



**LCAM**  
COALITION

# 2023 Annual Report

**January 2024**

[lcam.org](http://lcam.org)

LCAM Coalition took steps in 2023 to expand our reach and our impact. We brought our message of lung cancer awareness to five continents, amplifying the good work that is being done by our partners and others while spreading the word about early detection.

Our core rallying cry this year was that *lung cancer screening could save someone you love*. While low-dose CT screening remains the most important tool for early detection, at the start of 2023 only seven countries had national programs. In September, England began to roll out its program—bringing the number of national programs globally to eight. Australia announced in May that it will roll out a new program by July 2025. As our new screening video asks: *Who Will be Next?*

This year we held our first live event, *Coming Together Globally to Combat Stigma*, where we participated in GO2 for Lung Cancer’s Living Room Expert Speaker Series. Campaigning for Cancer’s CEO Lauren Pretorius succinctly summed up the challenge when she said that in some places in South Africa, “it’s better and more acceptable to be diagnosed with tuberculosis or HIV than it is lung cancer.” If we are to make lasting progress in ensuring access to quality care from diagnosis to survivorship, then we must find ways to talk about and combat this stigma.

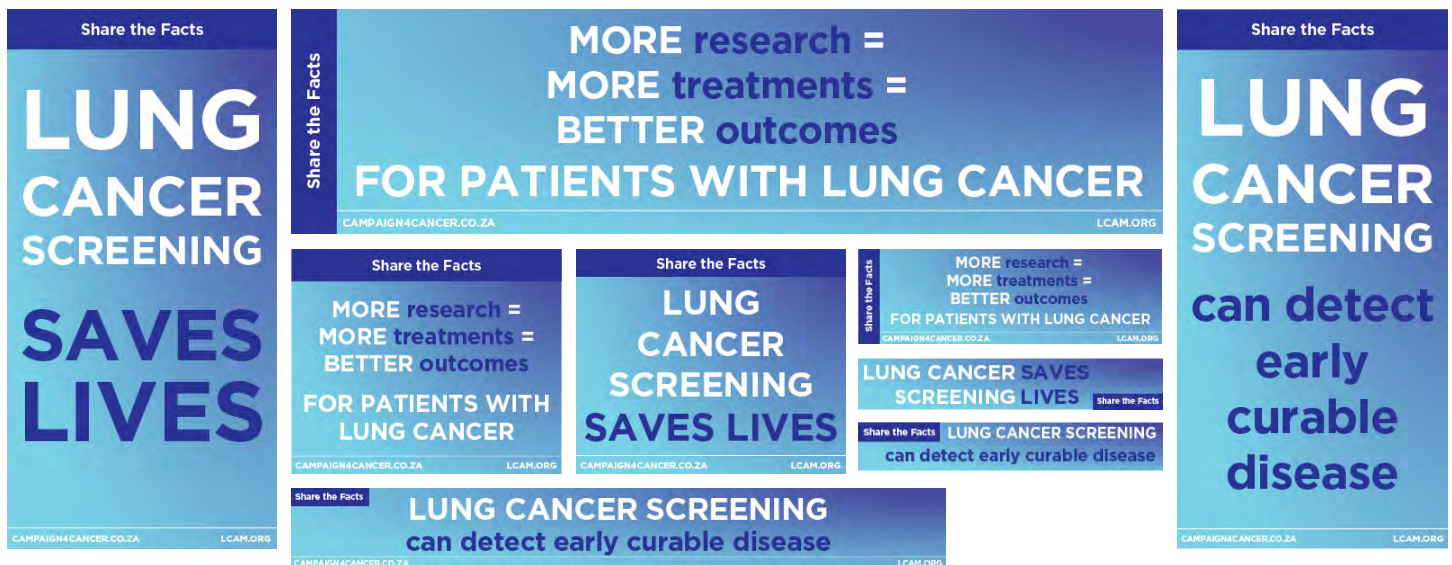
Thank you to our LCAM Coalition partners for the work you do every day to support and advocate for people with lung cancer and their families. Thank you to the global lung cancer community for your tireless efforts to spread the word and demand more. And thank you to our sponsors for supporting our work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

Together, we can make a difference.

