

Lung Cancer Screening 2023 Social Media Toolkit #GetScreenedCA: Captions + Assets

The American Cancer Society and the California Dialogue on Cancer thank you for participating in the November 2023 #GetScreenedCA lung cancer screening social media campaign! We’ve created this social media toolkit featuring testimonials from California physicians and lung cancer survivors sharing the message the 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

Suggested talking points:

- Lung cancer screening saves lives.
- Many people who smoke now or used to smoke have the opportunity to get screened for lung cancer.
- 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.
- Lung cancer screening is a fast and painless process that involves using a machine to take pictures of your lungs.
- Lung cancer screening takes just a few minutes, and it can catch lung cancer early, when treatment is more likely to be successful.
- 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.
- For most people who are eligible, lung cancer screening is free and covered by insurance.
- Possible calls to action:
 - Talk to a doctor about lung cancer screening.
 - Tell a loved one who may be at higher risk about lung cancer screening.
 - A lot of people don’t know about lung cancer screening. Help a loved one who may be at higher risk by sharing with them that lung cancer screening is available.
 - If someone you love has a history of smoking, let them know about lung cancer screening and encourage them to talk to their doctor.
 - Spread the word: lung cancer screening saves lives.
 - Visit cancer.org/getscreened to learn more.
 - Get Screened, California!

Option	Facebook	Instagram	Twitter	Assets
#1 Denise Lee-survivor	<p><i>Listen to Denise, a lung cancer survivor, share her story about how #lungcancer screening saved her life.</i></p> <p><i>Lung cancer is the second most common cancer (not counting skin cancer) in the US. It's also the</i></p>	<p><i>Listen to Denise, a lung cancer survivor, share her story about how #lungcancer screening saved her life.</i></p> <p><i>Lung cancer is the second most common cancer (not counting skin cancer) in the US. It's also the</i></p>	<p><i>Listen to Denise, a #lungcancer survivor, share her story about how lung cancer screening saved her life.</i></p> <p><i>At age 50, talk to a</i></p>	<ul style="list-style-type: none"> • Denise Lee Video – Square • Denise Lee Video – Vertical

	<p><i>leading cause of cancer death in Black men and the second-leading cause in Black women.</i></p> <p><i>Lung cancer screening takes just a few minutes, and it can catch lung cancer early, when treatment is more likely to be successful. 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 #LungCancerAwarenessMonth</i></p>	<p><i>leading cause of cancer death in Black men and the second-leading cause in Black women.</i></p> <p><i>Lung cancer screening takes just a few minutes, and it can catch lung cancer early, when treatment is more likely to be successful. 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 #LungCancerAwarenessMonth</i></p>	<p><i>doctor about your risk for lung cancer and if annual screening is right for you. Visit: cancer.org/getscreened #GetScreenedCA #LungCancerAwareness Month</i></p>	<ul style="list-style-type: none"> • Denise Lee Video – Horizontal
	<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>Lung cancer screening takes just a few minutes, and it can catch lung cancer early, when treatment is more likely to be successful. At age 50, talk to a doctor about your risk for #lungcancer and if annual screening is right for you.</i></p> <p><i>Learn more: cancer.org/getscreened</i></p> <p><i>#GetScreened #GetScreenedCA #LungCancerAwarenessMonth</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>Lung cancer screening takes just a few minutes, and it can catch lung cancer early, when treatment is more likely to be successful. At age 50, talk to a doctor about your risk for #lungcancer and if annual screening is right for you.</i></p> <p><i>Learn more: cancer.org/getscreened</i></p> <p><i>#GetScreened #GetScreenedCA #LungCancerAwarenessMonth</i></p>	<p><i>#LungCancer screening takes just a few minutes, and it can catch lung cancer early, when treatment is more likely to be successful. Talk to a doctor about your risk and if annual screening is right for you. Visit: cancer.org/getscreened #GetScreenedCA #LungCancerAwareness Month</i></p>	<ul style="list-style-type: none"> • Denise Lee Facebook and Instagram Post Image
<p>#2 Michelle Rand-survivor</p>	<p><i>Listen to Michelle, a lung cancer survivor, who was cured with surgery because it was found early with a low-dose CT scan.</i></p> <p><i>Lung cancer screening saves lives. Symptoms of lung cancer usually don't appear until the disease is already at an advanced stage. This is</i></p>	<p><i>Listen to Michelle, a lung cancer survivor, who was cured with surgery because it was found early with a low-dose CT scan.</i></p> <p><i>Lung cancer screening saves lives. Symptoms of lung cancer usually don't appear until the disease is already at an advanced stage. This is</i></p>	<p><i>Michelle's #lungcancer was cured with surgery because it was found early with a low-dose CT scan. At age 50, talk to a doctor about your risk for lung cancer and if</i></p>	<ul style="list-style-type: none"> • Michelle Rand Video-Square • Michelle Rand Video – Vertical

