



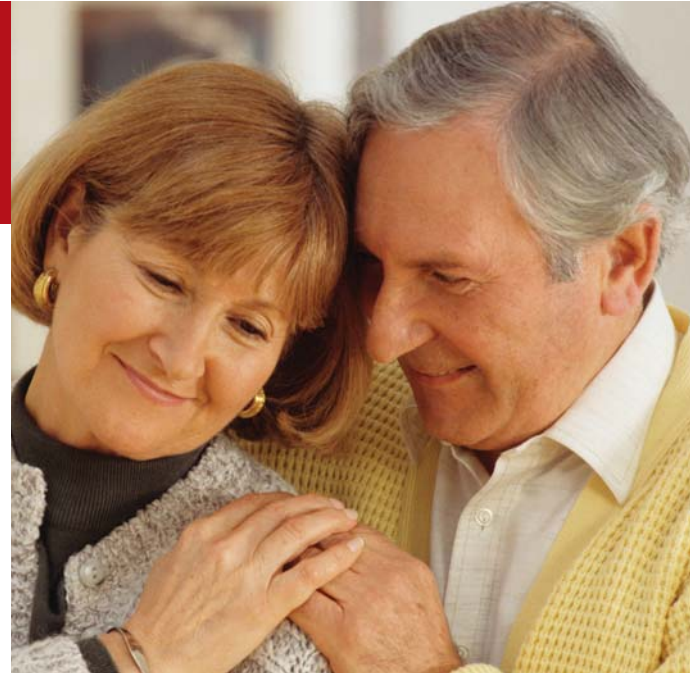
 **AMERICAN
LUNG
ASSOCIATION®**
OF THE MIDLAND STATES

No One Deserves Lung Cancer
PROJECT LUNG CANCER

American Lung Association

Facing the Facts About Lung Cancer

- Lung cancer is the **single leading cause** of cancer death in the country.
- Lung cancer accounts for **more deaths than breast, prostate, colon, liver and kidney cancers** combined.
- Lung cancer is the **second most diagnosed cancer** in both men and women.
- The lung cancer five-year survival rate is only **15 percent**.
- According to the National Cancer Institute, lung cancer accounted for **\$10.315 billion** in medical costs in 2006 and **\$36.131 billion** in lost productivity in 2005.
- **Never-smokers and former smokers** are also at risk for lung cancer.



These are the facts. It's time to act.

American Lung Association

Championing the Issue

For over 100 years, the American Lung Association has been a champion for people affected by lung disease.

Today, the American Lung Association is working to bring lung cancer to the forefront and increase visibility and awareness of the disease.

Lack of awareness and stigma all too often result in health disparities and lung cancer is no exception.



Project Lung Cancer is focused on:

- Providing patient **education and support** for people diagnosed with lung cancer, their families and caregivers
- Funding **lung cancer research** that one day will increase survival rates and reduce the number of people who develop this deadly cancer
- Providing important information to health care professionals about **state-of-the-art treatment** for lung cancer
- Increasing **awareness of lung cancer** as the number one cancer killer
- Implementing an **advocacy strategy** to address lung cancer as a national health priority

American Lung Association

Supporting Patients

Facing a lung cancer diagnosis is extremely difficult, but the American Lung Association is committed to supporting patients and their loved ones every step of the way.

The **Lung HelpLine** is staffed by registered nurses and respiratory therapists, offering free counseling and support to callers seeking information about lung cancer. Here patients and family members can talk with our trained medical professionals to get immediate, clear and accurate information.



The **Lung Cancer Clinical Trials Matching Service**, powered by *EmergingMed* is specifically designed for lung cancer patients and their families. This service provides personalized education and matching to quickly identify clinical trials options that match each person's specific diagnosis, stage and treatment history to the best standard of care and treatment options available.

The **Lung Connection: Living with Lung Disease Community** is an online community for individuals who are living with lung cancer, as well as their families and caregivers. This online forum is a place for members to discuss how lung cancer is affecting them and share their experiences with others seeking support.

The **My Fighting for Air Community** is an online volunteer and caregiving coordination service for lung cancer patients and their families who are coping with acute or chronic lung cancer issues. This service is a simple, immediate way for friends, family, colleagues and neighbors to support loved ones in need.

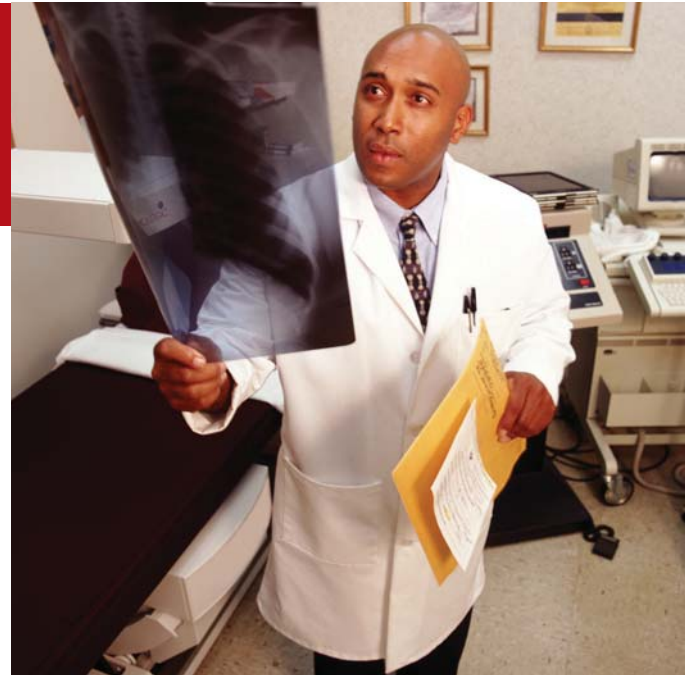
Our **Profilers** for small cell and non-small cell lung cancer are treatment decision support tools customized for each patient to help them better understand how their diagnosis, test results and medical history affect their treatment options.

