

THE AMERICAN LUNG ASSOCIATION'S LUNG FORCE



The Problem

We are facing a crisis in women's health. Every 5 minutes, a woman in the United States is told that she has lung cancer. Lung cancer is the #1 cancer killer of women in the United States – surpassing breast cancer in 1987. On average, less than half of all women diagnosed with lung cancer will be alive one year after diagnosis.

Anyone can get lung cancer. But due to a lack of patient awareness, a lack of understanding among primary care physicians and an often debilitating social stigma, lung cancer in women is underdiagnosed and frequently untreated.

We need everyone to take notice and take action.

The Solution

LUNG FORCE is a new national movement led by the American Lung Association to unite women in the fight against lung cancer and for lung health. A strong, healthy breath is critical to ensure women can speak out and raise their voices. LUNG FORCE uses the powerful stories of the nation – from celebrities and influencers to families, friends and communities – to stand together with the collective voice, strength and determination needed to make lung cancer history.

LUNG FORCE has three priorities:

Make lung cancer a cause that people care about – and act on

We are educating women across the country about lung cancer and the need to join our force.

We do this through:

- **Turquoise Takeover:** During National Women's Lung Health Week – the second week in May – we use our LUNG FORCE Turquoise Takeover to turn the country turquoise, lighting landmarks and turning social media profiles the color of women's lung health. This week sounds the call for women to share their stories for the fight against lung cancer.
- **Women's Lung Health Barometer:** This regular report shows the latest research on women's knowledge and perceptions of lung cancer.

Educate and empower patients and healthcare providers

We are arming women with information and working with healthcare providers to improve diagnosis and care.

We do this through:

- **Clinician & Patient Educational Tools:** Our educational resources help patients take control of their disease and enable clinicians to better diagnose patients and identify proper treatment.
- **LUNG FORCE Expos:** We host local events to educate patients, caregivers and healthcare providers about the latest resources and research surrounding lung cancer.

Raise critical funds for lung cancer research

We are rallying our force to get the funds we need to find better methods of early detection and more treatments.

We do this through:

- **LUNG FORCE Walks:** Our walks bring women and their families and friends together to raise funds for lung cancer.
- **Lung Action Network:** Our experienced advocacy network is leading the fight for increased funding for lung cancer research on the federal level.

The Vision

We invite you to join us – to stand up and fight for every woman's right to breathe. Together, we can:

- **Reduce women's risk** for lung cancer by teaching them how to protect their lungs.
- Provide support to lung cancer patients and clinicians to **improve treatment and care.**
- Increase the number of women **diagnosed in the early stages** of lung cancer.
- **Increase federal funding** for lung cancer research.

By banding together as one LUNG FORCE and sharing our stories, we will reverse the course of lung cancer and, ultimately, save lives.