	<p><i>why regular lung cancer screening for people at high risk is so important. Lung cancer screening takes just a few minutes and it can catch #lungcancer early, when treatment is more likely to be successful.</i></p> <p><i>Talk to your loved ones who smoke or used to smoke about getting regular lung cancer screening. To get the conversation started, just say — I love you, get screened.</i></p> <p><i>Learn more: cancer.org/getscreened</i></p> <p><i>#GetScreened #GetScreenedCA #LungCancerAwarenessMonth</i></p>	<p><i>why regular lung cancer screening for people at high risk is so important. Lung cancer screening takes just a few minutes and it can catch #lungcancer early, when treatment is more likely to be successful.</i></p> <p><i>Talk to your loved ones who smoke or used to smoke about getting regular lung cancer screening. To get the conversation started, just say — I love you, get screened.</i></p> <p><i>Learn more: cancer.org/getscreened</i></p> <p><i>#GetScreened #GetScreenedCA #LungCancerAwarenessMonth</i></p>	<p><i>annual screening is right for you. Visit: cancer.org/getscreened #GetScreenedCA #LungCancerAwareness Month</i></p>	<ul style="list-style-type: none"> • Michelle Rand Video – Horizontal
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<p>#3 Dr. Natalie Lui</p>	<p><i>Dr. Natalie Lui from Stanford Health Care shares how #lungcancer screening has helped 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 #LungCancerAwarenessMonth</i></p>	<p><i>Dr. Natalie Lui from Stanford Health Care shares how #lungcancer screening has helped 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 #LungCancerAwarenessMonth</i></p>	<p><i>Dr. @natalielui22 from @StanfordHealth 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"> • Dr. Natalie Lui Video – Square • Dr. Natalie Lui Video – Vertical • Dr. Natalie Lui Video – Horizontal
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	#GetScreened #GetScreenedCA #LungCancer #LungCancerAwarenessMonth	#GetScreened #GetScreenedCA #LungCancerAwarenessMonth		
#4 Dr. Luis Godoy-English	<p>Dr. Luis Godoy, Thoracic Surgeon at UC Davis Comprehensive Cancer Center, shares how important it is for people who smoke or have smoked to get screened for #lungcancer.</p> <p>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.</p> <p>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. If you or someone you love has a history of smoking, let them know about lung cancer screening and encourage them to talk to their doctor. Spread the word: lung cancer screening saves lives.</p> <p>Learn more: cancer.org/getscreened</p> <p>#GetScreened #GetScreenedCA #LungCancerAwarenessMonth</p>	<p>Dr. Luis Godoy, Thoracic Surgeon at UC Davis Comprehensive Cancer Center, shares how important it is for people who smoke or have smoked to get screened for #lungcancer.</p> <p>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.</p> <p>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. If you or someone you love has a history of smoking, let them know about lung cancer screening and encourage them to talk to their doctor. Spread the word: lung cancer screening saves lives.</p> <p>Learn more: cancer.org/getscreened</p> <p>#GetScreened #GetScreenedCA #LungCancerAwarenessMonth</p>	<p>Dr. Luis Godoy, Thoracic Surgeon at @UCD_Cancer, shares how important it is for people who smoke or have smoked to get screened for lung cancer. Learn more: cancer.org/getscreened #GetScreenedCA #LungCancerAwarenessMonth</p>	<ul style="list-style-type: none"> • Dr. Luis Godoy – Square Video – English • Dr. Luis Godoy – Vertical Video – English • Dr. Luis Godoy – Horizontal Video – English • Dr. Luis Godoy Facebook and Instagram English Post Image
#4A- Luis Godoy-Spanish	<p>Dr. Luis Godoy, Cirujano Torácico, de UC Davis Comprehensive Cancer Center, comparte lo importante que es para las personas que fuman o que han fumado hacerse una prueba de detección de cáncer de pulmón.</p> <p>El cáncer de pulmón es la principal causa de muerte por cáncer. Cada año mueren más personas de cáncer de pulmón que de cáncer de colon, seno y próstata combinados. Los síntomas</p>	<p>Dr. Luis Godoy, Cirujano Torácico, de UC Davis Comprehensive Cancer Center, comparte lo importante que es para las personas que fuman o que han fumado hacerse una prueba de detección de cáncer de pulmón.</p> <p>El cáncer de pulmón es la principal causa de muerte por cáncer. Cada año mueren más personas de cáncer de pulmón que de cáncer de colon, seno y próstata combinados. Los</p>	<p>Dr. Luis Godoy, Cirujano Torácico de @UCD_Cancer, comparte lo importante que es para las personas que fuman o que han fumado hacerse una prueba de detección de cáncer de pulmón. Aprende más:</p>	<ul style="list-style-type: none"> • Dr. Luis Godoy – Square Video – Spanish • Dr. Luis Godoy – Vertical Video – Spanish

