



CHANGE THE CONVERSATION

If you or someone you love has lung cancer, you've probably dealt with stigma at some point along your journey. You can transform this stigma into an opportunity to educate people about lung cancer.

IF SOMEONE ASKS, DID YOU/THEY SMOKE? TRY RESPONDING,

"I can understand why you would ask that. Many people who are diagnosed with lung cancer have smoked. I did/didn't smoke, but most importantly, I'm working to ensure that everyone diagnosed with lung cancer has effective treatment. Join me by..."

"It's true that many people diagnosed with lung cancer smoked, but many people who are diagnosed never smoked or already quit smoking years ago. I was one of those people and I'm passionate about finding better treatments for everyone facing this disease, regardless of their smoking history. Please join my efforts by..."

"We all make mistakes and smoking was a mistake I made (when I was young/in the military/before I knew how dangerous it was/etc.). Did you know that nicotine is just as addictive as heroin and it takes most people many tries before they can quit for good? But no one deserves lung cancer and I'm ready to find a cure for everyone diagnosed with lung cancer, whether they smoked or not. I hope you'll help me by..."

ANTI-STIGMA STATS

Exposure to radon is the second leading cause of lung cancer, and the leading cause among people who have never smoked.³

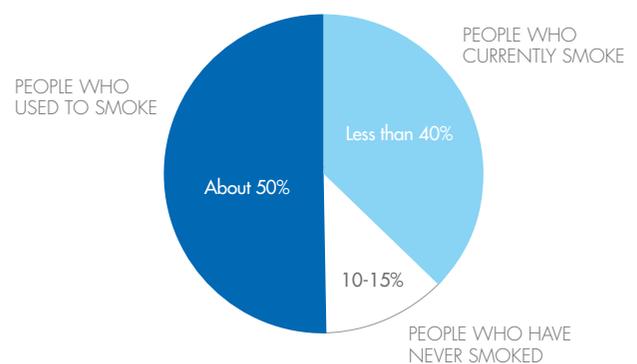
Other risk factors include:¹

- lung scarring from tuberculosis
- occupational or environmental exposure to:
 - secondhand smoke
 - radiation
 - asbestos
 - air pollution
 - arsenic
 - some organic chemicals

Genetic predisposition may also play a role in lung cancer development.¹

People who have never smoked account for between 20,000 and 30,000 lung cancer diagnoses every year.⁵

NEW CASES OF LUNG CANCER^{1, 4-6}
(All numbers approximate)



LEARN MORE LUNG CANCER FACTS at
freetobreathe.org/