



LCAM
COALITION

Stewarded by GO2 for Lung Cancer

2024 Annual Report

January 2025

lcam.org

The Year in Review

It's been a busy year for the LCAM Coalition. We began the year by changing the name of the Coalition to the Lung Cancer Awareness Movement Coalition. This change completes the Coalition's journey over the last few years from a small, primarily North American coalition that undertook activities during Lung Cancer Awareness Month into a global movement that raises awareness year-round. This transition, over time, reflects the reality that lung cancer impacts people every day—and that awareness must likewise take place 365 days a year to effectively share knowledge and inspire action on a global scale.

This year, the LCAM Coalition welcomed our first members in Canada and Australia, attended the World Conference on Lung Cancer in late summer, and ended 2024 with a campaign across six countries in three world regions. Today, the LCAM Coalition comprises nearly 50 partners from the Middle East to the South Pacific.

The Coalition, stewarded by GO2 for Lung Cancer, looks forward to continuing our mission of transforming lung cancer survival by raising awareness about the importance of early detection, treatment, and research. Thank you for being part of this movement.



World Conference on Lung Cancer Cocktail Reception

The LCAM Coalition brought together the global lung cancer community by hosting a cocktail party to kick off this year's World Conference on Lung Cancer (WCLC) in San Diego. The networking event was held on a beautiful rooftop venue overlooking the bay.

The LCAM Coalition members enjoyed the opportunity to network, meet new friends, and share how lung cancer survival is being transformed worldwide. As we steward forward into 2025, we plan to stay in touch, come together at more events such as WCLC, and continue our global advocacy endeavors.



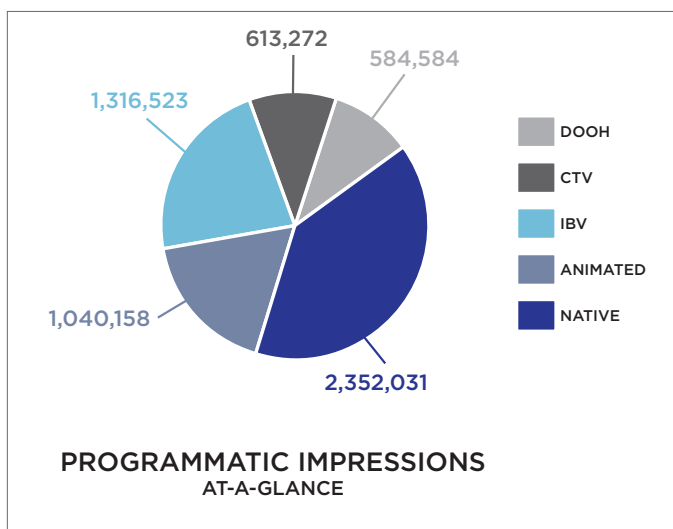
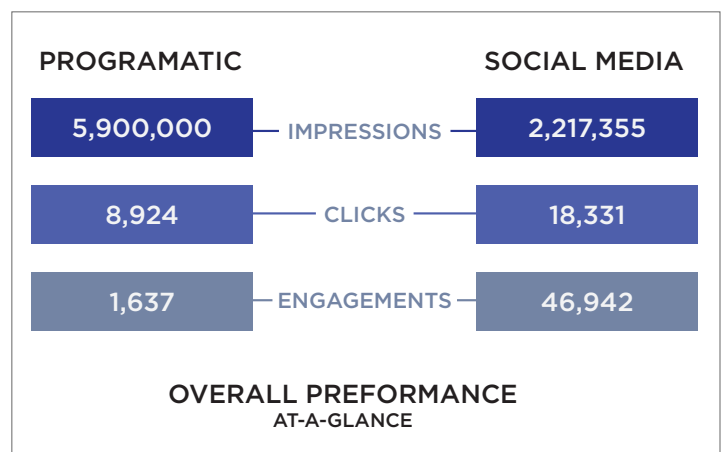
GO2 for Lung Cancer's President and CEO, Laurie Ambrose, welcomes the global lung cancer community at the LCAM Coalition's cocktail reception at the WCLC.