Daria Steigman  
*Director, LCAM Coalition*

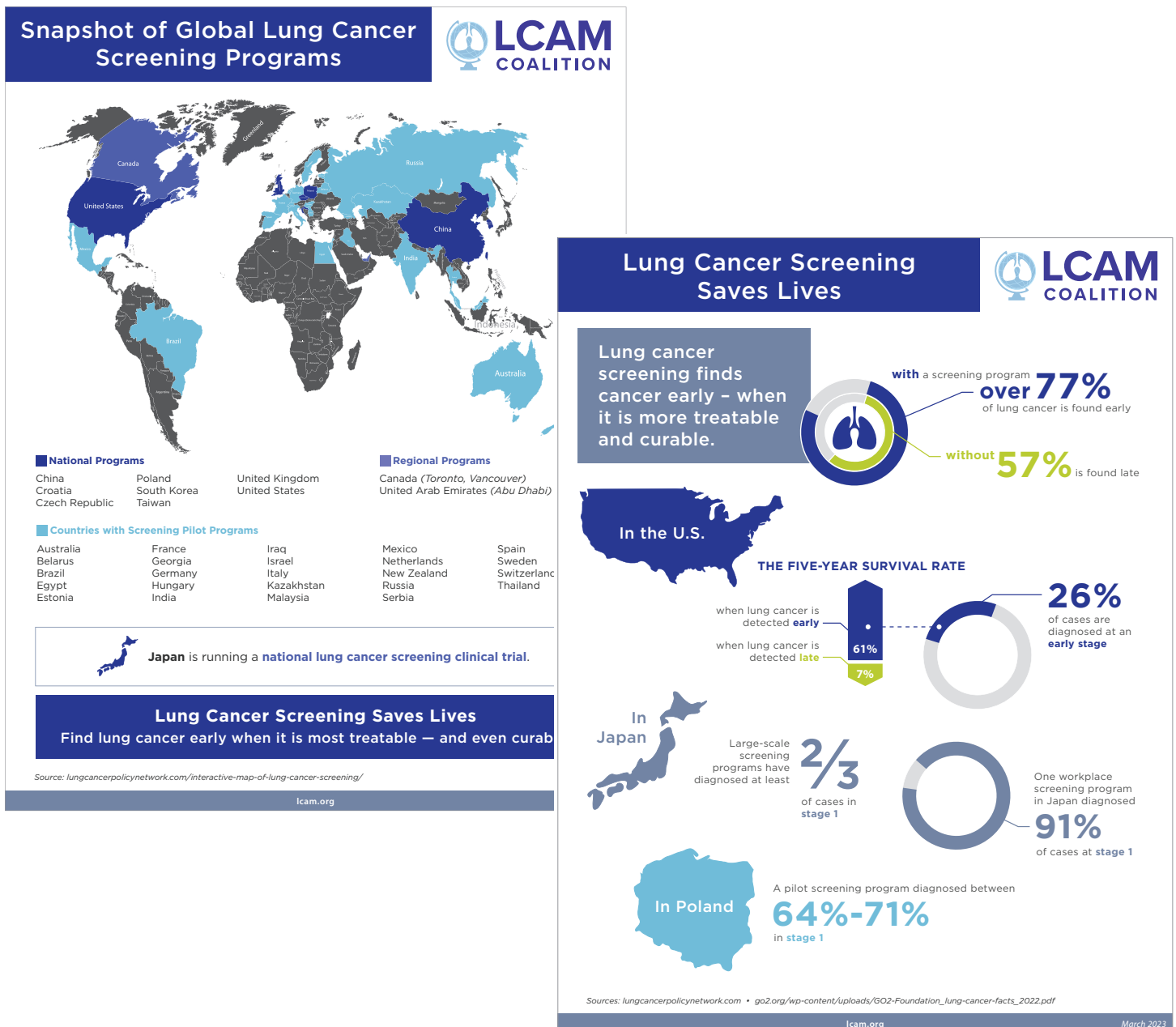
## 2023 Highlights

- New digital resources on lung cancer screening
- Summer digital and social media campaigns (Brazil, Australia, New Zealand)
- Fall digital and social media campaigns (Ireland, United Kingdom, United States)
- Lung Cancer Awareness Month mini social media campaign in India
- First LCAM Coalition live event, *Coming Together Globally to Combat Stigma*