	<p><i>del cáncer de pulmón generalmente no aparecen hasta que la enfermedad ya se encuentra en una etapa avanzada. Esta es la razón por la cual es tan importante la detección periódica del cáncer de pulmón para las personas con alto riesgo. A los 50 años, hable con un médico sobre su riesgo de cáncer de pulmón y si la prueba de detección anual es adecuada para usted.</i></p> <p><i>A los 50 años, hable con un médico sobre su riesgo de cáncer de pulmón y si la prueba de detección anual es adecuada para usted.</i></p> <p><i>Aprende más: cancer.org/haztelaprueba</i></p> <p><i>#GetScreened #GetScreenedCA #LungCancer #LungCancerAwarenessMonth</i></p>	<p><i>síntomas del cáncer de pulmón generalmente no aparecen hasta que la enfermedad ya se encuentra en una etapa avanzada. Esta es la razón por la cual es tan importante la detección periódica del cáncer de pulmón para las personas con alto riesgo. A los 50 años, hable con un médico sobre su riesgo de cáncer de pulmón y si la prueba de detección anual es adecuada para usted.</i></p> <p><i>A los 50 años, hable con un médico sobre su riesgo de cáncer de pulmón y si la prueba de detección anual es adecuada para usted.</i></p> <p><i>Aprende más: cancer.org/haztelaprueba</i></p> <p><i>#GetScreened #GetScreenedCA #LungCancer #LungCancerAwarenessMonth</i></p>	<p><i>cancer.org/haztelaprueba</i></p> <p><i>#GetScreenedCA</i></p> <p><i>#LungCancerAwarenessMonth</i></p>	<ul style="list-style-type: none"> • Dr. Luis Godoy – Horizontal Video – Spanish • Dr. Luis Godoy Facebook and Instagram Spanish Post Image
<p>#5 Dr. Jeff Velotta</p>	<p><i>Dr. Jeff Velotta from Kaiser Permanente shares the importance of #lungcancer screening.</i></p> <p><i>Lung cancer screening is a fast and painless process that involves using a machine to take pictures of your lungs. 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.</i></p> <p><i>If you or someone you love has a history of smoking, let them know about lung cancer screening and encourage them to talk to their doctor. Spread the word: lung cancer screening saves lives.</i></p>	<p><i>Dr. Jeff Velotta from Kaiser Permanente shares the importance of #lungcancer screening.</i></p> <p><i>Lung cancer screening is a fast and painless process that involves using a machine to take pictures of your lungs. 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.</i></p> <p><i>If you or someone you love has a history of smoking, let them know about lung cancer screening and encourage them to talk to their doctor. Spread the word: lung cancer screening saves lives.</i></p>	<p><i>@JVelottaMD from @kpnorcal shares how easy it is to #getscreend for #lungcancer. If you or someone you love has a history of smoking, encourage them to talk to a doctor. Spread the word: lung cancer screening saves lives. Visit: cancer.org/getscreend #LungCancerAwarenessMonth</i></p>	<ul style="list-style-type: none"> • Dr. Jeffrey Velotta Video – Square • Dr. Jeffrey Velotta Video – Vertical • Dr. Jeffrey Velotta Video – Horizontal