Raising Awareness about the Global Movement to Transform Survivorship

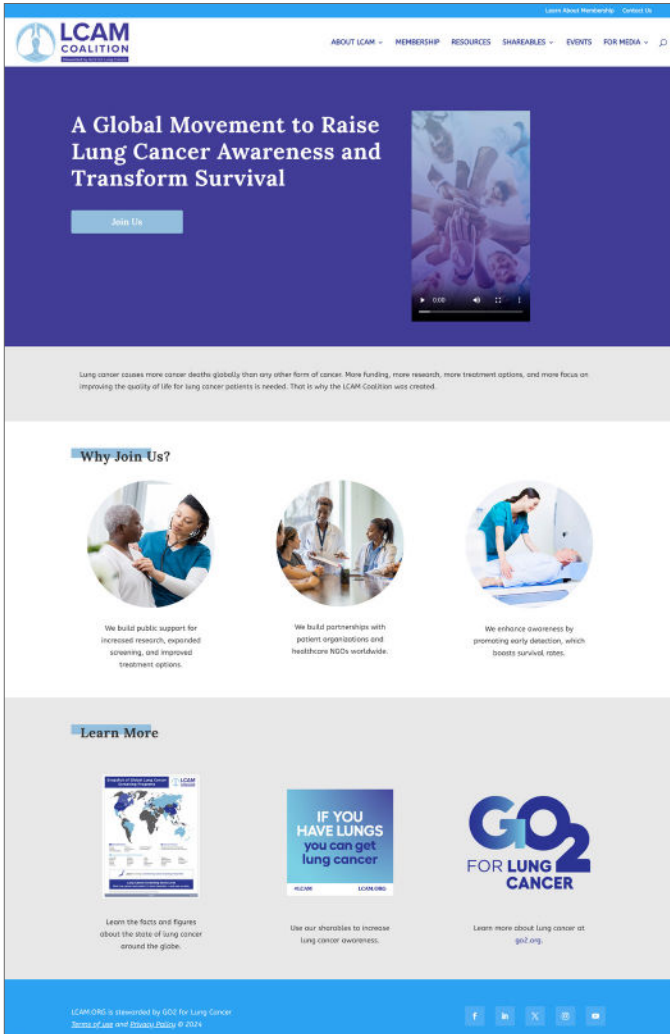
The LCAM Coalition undertook a digital campaign from August 1 to October 24 to reach members of the global lung cancer community and educate them about the LCAM Coalition and the work we are doing to raise awareness. The core audience was attendees at the World Conference on Lung Cancer.

The campaign featured a mix of programmatic and social media advertising. The programmatic ads included native, animated display, in-banner video display, and video ads. Four social media ads—two images and 15- and 30-second videos—were also deployed. The image ads generated almost 16,000 clicks. The video ads were also highly successful, with a click-through rate three times higher than the industry average.



Overall, the campaign engaged 18,300 users from 79 countries, leading to almost 24,000 visits to lcam.org. Of those, nearly 5,500 engaged with our content for an average of 53 seconds per session.

Raising Awareness about the Global Movement to Transform Survivorship




The screenshot shows the LCAM Coalition website homepage. At the top is the LCAM COALITION logo and a navigation menu with links: ABOUT LCAM, MEMBERSHIP, RESOURCES, SHAREABLES, EVENTS, and FOR MEDIA. The main header features the text "A Global Movement to Raise Lung Cancer Awareness and Transform Survival" with a "Join Us" button. Below this is a video player showing a group of people. A paragraph states: "Lung cancer causes more cancer deaths globally than any other form of cancer. More funding, more research, more treatment options, and more focus on improving the quality of life for lung cancer patients is needed. That is why the LCAM Coalition was created." The "Why Join Us?" section includes three circular images with descriptions: 1. "We build public support for increased research, expanded screening, and improved treatment options." 2. "We build partnerships with patient organizations and healthcare NGOs worldwide." 3. "We enhance awareness by promoting early detection, which boosts survival rates." The "Learn More" section features three items: a world map titled "Global Lung Cancer Facts", a graphic titled "IF YOU HAVE LUNGS you can get lung cancer", and the "GO2 FOR LUNG CANCER" logo. The footer notes "LCAM.ORG is stewarded by GO2 For Lung Cancer" and includes social media icons for Facebook, Instagram, LinkedIn, and Twitter.