## Resources: Lung Cancer Screening

One of LCAM Coalition's key 2023 goals was to expand the resources available on [lcam.org](https://lcam.org) beyond its shareable social media resources. The new resources include infographics, videos, and links to more information about lung cancer screening in select countries/regions and include facts and figures about lung cancer screening.



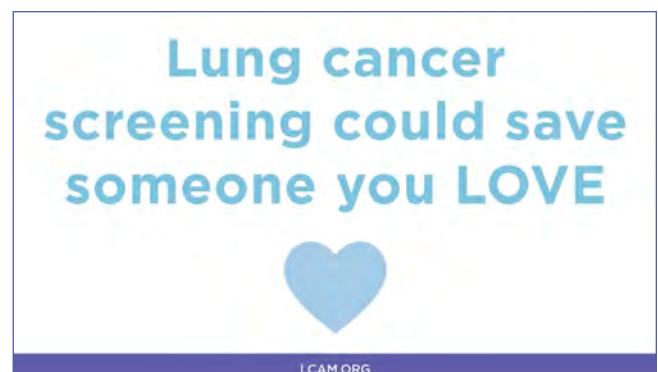
## Overview: Lung Cancer Awareness Campaigns

LCAM Coalition ran campaigns in Brazil, Australia, and New Zealand in the second quarter of 2023 and in Ireland, the United Kingdom, and the United States in the fourth quarter.

The six campaigns were extremely successful — and LCAM Coalition reached millions of people with messages about awareness and how *“lung cancer screening can save someone you love.”* LCAM Coalition interacted with comments to build the engaged audience - as seen through video completion rates, engagement rates, shares, and the robust comments on social media ads from people with questions about lung cancer symptoms and screenings, and people sharing their personal stories. LCAM Coalition answered comments in order to build the engaged audience.

In addition to amplifying the message that anyone with lungs can get lung cancer, the campaigns were designed to build awareness about the importance of lung cancer screening. LCAM Coalition met people where they were, enabling them to like, comment and share facts about lung cancer directly from the ads. As with social media advertising, some interactive ads allowed users to share facts about lung cancer directly to Facebook and others asked people to follow the LCAM Coalition Facebook page — leading to an increase of almost 1,000 new followers this year. Many of the interactive ads also enabled users to click through to [lcam.org](https://lcam.org) to learn more.

Each campaign featured a mix of tactics, including digital display ads, native ads (English-language only), social media advertising and interactive ads. Each campaign featured one country-specific interactive screening ad. Australia announced its new lung cancer screening program as the ad campaign began, and England started to roll out its program around the time that the LCAM Coalition’s campaign launched in that country. As a result, the LCAM Coalition was able to educate people in Australia and England about lung cancer screening and inform them about the new programs.



## Spring/Summer 2023: Brazil, Australia, New Zealand

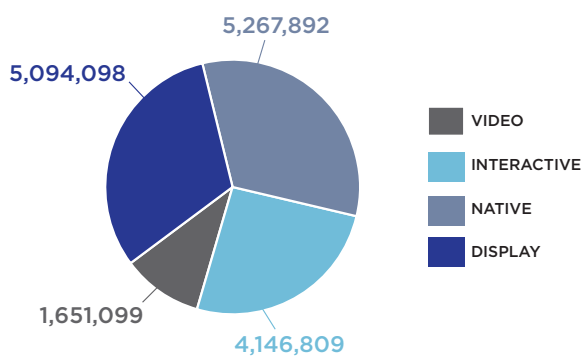
LCAM Coalition's Spring/Summer campaign reached millions of people. The engagement rates for the interactive ads in Australia (21.59%) and Brazil (30.35%) were significantly higher than the industry benchmark (15.47%). New Zealand (13.62%) was slightly lower than average, which can be attributed to its smaller population size.

