

Lung Cancer Screening Social Media Toolkit #GetScreenedCA: Captions + Assets

The American Cancer Society and the California Dialogue on Cancer thank you for participating in the November 2022 #GetScreenedCA lung cancer screening social media campaign! We’ve created this social media toolkit using national American Cancer Society assets and we’re also proud to have recruited three diverse Californians to share the message that lung cancer screening saves lives. Please use these suggested posts and assets throughout the month of November (lung cancer awareness month).

We also invite you/your organization to record and share your own #GetScreenedCA video! Please see sample talking points below and remember to use the hashtags #GetScreened #GetScreenedCA #LungCancer #LungCancerAwarenessMonth

- Lung cancer screening saves lives.
- People who smoke now or used to smoke should consider regular lung cancer screening.
- At age 50, discuss lung cancer screening with a doctor.
- Lung screening tests increase the chance of detecting cancer early, when it may be easier to treat.
- Regular cancer screening can keep you informed about the state of your health. And if there are any issues, early detection can save your life.
- Many tests are available for free or covered by insurance. Medi-Cal and Medicare may cover tests to check your lung health.
- Possible closing statements:
 - Talk to a doctor about lung cancer screening.
 - Spread the word: lung cancer screening saves lives.
 - Get Screened, California!

Option	Facebook	Instagram	Twitter	Assets
<p>#1 Denise Lee</p>	<p><i>Listen to Denise, a lung cancer survivor, share her story about the importance of getting screened early.</i></p> <p><i>Lung cancer is the second most common cancer (not counting skin cancer) in the US. It's also the leading cause of cancer death in Black men and the second-leading cause in Black women.</i></p>	<p><i>Listen to Denise, a lung cancer survivor, share her story about the importance of getting screened early.</i></p> <p><i>Lung cancer is the second most common cancer (not counting skin cancer) in the US. It's also the leading cause of cancer death in Black men and the second-leading cause in Black women.</i></p>	<p><i>Listen to Denise, a #lungcancer survivor, share her story about the importance of getting screened early. At age 50, talk to a doctor about your risk for lung cancer and if annual screening is right for you. Visit: cancer.org/getscreened #GetScreenedCA #LungCancerAwarenessMonth</i></p>	<ul style="list-style-type: none"> • Denise Lee Video - Square • Denise Lee Video - Horizontal • Denise Lee Video - Vertical