A global coalition to transform lung cancer survival. [LEARN MORE](#)



Join us in our mission to transform lung cancer survival. [LEARN MORE](#)



 **Uniting voices for lung cancer awareness.** [LEARN MORE](#)

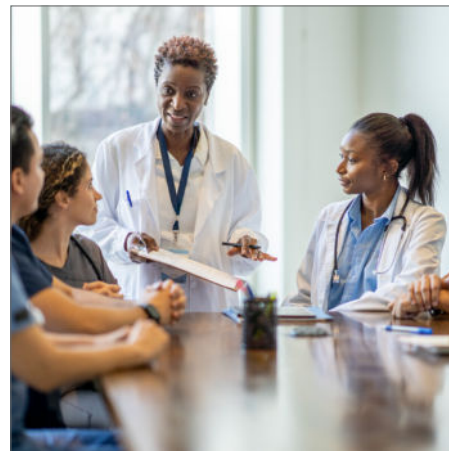
 **Be part of a global advocacy network.** [LEARN MORE](#)

More research, more screening, and better treatments save lives. [LEARN MORE](#)




Stewarded by GO2 For Lung Cancer
**LUNG CANCER AWARENESS
MOVEMENT COALITION**


**Uniting Voices
for Lung Cancer
Awareness**
Be Part of a Global
Advocacy Network
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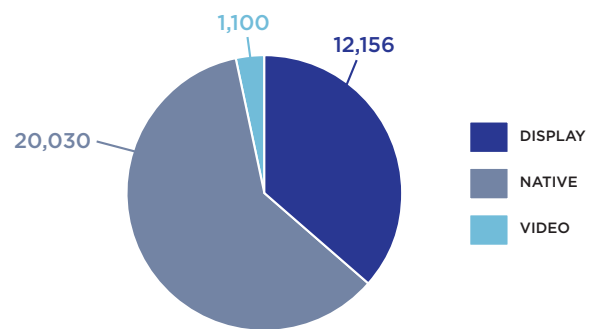
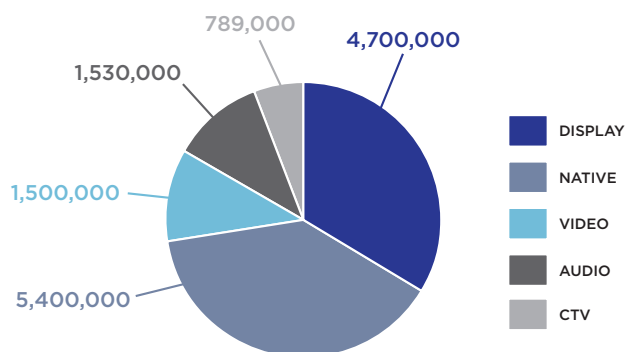
From the Americas to the South Pacific

The LCAM Coalition launched a six-country, dual-language, digital and social media campaign around Lung Cancer Awareness Month to raise awareness about lung cancer's global impact. The campaign targeted audiences in Argentina, Chile, Canada, the United States, Australia, and New Zealand.

The campaign, which ran from October 19 to December 13, educated people about key global lung cancer facts. It featured a mix of programmatic and social media ads, including Google paid search campaigns in the six countries that drew in highly engaged users. The YouTube video ads were clicked on, engaged with, and/or viewed over 614,000 times. Social media ads on Facebook, meanwhile, were shared and engaged with almost 4,500,000 times.

