GLOBAL LCAM COALITION

2022 Annual Report



The Global Lung Cancer Awareness Month (LCAM) Coalition began 2022 with two core goals:

- Expand our international footprint
- Broaden our outreach to increase lung cancer awareness

We achieved both these objectives. A total of 13 new partners from four regions joined the Coalition. In addition, we executed two digital media awareness campaigns that covered eight countries across five continents.

While we made strides in fostering lung cancer awareness, the global challenge around this disease remains clear. We need more screening and early detection. We need more research. And we need more and better treatment options to increase the quality of life for people living with lung cancer.

Lung Cancer Europe's 7th Report on Lung Cancer found that 19.9% of people waited over a month after experiencing symptoms to get in to see their primary care doctor; once diagnosed, 43.2% did not receive treatment within that first month after diagnosis. The American Lung Association's 2022 State of Lung Cancer report found that, although lung cancer screening saves lives, only 5.8% of the more than 14 million people eligible in the U.S. were screened in 2021. Addressing significant racial disparities in diagnosis, treatment and survival only add to our challenge in confronting this disease.

That's why increasing awareness about lung cancer and how we can change the trajectory of the disease is critical—during Lung Cancer Awareness Month and all year round.

Thank you to our Global LCAM Coalition partners for the work you do every day to support and advocate for people with lung cancer and their families. Thank you to the global lung cancer community for your tireless efforts to spread the word and demand more. And thank you to our sponsors for supporting our work in building global awareness and shining a light on this disease.

Together, we can make a difference.

Daria Steigman Director, Global LCAM Coalition



2022 Highlights

In 2022, we took steps to expand our Coalition and our outreach.

- Updated logo to better reflect our global reach
- New digital shareable resources in French, Italian, Portuguese and Spanish
- 13 new members in four regions (Africa, Europe, North America, South America)
- Summer digital media campaigns in Brazil and South Africa
- Lung Cancer Awareness Month digital and social media campaigns in six countries in three regions (Europe, North America, Asia-Pacific)





New Members in 2022

Africa

- Campaigning for Cancer (South Africa)
- Move Against Cancer Africa (*Nigeria*)

Europe

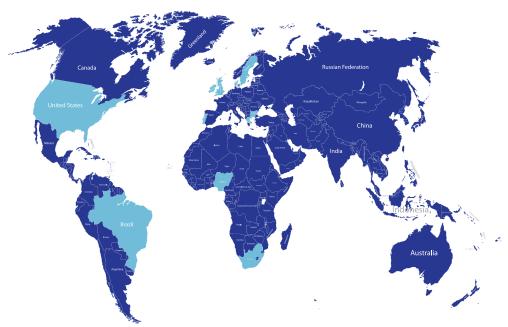
- Association of Cancer Patients and Friends (Bulgaria)
- FairLife Lung Cancer Care (Greece)
- Irish Cancer Society (Ireland)
- Lung Cancer Europe
- Lungcancer Foreningen (Sweden)
- Patientforeningen Lungekraeft
 (Denmark)
- Pulmonale (Portugal)
- Roy Castle Lung Cancer Foundation
 (UK)

North America

- Lung Cancer Connection (US)
- National Lung Cancer Roundtable (US)

South America

• Instituto Oncoguia (Brazil)



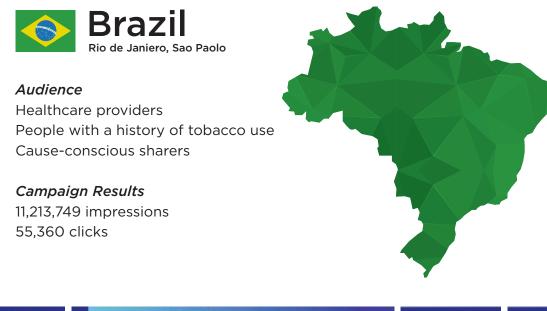


2022 Results

Summer Lung Cancer Awareness Campaign – Brazil and South Africa

The Global LCAM Coalition ran six-week lung cancer awareness campaigns in Brazil and South Africa. The campaign featured a mix of display ads, native advertising and video. The goal was to build awareness and drive people to campaign landing pages on lcam.org, where people could find more shareable facts about lung cancer.