The videos also resonated with viewers. The Coalition's 15-second screening ads had an 83.23% completion rate, on par with the industry standard for programmatic digital ads. The 30-second "There is Hope" ad had an average 65.07% completion rate.

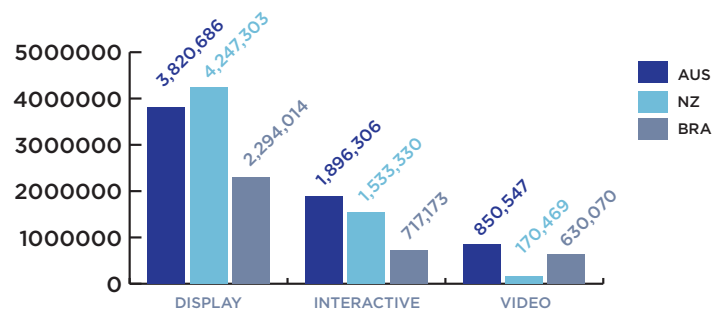


Spring/Summer 2023: Brazil, Australia, New Zealand (cont'd)

Top Line Results



PROGRAMMATIC IMPRESSIONS  
AT-A-GLANCE



PROGRAMMATIC IMPRESSIONS  
BY TYPE

SOCIAL MEDIA  
(AUS/NZ)

28,346,480

IMPRESSIONS

99,789

CLICKS

517

SHARES

1,082,118

POST  
ENGAGEMENT

1,082,125

PAGE  
ENGAGEMENT

SOCIAL MEDIA  
(BRAZIL)

110,016,933

456,798

1,513

9,935,980

9,935,984

## Spring/Summer 2023: Brazil, Australia, New Zealand (cont'd)



Marli Brocanelo  
Mais informações

...

See translation 12w



Author

Global Lung Cancer Awareness Month Coalition

Marli Brocanelo Lourdes Gouveia Coelho Temos uma página com mais informações compartilháveis aqui: <https://lcam.org/shareables-portuguese/>

Nosso parceiro da LCAM Coalition, Instituto Oncoguia, também tem muitas informações em seu site: <http://www.oncoguia.org.br/>



LCAM.ORG  
Shareables Portuguese



Mary-Therese Gorman

Great idea. Mine was found early during an artery CT Scan. Hopefully all clear after an upper lobectomy. Remember non smokers get lung cancer too, if you can get a scan do it.

5w



Author

Global Lung Cancer Awareness Month Coalition

Mary-Therese Gorman 🙌 that you're all clear. And, yes, you make an important point that anyone can get lung cancer -- and that everyone should be treated with empathy and love.

5w



Raquel Pugliese

Onde fazermos esse exame,grata boa noite

...

See translation 8w



Author

Global Lung Cancer Awareness Month Coalition

Raquel Pugliese Infelizmente, o Brasil ainda não possui um programa nacional de rastreamento do câncer de pulmão. Há um estudo envolvendo triagem móvel em áreas de difícil acesso no nordeste do Brasil, e esperamos que ajude a informar um programa nacional.

Converse com seu médico sobre suas opções - e eduque-o de que o rastreamento do câncer de pulmão existe e é uma ferramenta importante para a detecção precoce.