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<p>#6 Dr. Gayathri Kaushik</p>	<p><i>Dr. Gayathri Kaushik, a family medicine doctor at Community Medical Centers, shares how #lungcancer screening has helped many of her patients.</i></p> <p><i>Lung cancer is by far the leading cause of cancer death. 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.</i></p>	<p><i>Dr. Gayathri Kaushik, a family medicine doctor at Community Medical Centers, shares how #lungcancer screening has helped many of her patients.</i></p> <p><i>Lung cancer is by far the leading cause of cancer death. 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.</i></p>	<p><i>Dr. Gayathri Kaushik shares how #lungcancer screening has helped many of her patients. 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 #LungCancerAwareness Month</i></p>	<ul style="list-style-type: none"> • Dr. Gayathri Kaushik Video – Vertical

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<p>#7 I Love You, Get Screened</p>	<p><i>Lung cancer screening saves lives. Symptoms of #lungcancer 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.</i></p>	<p><i>Lung cancer screening saves lives. Symptoms of #lungcancer 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.</i></p>	<p><i>Lung cancer screening saves lives. Talk to your loved ones who smoke or used to smoke about getting regular #lungcancer screening. Visit: cancer.org/getscreened</i></p>	<ul style="list-style-type: none"> • I Love You, Get Screened Video • I Love You, Get

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<p>#8 Lung Cancer Screening Day (to post on or leading up to Nov. 11)</p>	<p><i>November 11th is National Lung Cancer Screening Day! Did you know that most eligible individuals are not being screened for lung cancer?</i></p> <p><i>Lung cancer screening takes just a few minutes, and it can catch lung cancer early, when treatment is more likely to be successful.</i></p> <p><i>If you or someone you love has a history of smoking, let them know about lung cancer screening and encourage them to talk to their doctor. Spread the word: lung cancer screening saves lives.</i></p> <p><i>Learn more: cancer.org/getscreened</i></p> <p><i>#GetScreened #GetScreenedCA #LungCancer #LungCancerAwarenessMonth</i></p>	<p><i>November 11th is National Lung Cancer Screening Day! Did you know that most eligible individuals are not being screened for lung cancer?</i></p> <p><i>Lung cancer screening takes just a few minutes, and it can catch lung cancer early, when treatment is more likely to be successful.</i></p> <p><i>If you or someone you love has a history of smoking, let them know about lung cancer screening and encourage them to talk to their doctor. Spread the word: lung cancer screening saves lives.</i></p> <p><i>Learn more: cancer.org/getscreened</i></p> <p><i>#GetScreened #GetScreenedCA #LungCancer #LungCancerAwarenessMonth</i></p>	<p><i>November 11th is National Lung Cancer Screening Day! Spread the word: lung cancer screening saves lives. Visit: cancer.org/getscreened #GetScreenedCA #LungCancerAwareness Month</i></p>	<p>Lung Cancer Screening Day Graphic</p>