	<p><i>Screening tests can detect cancer before it starts or catch cancer early when it may be easier to treat. At age 50, talk to a doctor about your risk for lung cancer and if annual screening is right for you.</i></p> <p><i>Learn more: cancer.org/getscreened</i></p> <p><i>#GetScreened #GetScreenedCA #LungCancer #LungCancerAwarenessMonth</i></p>	<p><i>Screening tests can detect cancer before it starts or catch cancer early when it may be easier to treat. At age 50, talk to a doctor about your risk for lung cancer and if annual screening is right for you.</i></p> <p><i>Learn more: cancer.org/getscreened</i></p> <p><i>#GetScreened #GetScreenedCA #LungCancer #LungCancerAwarenessMonth</i></p>		
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<p>#2 Dr. Natalie Lui</p>	<p><i>Dr. Natalie Lui from Stanford Health Care shares how getting screened early saved many of her patients.</i></p> <p><i>Lung cancer is by far the leading cause of cancer death. Each year, more people die of lung cancer than of colon, breast, and prostate cancers combined.</i></p> <p><i>Symptoms of lung cancer usually don't appear until the disease is already at an advanced stage. This is why regular lung cancer screening for people at high risk is so important. At age 50, talk to a doctor about your risk for lung cancer and if annual screening is right for you.</i></p> <p><i>Learn more: cancer.org/getscreened</i></p> <p><i>#GetScreened #GetScreenedCA #LungCancer #LungCancerAwarenessMonth</i></p>	<p><i>Dr. Natalie Lui from Stanford Health Care shares how getting screened early saved many of her patients.</i></p> <p><i>Lung cancer is by far the leading cause of cancer death. Each year, more people die of lung cancer than of colon, breast, and prostate cancers combined.</i></p> <p><i>Symptoms of lung cancer usually don't appear until the disease is already at an advanced stage. This is why regular lung cancer screening for people at high risk is so important. At age 50, talk to a doctor about your risk for lung cancer and if annual screening is right for you.</i></p> <p><i>Learn more: cancer.org/getscreened</i></p> <p><i>#GetScreened #GetScreenedCA #LungCancer #LungCancerAwarenessMonth</i></p>	<p><i>Dr. Natalie Lui from Stanford Health Care shares how getting screened early saved many of her patients. At age 50, talk to a doctor about your risk for #lungcancer and if annual screening is right for you. Visit: cancer.org/getscreened #GetScreenedCA #LungCancerAwarenessMonth</i></p>	<ul style="list-style-type: none"> • Natalie Lui Video - Square • Natalie Lui Video - Horizontal • Natalie Lui Video - Vertical
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<p>#3 Ken Ramirez</p>	<p><i>Listen to Ken share the impact of cancer on his community and that lung cancer screening saves lives.</i></p> <p><i>Lung cancer is the second most common cancer in American Indian/Alaskan Natives.</i></p> <p><i>Screening tests can detect cancer before it starts or catch cancer early when it may be easier to treat. People who smoke now or used to smoke should consider regular lung cancer screening.</i></p> <p><i>At age 50, talk to a doctor about your risk for lung cancer and if annual screening is right for you.</i></p>	<p><i>Listen to Ken share the impact of cancer on his community and that lung cancer screening saves lives.</i></p> <p><i>Lung cancer is the second most common cancer in American Indian/Alaskan Natives.</i></p> <p><i>Screening tests can detect cancer before it starts or catch cancer early when it may be easier to treat. People who smoke now or used to smoke should consider regular lung cancer screening.</i></p>	<p><i>Listen to Ken share the impact of cancer on his community and that lung cancer screening saves lives. At age 50, talk to a doctor about your risk for lung cancer and if annual screening is right for you. Learn more: cancer.org/getscreened #GetScreenedCA #LungCancerAwarenessMonth</i></p>	<ul style="list-style-type: none"> • Ken Ramirez Video - Square • Ken Ramirez Video - Horizontal • Ken Ramirez Video - Vertical

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<p>#4 Dr. Dan Raz</p>	<p>Dr. Dan J. Raz from City of Hope shares how everyone should know about lung cancer screening.</p>	<p>Dr. Dan J. Raz from City of Hope shares how everyone should</p>	<p>Dr. Dan J. Raz from City of Hope shares how everyone should know about</p>	<ul style="list-style-type: none"> • Dan Raz Video - Square

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<p>#5 LCAM Explainer</p>	<p><i>Lung cancer is the second most common cancer in the U.S.</i></p> <p><i>Symptoms of lung cancer usually don't appear until the disease is already at an advanced stage. But, screening tests are used for people who don't have any symptoms, and yearly lung cancer screening for people at higher risk can save lives.</i></p> <p><i>At age 50, talk to a doctor about your risk for lung cancer and if annual screening is right for you. Learn more: cancer.org/getscreened</i></p> <p><i>#GetScreened #GetScreenedCA #LungCancer #LungCancerAwarenessMonth</i></p>	<p><i>Lung cancer is the second most common cancer in the U.S.</i></p> <p><i>Symptoms of lung cancer usually don't appear until the disease is already at an advanced stage. But, screening tests are used for people who don't have any symptoms, and yearly lung cancer screening for people at higher risk can save lives.</i></p> <p><i>At age 50, talk to a doctor about your risk for lung cancer and if annual screening is right for you. Learn more: cancer.org/getscreened</i></p> <p><i>#GetScreened #GetScreenedCA #LungCancer #LungCancerAwarenessMonth</i></p>	<p><i>Lung cancer is the second most common cancer in the U.S.</i></p> <p><i>At age 50, talk to a doctor about your risk for lung cancer and if annual screening is right for you.</i></p> <p><i>Learn more: cancer.org/getscreened</i></p> <p><i>#LungCancerAwarenessMonth #GetScreenedCA</i></p>	<ul style="list-style-type: none"> • 01-LCAM-ExplainerVideo.mp4
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