OVERALL CAMPAIGN PERFORMANCE AT-A-GLANCE

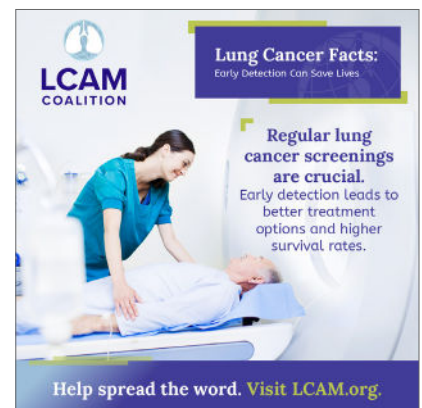
	META	PROGRAMMATIC	YOUTUBE	PAID
IMPRESSIONS	28,801,633	13,900,000	2,331,411	16,505
ENGAGEMENT	4,483,446		614,008	
CLICKS	101,557	33,301	86,712	2,268



From the Americas to the South Pacific

The programmatic ad campaign generated 13.9 million impressions and 33,301 clicks across display, native, video, audio, and CTV formats. The social media campaign generated 28,801,633 impressions and reached 8,602,517 people. The result was almost 4.5 million post engagements, including 101,557 clicks and 51,800 reactions on the Facebook ads.

As part of the campaign, the LCAM Coalition also created a social media toolkit on lcam.org featuring shareable graphics. They highlight key global lung cancer stats and provide an easy way for people to share the facts about lung cancer with their family and friends. Every share matters and helps to spread awareness and educate people about the facts and impact of lung cancer around the world.



From the Americas to the South Pacific

LCAM COALITION

Be a Part of the Global Movement Raising Awareness About Lung Cancer

Share the Facts. Raise Awareness. Help Save Lives.

The Lung Cancer Awareness Movement Coalition's goal is simple but powerful: raise awareness, share knowledge, and inspire action on a global scale. Lung cancer impacts millions of lives, yet it is often under-discussed. By sharing information, raising awareness, and encouraging early detection, you can help save lives.

Watch & Learn: Understanding Lung Cancer

Lung Cancer Awareness Month (Oct. 1-31, 2024)

Factors such as where you live contribute to lung cancer being the leading cause of cancer-related deaths worldwide.

Lung Cancer Facts You Need to Know

Lung cancer can impact anyone, anywhere. By spreading awareness, we can improve survival rates. Visit our social media toolkit with shareable graphics that highlight key global lung cancer stats, and get everything you need to help spread the facts in your community. Early share matters and helps educate your family and friends!

Lung Cancer Causes the Most Cancer Deaths Worldwide

Lung cancer causes 1.8 million deaths worldwide each year, more than any other cancer. Despite this, awareness remains low. Spread awareness to help save lives.

Early Detection Can Save Lives

Many cases of lung cancer are diagnosed late, reducing the chances for effective treatment. Early detection and education are key to increasing survival.

Lung Cancer Deaths Are Expected to Increase Dramatically

Lung cancer deaths are projected to rise from 1.6M to 2.2M by 2045. More education, early detection, and better screening programs are needed.

Anyone With Lungs Can Get Lung Cancer

20% of lung cancer cases occur in people with no smoking history due to genetics, environment, or occupation. Everyone should know the risks and stay proactive.

LCAM COALITION is powered by CSM for Lung Cancer. Website: lcam.org | Facebook | Twitter | YouTube | Instagram

LCAM COALITION

Lung cancer causes more deaths than:

Scratch to find out

[LEARN MORE](#)

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Lung Cancer Awareness Month

If you have lungs, you can get lung cancer.

Help raise awareness!

[Learn More](#)

November is Lung Cancer Awareness Month

Lung cancer is the #1 cause of cancer deaths globally, surpassing breast, prostate, & stomach cancer combined.

Sponsored By Lung Cancer Awareness Movement Coalition

Lung cancer can impact anyone, anywhere.

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Raise awareness this Lung Cancer Awareness Month.

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Join us to raise lung cancer awareness.

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Lung Cancer Awareness Month

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November is Lung Cancer Awareness Month.