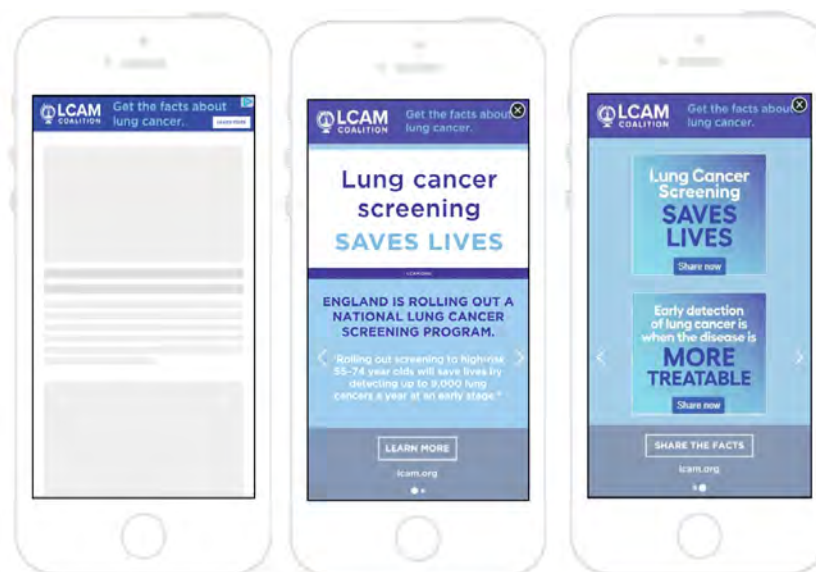
8w



## Fall 2023: Ireland, United Kingdom, United States

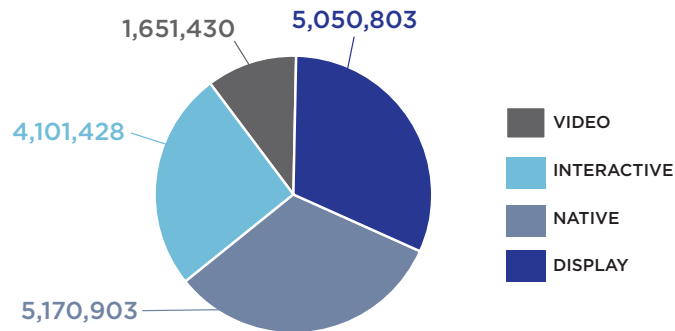
While the Coalition ran digital media campaigns across Ireland, the United States, and the United Kingdom, we ran unique interactive ads in different markets. This included an interactive ad in England raising awareness about the rollout of the new lung cancer screening program. That ad had an engagement rate of 25.04%, significantly higher than the industry benchmark (15.47%). Indeed, all the interactive ads performed well-above benchmark.

The videos also continued to resonate with viewers. The 15-second screening ad had an 93.28% completion rate and the 30-second “There is Hope” ad had an average 91.99% completion rate.



## Fall 2023: Ireland, United Kingdom, United States (cont'd)

### Top Line Results




### PROGRAMMATIC IMPRESSIONS AT-A-GLANCE


### SOCIAL MEDIA PERFORMANCE AT-A-GLANCE

	IRELAND	UK (w/o ENGLAND)	UK (ENGLAND)	US
IMPRESSIONS	4,104,740	3,061,237	12,853,011	13,315,676
CLICKS	78,943	78,159	367,240	138,947
SHARES	203	181	1,093	429
COMMENTS	160	248	1,518	253
POST ENGAGEMENT	118,864	111,540	648,469	439,876
VIDEO PLAYS	8,174	6,851	47,065	33,456


## Fall 2023: Ireland, United Kingdom, United States (cont'd)

 **Cliff Weier**  
Had a scan for something unrelated and found a tumor in my right upper lobe. Several specialist appointments later and a lobectomy, i am now on the mend. Lung Cancer was not even on my radar, I was lucky that a radiologist recognised it in the corner of the CT Scan and recommended another scan. So many other stories of incidental finds


10w


 **Author**  
Global Lung Cancer Awareness Month Coalition  
[Cliff Weier](#) We're so glad you had a good radiologist who spotted your lung cancer early -- and that you're now on the mend.