The Brazilian campaign featured our first non-English campaign—in a country where an estimated 30,000 people will be diagnosed with lung cancer each year. While the incidence of lung cancer is much lower in South Africa, the country has cancer rates that are twice that of the rest of the continent.







2022 Results (continued)





Key Takeaways

- General audiences widely outperformed healthcare providers.
- Users showed significant interest in lung cancer awareness content, but did not choose to share through their social media channels.

Both findings informed out Lung Cancer Awareness Month campaign strategy and tactics.



2022 Results

Lung Cancer Awareness Month Campaign – Three Regions, Six Countries

The Global LCAM Coalition ran an English-language campaign for lung cancer awareness month targeted to people with a history of tobacco use and cause-conscious sharers. A key goal was to meet people where they are: enabling them to like, comment and share facts about lung cancer directly from the ads.

The campaign featured a mix of tactics:

- Digital display ads in the United States
- Interactive ads primarily in the U.S. market (based on availability and inventory)
- Social media advertising (primarily Facebook) in Australia, Canada, Ireland, New Zealand, the U.S. and the United Kingdom

As with social media advertising, interactive ads allow users to share facts about lung cancer directly to Facebook and Twitter. Our interactive ads also enabled users to click through to LCAM.org to learn more.



Examples of our interactive ads.

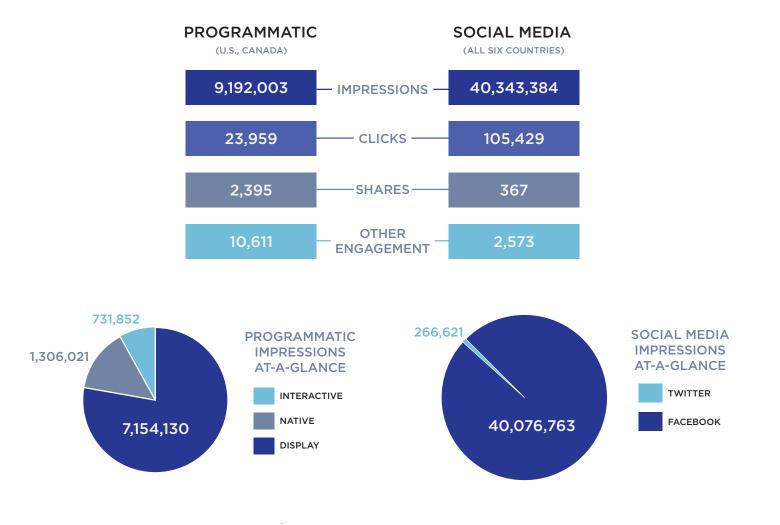


2022 Results (continued)

Key Takeaways

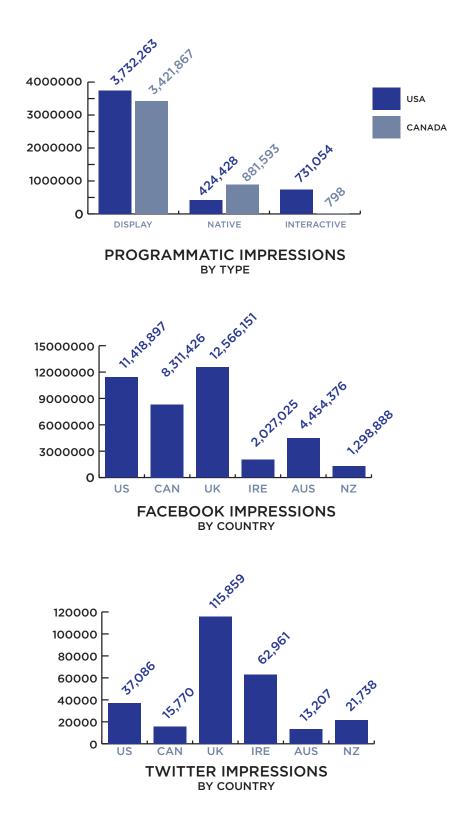
- Interactive ads, while only available in a few markets, are very effective.
- Social media influencers / content sharers are key audiences, clicking through most often on the interactive ads.
- Healthcare audiences were most receptive to our campaign messages.
- Most social media comments were people wanting to share their story about their experience with lung cancer.

Top Line Results





2022 Results (continued)





2022 Results (continued)



This ad garnered the most comments, likes and shares.



A sampling of the comments and conversation.





Our Sponsors

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