American Lung Association

Finding a Cure

Approximately 20 percent of funding through the American Lung Association's Nationwide Research Awards and Grants Program is spent on lung cancer. The American Lung Association funds research that is directed toward improved methods of early detection and novel treatments along with understanding its basic biology. Our Lung Cancer Discovery Award, the American Lung Association's top award, has funded prominent researchers committed to developing innovative treatment options that will have an impact on patients and help to change the future of lung cancer medicine.

The American Lung Association also advocates for increased lung cancer funding for the National Institutes of Health's National Cancer Institute.



Lung Cancer Research Funded by the American Lung Association

Philip Arlen, PhD

MD Anderson Cancer Center Orlando
Orlando, FL
Blood Test May Help Detect Lung Cancer

Ralph Arlinghaus, PhD

University of Texas M.D. Anderson Cancer Center
Houston, TX
Inhibiting Protein Could Improve Lung Cancer Treatment

Jeffrey Engelman, MD, PhD

Massachusetts General Hospital
Boston, MA
Protein Levels and Targeted Lung Cancer Treatment
American Lung Association Lung Cancer Discovery Award

Ramesh Ganju, PhD

Ohio State University
Columbus, OH
Receptors that Bind to Marijuana Tested for Non-small Cell Lung Cancer
American Lung Association Lung Cancer Discovery Award

Kelly Hume, DVM

Cornell University
Ithaca, NY
Improving Lung Cancer's Responsiveness to Chemotherapy

Matthew Meyerson, MD, PhD

Dana-Farber Cancer Institute
Boston, MA
Gene Search May Reveal How Healthy Lung Cells Turn Cancerous

Emelyn Helen Shroff, PhD

Stanford University
Sanford, CA
Cells with Self-Renewal Properties May Illuminate Lung Cancer Growth

Christopher George Slatore, MD

Oregon Health & Science University
Portland, OR
Examining the Role of Depression in Lung Cancer Care

Melissa Suter, PhD

Massachusetts General Hospital
Boston, MA
'Smart Needle' Could Increase Accuracy of Early Lung Cancer Diagnosis

James Webb, DPhil

University of Pennsylvania
Philadelphia, PA
Disabling Proteins that Help Lung Cancer Cells Get Oxygen

Kwok-Kin Wong, MD, PhD

Dana-Farber Cancer Institute
Boston, MA
Mouse Model of Lung Cancer Will Add to Knowledge of How Cancer Spreads
American Lung Association Lung Cancer Discovery Award

American Lung Association

Working for Prevention

Reducing the Burden of Tobacco Use

Smoking is the leading cause of lung cancer, accounting for between 80-90 percent of cases. The most effective way to prevent lung cancer is to reduce smoking rates and reduce exposure to secondhand smoke.

- We offer smokers a path to becoming smokefree through our **Freedom From Smoking®** program. This gold standard smoking cessation program teaches smokers how to break their addiction for good. This program is available as a face-to-face group session, as well as online. Support for smoking cessation is also available from experienced smoking cessation counselors through our Lung Helpline by calling 1-800-LUNG-USA.
- Keeping kids from becoming smokers is critical to reducing future lung cancer cases. We support and monitor **FDA oversight** of the manufacturing, sales and marketing of tobacco products. We push for stringent rules to protect America's children from the deadly influence of tobacco companies.
- 50,000 people die each year from exposure to secondhand smoke in the United States. Launched in 2006, the **Smokefree Air Challenge** calls on all 50 states and the District of Columbia to pass laws making all public places and workplaces smokefree.



Fighting for Healthy Air

Not all lung cancer is caused by smoking, and for some, the reason is never identified. For others, exposure to outdoor pollutants and indoor radon are causes we are addressing.

- We fight tirelessly for healthy air and are leading supporters of the **Clean Air Act**, to clean up outdoor pollutants that can cause lung cancer, especially power plants, factories, and trucks and buses.
- Our education and advocacy work addresses **radon exposure in homes**, the second leading cause of lung cancer. We work to ensure that existing homes are tested and fixed and new homes are built using radon-resistant technology.

American Lung Association

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(216) 524-5864

American Lung Association

Our Credo

We will breathe easier when the air in every American community is clean and healthy.

We will breathe easier when people are free from the addictive grip of tobacco and the debilitating effects of lung disease.

We will breathe easier when the air in our public spaces and workplaces is clear of secondhand smoke.

We will breathe easier when children no longer battle airborne poisons or fear an asthma attack.

Until then, we are fighting for air.