



Lung Cancer Awareness Month

**Lung Cancer Screening in the
Asian American & Native
Hawaiian/Pacific Islander
Community Toolkit**

2024

What's Inside This Toolkit?



We at **Asian Pacific Partners for Empowerment, Advocacy, and Leadership (APPEAL)** created this toolkit to support the APPEAL member network, CDC-funded organizations, community-based organizations, community members, and allies in an effort to promote **Lung Cancer Screenings for Lung Cancer Awareness Month for the Asian American & Native Hawaiian/Pacific Islanders (AA & NH/PI) Community**.

Your support is invaluable to help us raise awareness on the importance of lung health and getting screened for lung cancer for those who are eligible.

If you have any questions about the materials in this toolkit or how to use them, please reach out to the **Jessica "J" Wong, jbwong@appealforhealth.org**.

Table of Contents

3. About APPEAL
4. Lung Cancer Awareness month & Call to action
5. Fast facts (Part 1)
6. Fast facts (Part 2)
7. Suggested graphics
8. Suggested captions and hashtags
9. Webinar: American Lung Association Asian Americans, Native Hawaiians, and Pacific Islanders and Lung Health
10. APPEAL brand and logo guidelines

About Us:

Asian Pacific Partners for Empowerment, Advocacy, and Leadership (APPEAL)

Asian Pacific Partners for Empowerment, Advocacy and Leadership (APPEAL) is a national organization working towards social justice and a tobacco-free Asian American, Native Hawaiian and Pacific Islander (AA & NH/PI) community.

Founded in 1994, APPEAL was originally a program of Asian Health Services, a local community health center in Oakland, California. It has since established itself an important national network providing key technical assistance and resources on health justice.

Our Mission: To champion social justice and achieve equity and empowerment for Asian Americans, Native Hawaiians, and other Pacific Islanders by supporting and mobilizing community-led movements through advocacy and leadership development on critical public health issues.

Our Vision: Towards health equity and justice

Membership: APPEAL's members include over 1,250 community-based organizations, community leaders, community health centers, researchers, and state and local health departments.



@appealforhealth



www.facebook.com/appealforhealth



www.appealforhealth.org



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About Lung Cancer Awareness Month

About Lung Cancer Awareness Month

Lung Cancer Awareness Month is an annual observance held throughout the Month of November. It is intended to raise awareness of lung cancer and to promote research into its cause, prevention, diagnosis, treatment, survivorship and cure. According to the Centers for Disease Control and Prevention (CDC), “more people in the United States die from lung cancer than any other type of cancer” (2024).

Call to action

- To discuss lung cancer screening with their healthcare provider and ask them questions
- Start the conversation with your family
- Share knowledge with community members



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www.cdc.gov/lung-cancer/statistics
[American Lung Cancer Association](http://AmericanLungCancerAssociation.org)

Fast Facts (Part 1)

Asian Americans

- Lung cancer is the most common cancer for both AA & NH/PI men and women, with Chinese, Japanese, Vietnamese, Korean and Native Hawaiian women
- While lung cancer rates are lower for AAPI men and women than for white and Black Americans, AAPI men have the third highest rate of new lung cancer cases.
- Asian Americans with lung cancer were 15% less likely to be diagnosed early compared to Caucasians.
- Many Asian American women who are diagnosed with lung cancer have never smoked cigarettes. Secondhand smoke may be a risk factor for these women, as they often live with family members or partners who smoke

Native Hawaiians & Pacific Islanders

- Lung cancer is the leading cause of cancer death for Native Hawaiians and Pacific Islanders (NH/PI), and Native Hawaiians and Pacific Islanders have higher rates of lung cancer than other ethnic groups
- Lung cancer is the most common cancer diagnosed amongst the Chamoru and Micronesia population (not specified)

Treatment Barriers

- AA & NH/PI patients faced extreme challenges accessing healthcare because they lacked health insurance and relied on Community Health Centers
- Many are not aware of the importance or availability of screening tests and so they often are diagnosed with advanced lung cancer in an inpatient setting



Fast Facts (Part 2)

Cultural Barriers

- In some situations, family members may offer to translate, but this may present other types of challenges due to certain AA & NH/PI cultural behaviors. For example, adult children may be hesitant and reluctant to give bad news to elderly family members because they fear that the stress associated with the bad news could lead to worse outcomes.
- Clinicians and medical translators working in the oncology setting need training on these types of cultural competency communication issues so that they can effectively contextualize their conversations around cultural norms and expectations.

