung Cancer Stigma Federation

- Organize collaborative of engaged partners with NLCRT Support
- Working together to decrease redundancy and increase efficacy and effectiveness of efforts
- Creating a repository of resources (web-based, downloadable, trackable)
- Actively working to disseminate evidence-based practices addressing lung cancer stigma

Planned Intervention Development



- IASLC Language Guide
- Stigma Biopsy
- Media Training
- Empathic Communications
- Screen Your Lungs Campaign
- CHEST CE Clinical Outreach
- Lung Cancer Stigma Science Summit
- Media Campaign

Explore a Lung Cancer Stigma Science Summit

- Advocacy groups, survivors, and community have largely led the effort to address lung cancer stigma
- In other stigmatized health conditions, there has been greater investment in science to inform intervention design and testing
- Explore opportunities to engage the National Cancer Institute and other funders to increase lung cancer stigma research focused on translation into effective intervention work

Explore a Lung Cancer Stigma Science Summit

- Discuss R13 conference grant with NCI program staff
- ACS-NLCRT has pledged support for conference
- Highlight best science and ongoing investigations
- Consider science from other health domains
- Establish a Lung Cancer Stigma Research Agenda
- Rally support for additional research investment

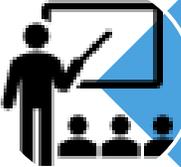
Next Steps



Reframe Lung Cancer



Improve Survivorship

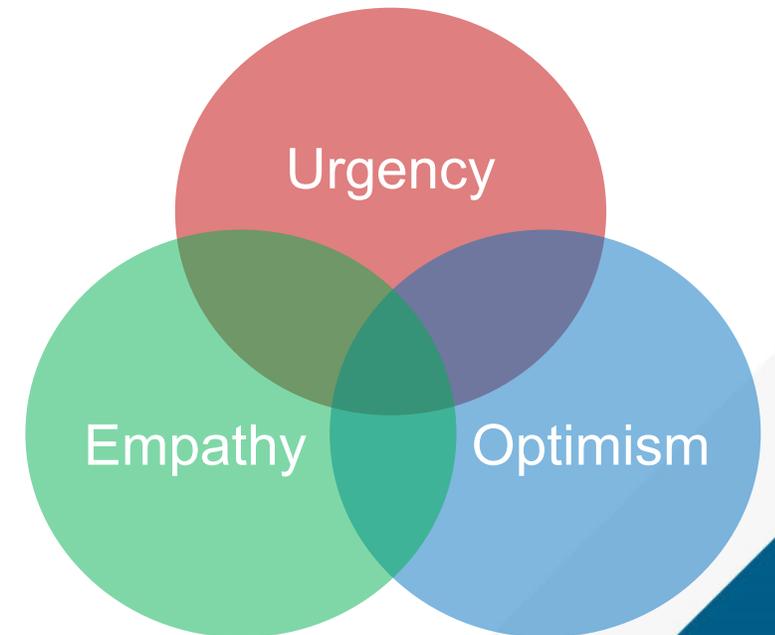


Enhance Understanding and Empathy



Amplify and Expand Research

Overarching Themes





Reframe Lung Cancer

- National Media Campaign featuring urgency, empathy, optimism
- Develop a set of materials to be used at local, regional, national levels
- Conduct media training for advocates (and the broader lung cancer community) in support of themes and campaign





Improve Survivorship

- Support access to high quality lung cancer screening
- Facilitate implementation of broader biomarker testing
- Encourage development of survivorship care programs for individuals facing lung cancer (develop a LC-specific survivorship care guideline)
- Expand accessibility of clinical trials
- Expand consideration of compassionate tobacco treatment in the oncology setting



Enhance Understanding and Empathy



- Generate educational materials that embed urgency, empathy, optimism at every level
- Develop anti-stigma core curriculum clinician education distributed across disciplines
- The Lung Cancer Stigma Biopsy Toolkit: definition, assessment, change (Build on the IASLC Language Guide)
- Achieve threading/themes at conferences addressing stigma
 - Emphasize opportunities to address broader audience/less “preaching to the choir”

<https://www.iaslc.org/IASLCLanguageGuide>



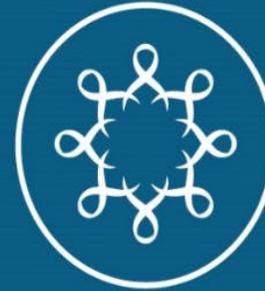
Amplify and Expand Research

- 1) Conduct a ***funding portfolio analysis*** regarding the ***depth*** (funding levels) and ***breadth*** (scope of funding areas across cancer prevention and control continuum)

- 2) Develop a novel, ***strengths-based advocacy approach*** to engage decision makers and policy makers
 - Integrate themes
 - Emphasize scope (novel areas, not just basic and clinical research)
 - Symptom Science
 - Behavioral Science
 - Implementation Science



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