Lung cancer takes nearly two million lives each year.

[Scan to learn more](#)

From the Americas to the South Pacific

LCAM COALITION

Sea Parte del Movimiento Global Para Crear Conciencia Sobre el Cáncer de Pulmón

Comparte Los Hechos. Crea Conciencia. Ayuda a Salvar Vidas.

El objetivo de la Coalición del Movimiento de Conciencia sobre el Cáncer de Pulmón es ayudar a aumentar la conciencia, compartir conocimientos e inspirar la acción a nivel global. El cáncer de pulmón afecta a millones de personas, sin embargo, a menudo se habla poco de él. Compartir información, crear conciencia y fomentar la detección temprana, puede ayudar a salvar vidas.

El cáncer de pulmón causa la mayor cantidad de muertes por cáncer en el mundo

El cáncer de pulmón provoca 1.8 millones de muertes al año en todo el mundo, más que cualquier otro tipo de cáncer. A pesar de ello, el nivel de conciencia sigue siendo bajo. Difunda para ayudar a salvar vidas.

La detección temprana puede salvar vidas

Muchos casos de cáncer de pulmón se diagnostican tarde reduciendo las probabilidades de un tratamiento efectivo. La detección temprana y la educación son claves para aumentar la supervivencia.

Se espera que las muertes por cáncer de pulmón aumenten dramáticamente

Se estima que las muertes por cáncer de pulmón aumentarán de 1.82 millones a 3.24 millones para 2045. Se necesita más educación, detección temprana y mejores programas de evaluación.

Toda persona con pulmones está en riesgo de padecer cáncer de pulmón

El cáncer de pulmón puede afectar a personas sin historial de tabaquismo por causas genéticas, ambientales o relacionadas con su trabajo. Todos deben conocer los riesgos y tomar medidas preventivas.

LCAM 100% is supported by OAS for Lung Cancer. [Visit Lcam.org](https://www.lcam.org) and www.oas.org for more.

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El cáncer de pulmón causa más muertes que:

MÁS INFORMACIÓN

Rasca para descubrirlo

Lung Cancer Awareness Month

LCAM COALITION

November is Lung Cancer Awareness Month.

Lung cancer takes nearly two million lives each year.

LCAM COALITION

Datos del Cáncer de Pulmón:
Todo persona con pulmones está en riesgo de padecer cáncer de pulmón.

El 20% de los casos de cáncer de pulmón afectan a personas con nulos o muy pocos antecedentes de tabaquismo.

Ayude a Difundir el Mensaje. Visite [LCAM.org](https://www.lcam.org)

LCAM COALITION

Datos del Cáncer de Pulmón:
Se espera que las muertes por cáncer de pulmón aumenten dramáticamente.

Se proyecta que el número de muertes por cáncer de pulmón aumente de 1.82 millones a 3.24 millones para el año 2045.*

Ayude a Difundir el Mensaje. Visite [LCAM.org](https://www.lcam.org)

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Mes de Concientización sobre el Cáncer de Pulmón

Si tiene pulmones, puede padecer de cáncer de pulmón. ¡Ayude a generar conciencia!

Más información

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Datos del Cáncer de Pulmón:
El cáncer de pulmón cobra 1.8 millones de vidas cada año a nivel mundial, más que cualquier otro tipo de cáncer.*

Ayude a Difundir el Mensaje. Visite [LCAM.org](https://www.lcam.org)

LCAM COALITION

Datos del Cáncer de Pulmón:
La detección temprana puede salvar vidas.

Los exámenes periódicos para detectar el cáncer de pulmón son cruciales. La detección temprana garantiza mejores opciones de tratamiento y mayores tasas de supervivencia.

Ayude a Difundir el Mensaje. Visite [LCAM.org](https://www.lcam.org)

Our Sponsors

Thank you to the LCAM Coalition's sponsors for their generous support.





About the LCAM Coalition

The LCAM Coalition is a global coalition created to transform lung cancer survival by raising awareness about the importance of early detection, treatment, and research.