Specific to Lung Cancer

- Lung cancer is 18 percent higher among Southeast Asians than White Americans.
- Vietnamese have the highest rates of lung cancer among all Asian subgroups.
- Chinese have the highest mortality rates of lung cancer among all Asian subgroups.
- Foreign-born Asians have a higher rate of NSCLC (non-small cell lung cancer) than U.S.-born Asians.
- Smoking rates are significantly higher among Southeast Asians.



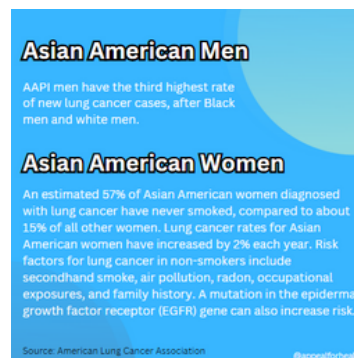
Suggested Graphics

We encourage you to incorporate these graphics in your social media posts, cover images, or existing messaging to help spread awareness during November. High-quality files can be downloaded via our [Google Drive](#)

Stand alone posts



Community Conversation Carousels



For more graphics, visit our [Google Drive](#)

Suggested Captions and Hashtags

- Early detection saves lives. 🙌 Don't wait for symptoms to appear – get screened for lung cancer today! #LungCancerAwareness #EarlyDetection #LungCancerScreening
- Take control of your health. Lung cancer is most treatable when caught early. Schedule your screening today! #HealthMatters #LungCancerPrevention #GetScreened
- Breathe easier knowing you're proactive. 🧠 Lung cancer screenings can help catch issues early, even before symptoms appear. #ScreeningSavesLives #EarlyDetection #LungCancerAwareness
- Know your risk. Screening for lung cancer could save your life. If you're at high risk, don't wait—schedule your screening today! #LungHealth #CancerScreening #GetChecked
- Lung cancer doesn't always show symptoms right away. But early detection can make all the difference. Talk to your doctor about screening options. 🙌 #CatchItEarly #LungCancerPrevention
- You can't change the past, but you can take action now. Early lung cancer detection could be the key to a longer, healthier life. Don't wait, get screened! #PreventionIsPower #LungHealthMatters #EarlyDetection
- Screening is the first step to peace of mind. If you're at risk for lung cancer, talk to your healthcare provider about scheduling a screening. #LungCancerAwareness #HealthScreening #EarlyIntervention
- Breathe easy knowing you're doing your part for your health. Lung cancer screenings can help detect problems before they become life-threatening. #LungCancerScreening #TakeAction #HealthMatters

Webinar: American Lung Association Asian Americans, Native Hawaiians, and Pacific Islanders and Lung Health (2021)



While "AAPI" populations are diverse and expansive in language, regions, and cultural practices, nonprofits and government organizations continue to combine these different groups together, which has further contributed to health disparities.

Speakers discuss the difficulties in grouping "AAPI" populations in public health outreach and discuss why data disaggregation is important to reducing health inequalities. We will also discuss what Asian Americans, Native Hawaiians, and Pacific Islanders have fared during COVID-19, and their continued struggle with other lung health issues, such as tobacco use and lung cancer.

Speakers:

- **Rod Lew**, MPH Executive Director of the Asian Pacific Partners for Empowerment, Advocacy and Leadership ([APPEAL](#))
- **Kim Kuulei Birnie**, Communications Officer of [Papa Ola Lokahi](#)

Brand Guidelines

As always, we kindly ask that you follow APPEAL's brand guidelines. We encourage you to use and share these in your campaigns.

Logo



APPEAL

Brand colors



#221553



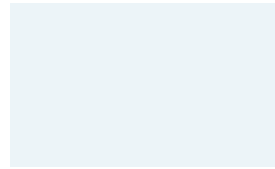
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Accents

