



LCAM
COALITION

Stewarded by GO2 for Lung Cancer

2025 Annual Report

Advancing Global Awareness. Strengthening Collective Impact.

January 2026

lcam.org

A Message from the Coalition

In 2025, the Lung Cancer Awareness Movement (LCAM) Coalition continued to strengthen its role as a unifying global voice for lung cancer awareness. Through strategic partnerships, expanded international engagement, and record-breaking digital outreach, the LCAM Coalition amplified education, connection, and hope for communities affected by lung cancer worldwide.

This year marked an important evolution in our work. From deepening engagement around major global moments such as the World Conference on Lung Cancer (WCLC), to executing the most impactful lung cancer awareness season campaign in LCAM's history and expanding international leadership through partnership with GO2 for Lung Cancer's *Shine a Light on Lung Cancer*[®] program.

Together with our members, partners, and supporters, the LCAM Coalition continued to build momentum toward a future where lung cancer awareness, early detection, and equitable care are global priorities.

Our Mission

The LCAM Coalition is committed to raising global awareness about lung cancer, reducing stigma, and fostering collaboration among organizations dedicated to improving outcomes for people impacted by the disease.

2025 Highlights at a Glance

- Expanded global reach across North America, Europe, and Australia
- Record-breaking digital visibility during lung cancer awareness season
- International leadership through *Shine a Light* partnership with GO2 for Lung Cancer
- Strong engagement with high-intent audiences seeking lung cancer information

Global Awareness Campaigns

World Conference on Lung Cancer (WCLC) - September 2025

The LCAM Coalition's World Conference on Lung Cancer campaign delivered strong year-over-year growth in visibility and engagement, reinforcing the Coalition's presence during a key global convening moment for the lung cancer community.

The campaign generated **8.6 million impressions**, **71,700 clicks**, and more than **473,000 social media engagements**, reflecting a significant increase in both reach and audience interaction compared to the prior year. Website traffic driven by the campaign demonstrated higher-quality engagement, with longer time spent on site and deeper interaction with educational content.

Short-form video and social placements played a central role in performance, highlighting LCAM's ability to effectively capture attention and drive meaningful engagement around global lung cancer milestones.

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Screening. Research. Survival.

Join a Global Movement for Lung Cancer Awareness.

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A Global Effort to Transform Lung Cancer Survival

Help Increase Awareness Worldwide

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ABOUT US MEMBERSHIP RESOURCES SCHEDULES EVENTS FOR MEDIA

A Global Movement to Raise Lung Cancer Awareness and Transform Survival

JOIN US

LCAM Coalition is a global coalition that transforms lung cancer survival by raising awareness about the importance of early detection, treatment, and research.

LCAM COALITION

LUNG CANCER AWARENESS MOVEMENT

Why Our Work Matters

Lung cancer remains the leading cause of cancer death worldwide. To change that, we need more funding, more research, more treatment options, and more focus on improving quality of life. That's why the LCAM Coalition was created.

We raise awareness by promoting early detection, which boosts survival rates.

We build public support for increased research, expanded screening, and improved treatment options.

We build partnerships with patient organizations and healthcare NGOs worldwide.

Get Involved

Whether you are an individual, an organization, or a healthcare professional, there are many ways to increase lung cancer awareness.

Global Awareness Campaigns

Global Lung Cancer Awareness - October-December 2025

During the 2025 lung cancer awareness season, the LCAM Coalition executed a fully integrated, global awareness campaign beginning in October and spanning through Lung Cancer Awareness Month in November. This sustained, coordinated approach allowed the Coalition to build momentum early, maintain consistent visibility, and scale impact during peak awareness, resulting in the most successful awareness season in the LCAM Coalitions' history.

Throughout the campaign, visibility remained strong across key global markets, including the United States, Canada, Spain, the United Kingdom, Germany, and France, underscoring the Coalition's expanding international reach and leadership in global lung cancer awareness.

The campaign was designed to engage audiences at multiple points along the awareness journey, from early education and consideration to high-intent information seeking. By maintaining a continuous presence across social, search, video, and programmatic channels, LCAM ensured that lung cancer education remained visible, accessible, and impactful throughout the season.

The collage consists of six promotional graphics for the 2025 Lung Cancer Awareness Month campaign. Each graphic features the LCAM Coalition logo and a central image of a nurse attending to a patient in a hospital bed. The graphics are designed in French, German, and English.