9w

 **Mary Villarreal**  
Would like to know more on this?


4d

 **Author**  
Global Lung Cancer Awareness Month Coalition  
[Mary Villarreal](#) Our website at [lcam.org](https://lcam.org) has a list of partner advocacy organizations in different countries. LCAM Coalition partner GO2 for Lung Cancer, for example, is a great source for more information on screening in the US (<https://go2.org/risk-ea...> See more

 **LCAM.ORG**  
Welcome to LCAM - Lung Cancer Awareness Month

 **Carole Knowles**  
It took 15 weeks for them to tell me I have lung Cancer. That was 7 years ago .

3w

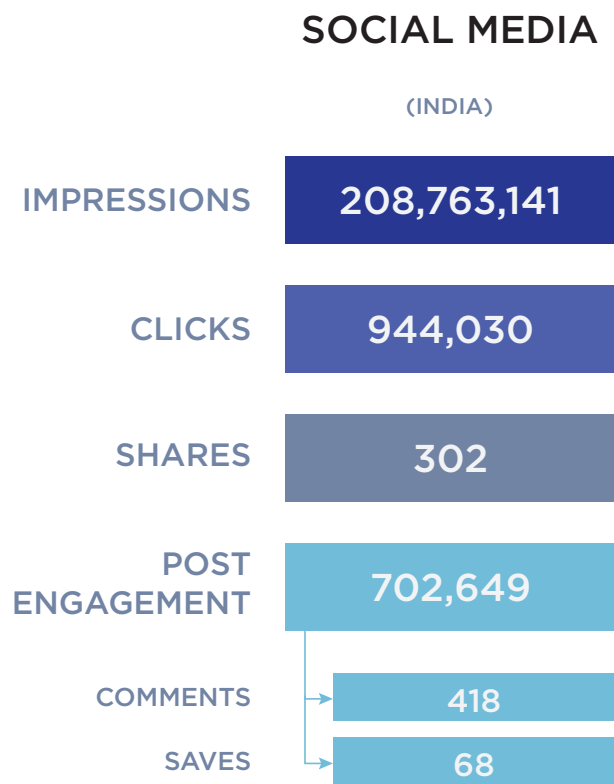
 **Author**  
Global Lung Cancer Awareness Month Coalition  
[Carole Knowles](#) We're so sorry you were diagnosed with lung cancer, but very glad that had a care plan that has worked for you.

3w

## Short Facebook Campaign: India

LCAM Coalition ran a Facebook campaign across India from November 1-15 to build awareness about and drive interest in attending the Coalition’s live event on lung cancer stigma. The number one international audience for GO2 for Lung Cancer’s monthly Living Room series is in India. Generating awareness about this event amplified a valuable resource for people impacted by lung cancer in that country.

The 15-day campaign reached nearly 210 million people, generating more than 700,000 post engagements and 302 unique shares.



## Short Facebook Campaign: India (cont'd)



Arthur Pazo  
Why is lung cancer a stigma?

3w



Author

Global Lung Cancer Awareness Month Coalition

[Arthur Pazo](#) Good question. It's the way people are made to feel bad or to be "blamed" for their cancer diagnosis. For example, asking someone whether they smoked is a form of stigma. Some lung cancer patients do not want to tell people they have lung cancer because they don't want the judgment that too often follows that statement.

3w



Abdul Qayoom Shah  
What is the screening test to detect lung cancer early

2w



Author

Global Lung Cancer Awareness Month Coalition

[Abdul Qayoom Shah](#) The current best practice is a low-dose CT scan.

2w

## Live Event: *Coming Together Globally to Combat Stigma*

On November 16, as part of Lung Cancer Awareness Month activities, LCAM Coalition convened an international panel of speakers to discuss the global challenges of lung cancer stigma. The event, held in partnership with LCAM Coalition partner GO2 for Lung Cancer, marked LCAM Coalition's first live event. A total of 185 people livestreamed the event—and almost 5,500 people in 13 countries watched it shortly thereafter.

Representatives from LCAM Coalition partners Roy Castle Lung Cancer Foundation (England) and Campaigning for Cancer (South Africa), as well as panelists from India and the United States, participated in the event. The speakers shared common attitudes and concerns about lung cancer, discussed regional differences in how lung cancer stigma manifests, and explored the role that patient advocates and advocacy organizations play in raising awareness about and combating stigma.