- Top Left (French):** "Le cancer du poumon cause plus de décès que les cancers du sein, de la prostate et de l'estomac réunis" (Lung cancer causes more deaths than breast, prostate, and stomach cancer combined). Includes a button: "POUR EN SAVOIR PLUS".
- Top Middle (German):** "Lungenkrebs verursacht mehr Tote als:" (Lung cancer causes more deaths than:). Includes a button: "MEHR ERFAHREN".
- Top Right (German):** "Lungenkrebs verursacht mehr Tote als: Hier abfragen, um mehr zu erfahren" (Lung cancer causes more deaths than: Ask here to learn more). Includes a button: "MEHR ERFAHREN".
- Bottom Left (English):** "Lung cancer causes more deaths than:" with a bar chart comparing Lung cancer (1,817,469 deaths) to Breast + Stomach + Prostate cancer combined (1,723,708 deaths). Includes a button: "LEARN MORE".
- Bottom Middle (English):** "Lung Cancer Awareness Month. If you have lungs, you can get lung cancer. Help raise awareness!". Includes a button: "Learn More".
- Bottom Right (English):** "Mois de la sensibilisation au cancer du poumon. Si vous avez des poumons, vous pouvez avoir un cancer du poumon. Aidez à sensibiliser le public!". Includes a button: "Pour en savoir plus".

Global Awareness Campaigns

Global Lung Cancer Awareness - October-December 2025

(continued)

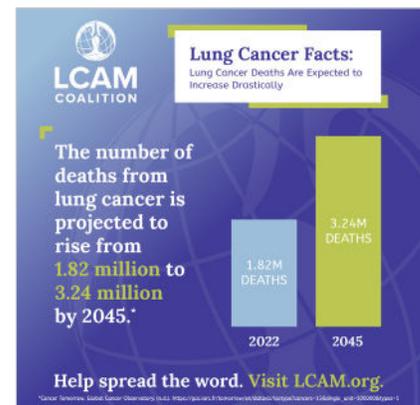
Across the full awareness season, the campaign delivered:

- **51.3 million+ impressions** globally
- **142,400 clicks** from awareness- and intent-driven audiences
- **6.18 million engagements**, driven primarily by social and video content
- **81,300 users** and **89,100 website sessions**
- **42.5% engagement rate**, reflecting strong audience interaction and message resonance

Engagement quality strengthened as the season progressed, with audiences spending more time on site and interacting more deeply with educational resources. High-intent search activity surged during Lung Cancer Awareness Month, capturing individuals actively seeking information, support, and education related to lung cancer.

Video emerged as a dominant performance driver across platforms, particularly in international markets, reinforcing LCAM Coalition’s educational messaging at scale and supporting a continued shift toward video-first awareness strategies.

Together, the 2025 Lung Cancer Awareness Month campaign demonstrated the power of sustained, coordinated engagement. It delivered unprecedented reach, meaningful interaction, and lasting impact for the global lung cancer community.



Global Awareness Campaigns

Shine a Light on Lung Cancer®: Expanding Global Impact

In 2025, the LCAM Coalition proudly partnered with GO2 for Lung Cancer to support and expand the *Shine a Light on Lung Cancer*® (*Shine a Light*) program internationally.

The LCAM Coalition served as the official international convener for Shine a Light events held outside of the United States, supporting healthcare facilities and community partners during Lung Cancer Awareness Month.

To support international participation, the LCAM Coalition developed updated, co-branded Shine a Light event materials featuring both LCAM Coalition and *Shine a Light* branding, along with shared sponsor recognition. Event toolkits were distributed to confirmed international participants to support localized planning, outreach, and community engagement.

With support from the LCAM Coalition, *Shine a Light* events were held in:

- North Sydney, Australia
- Dublin, Ireland
- London, Canada

Through targeted outreach to LCAM's international members and partners, the Coalition encouraged participation in *Shine a Light* events that educated, connected, and honored individuals impacted by lung cancer. Building on this foundation, the Coalition aims to expand *Shine a Light* participation to additional countries in 2026.



Looking Ahead to 2026

As the LCAM Coalition looks ahead, priorities include expanding international engagement, growing global awareness efforts, and strengthening partnerships that advance education, early detection, and equitable care worldwide.

With a strong foundation and a growing international network, the LCAM Coalition remains committed to driving meaningful, lasting impact for the lung cancer community.

Our Sponsors

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





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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.