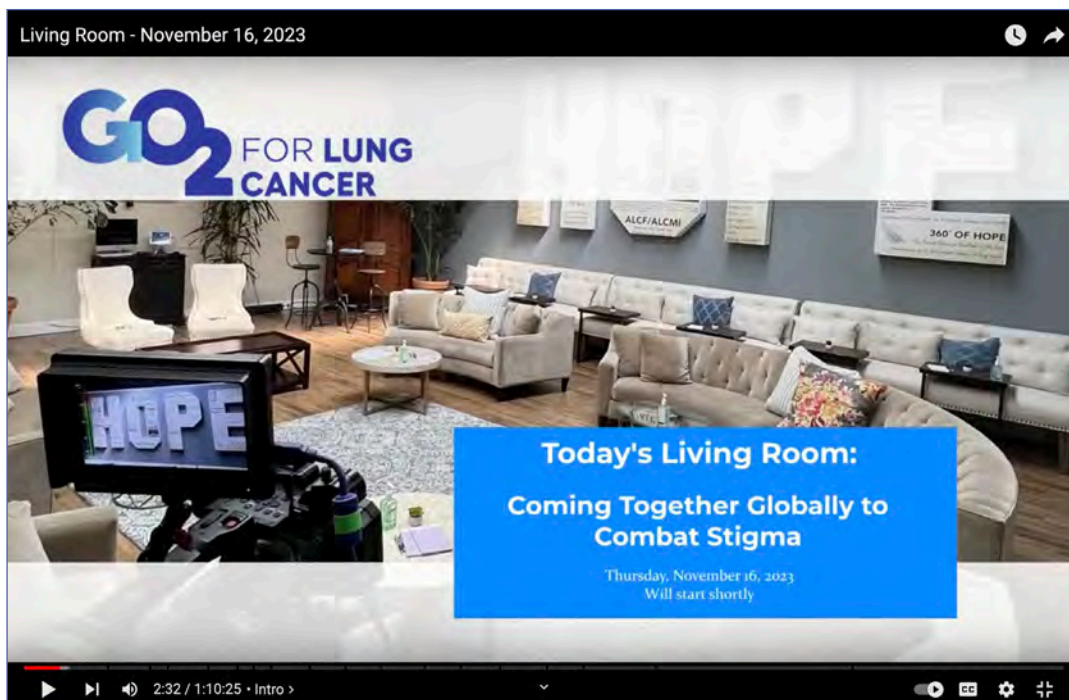
## Live Event: *Coming Together Globally* (cont'd)

### Speakers

- **Rachel Avery** - Director of Marketing and Communications, Roy Castle Lung Cancer Foundation (United Kingdom)
- **Heidi Onda** - Co-Founder, The White Ribbon Project (United States)
- **Lauren Pretorius** - Chief Executive Officer, Campaigning for Cancer (South Africa)
- **Navneet Singh, MD** - Professor of Pulmonary Medicine, Postgraduate Institute of Medical Education and Research (India)

### Moderator

- **Danielle Hicks** - Chief Patient Officer, GO2 for Lung Cancer



### Viewed in 13 countries

- |             |             |                  |                 |
|-------------|-------------|------------------|-----------------|
| • Australia | • Germany   | • Philippines    | • United States |
| • Cambodia  | • Hong Kong | • Singapore      |                 |
| • Canada    | • India     | • Taiwan         |                 |
| • China     | • Italy     | • United Kingdom |                 |

## Our Sponsors

Thanks to our sponsors for their generous support of LCAM Coalition.





### **About the LCAM Coalition**

LCAM Coalition is a global coalition of cancer and related organizations bringing their collective voices together to amplify the conversation around lung cancer. By drawing attention through coordinated media and social media campaigns, LCAM Coalition and its members expand awareness about why it is important to talk about lung cancer, combat stigma, expand screening, fund research, and push for new treatment options around the world. LCAM Coalition is managed by GO2 for Lung Cancer.