

MYTH: Lung cancer isn't as common as people think it is...I'm more likely to die from other cancers.

FACT: An estimated 29,800 new lung cancer cases were expected in 2020 alone. Excluding non-melanoma skin cancer, lung cancer is one of the most commonly diagnosed types of cancer in Canada. Lung cancer accounts for approximately 13% of all new cancer cases, and about 25% of all cancer deaths.

In addition, it is estimated that about 1 in 15 Canadian women will develop lung cancer during their lifetime and 1 in 19 will die from it. For men, that number is estimated to be 1 in 14 for developing the disease and a 1 in 16 probability of dying from it.

MYTH: Most cases of lung cancer are caught in the early stages.

FACT: The 5 year net survival rate for lung cancer is significantly lower than other cancers, at only 19%5. Part of this is due to inadequate screening options, which leads to many patients being diagnosed at later stages. This makes treatments less effective at being successful, significantly impacting cancer survival. According to the 2019 Canadian Cancer Statistics, 70% of lung cancer patients are diagnosed at a late stage (stage III or IV). Additionally, almost half of all lung cancer cases diagnosed in Canada are stage IV, indicating that the cancer has spread throughout the body.

MYTH: There's no way to screen for lung cancer.

FACT: The Canadian Task Force on Preventive Health Care currently recommends screening in high-risk individuals with low dose computed tomography (CT). Currently, pilot studies are underway in Canada to investigate the feasibility of implementing lung cancer screening programs for high risk populations with the aim of detecting disease at an earlier stage when it may respond better to treatment. With 70% of lung cancer cases being diagnosed at Stage III or IV, screening programs are intended to help further reduce lung cancer mortality rates by detecting the disease at an earlier, more treatable stage.

MYTH: Lung cancer is a death sentence.

FACT: Though lung cancer is the most common cause of cancer death in Canada, there has been progress in mortality rates since the 1980s. Since 1991, the lung cancer mortality rate among males has declined substantially. From 1991 to 2007, the rate declined by -2.0% per year. From 2007 onwards, it has continued to decline by -2.8% per year. According to the 2019 Canadian Cancer Statistics, the death rate for females has also recently started to decrease since 2006 by a rate of -0.8% per year. In addition, advances in research, screening protocols, and targeted therapies, are making lung cancer a more treatable disease than it once was.

MYTH: Quitting smoking won't reduce my chances of getting lung cancer.

FACT: Since the peak in the cancer mortality rate in 1988, the decrease of lung cancer in males reflects the success of tobacco control. The 2017 Canadian Cancer Statistics estimated that over 31,000 lung cancer deaths had been avoided since this peak. This is largely reflective of a reduction in smoking among Canadians. According to the American Cancer Society, a person who quit smoking 10 years prior is about half as at risk for developing lung cancer than a person who continues to smoke.

(Estimates provided by the 2017 Canadian Cancer Statistics)

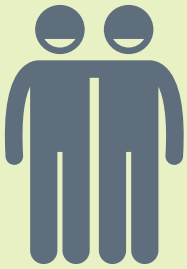


LUNG
CANCER
CANADA

CANCER
PULMONAIRE
CANADA

AWARENESS. SUPPORT. EDUCATION.

SENSIBILISER. SOUTENIR. ÉDQUER.



PEER TO PEER SUPPORT

If you have been affected by lung cancer and would like to be matched with a Peer-to-Peer Navigator, or if you are a patient, survivor or supporter who would like to serve as a Peer-to-Peer Navigator, please call or contact us.

A PATIENT'S GUIDE TO LUNG CANCER

Your guide to navigating a lung cancer diagnosis, with treatment options, questions to ask your health care team and more. Available as an e-book for download on Kobo, Amazon, Apple, Smashwords and www.lungcancercanda.ca. To order a FREE hard copy version of this guide in English, French or Chinese, please contact us.

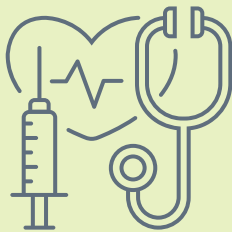


#HOPEARMY

Want to show your support for lung cancer patients? JOIN THE HOPE ARMY Lung cancer has the highest mortality of all cancers in Canada. Advances in screening, access to medication, and new treatment options are NEEDED. Look for our campaign to begin on November 9.

ACCESS

Ensuring the patient voice is heard during public funding decisions on treatments and fighting for access.



ABOUT US

Lung Cancer Canada is a national charitable organization that serves as Canada's leading resource for lung cancer education, patient support, research and advocacy.

VISIT WWW.LUNGCANCERCANADA.CA FOR MORE INFORMATION

CONTACT US AT 416-785-3439, TOLL FREE AT 888-445-4403
OR BY EMAIL AT INFO@LUNGCANCERCANADA.CA



UNMASKING THE REALITY OF LUNG CANCER

LUNG CANCER
AFFECTS OVER
300,000
CANADIANS
EACH YEAR.

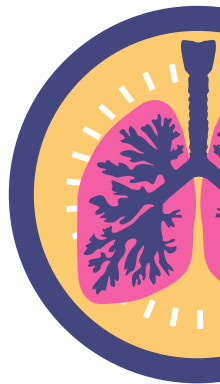
*Let's break down
the misconceptions
and put an end to
this deadly disease.*

DID YOU KNOW?

21,200

People will die from
LUNG CANCER
this year. MORE than
Colorectal, Breast,
& Prostate Cancer
COMBINED

Of those, over **10,000** are women
and many have NEVER smoked.



Every year in Canada lung cancer invades the life of almost 30,000 people and sadly over 21,000 do not live a year after diagnosis! Lung cancer remains the #1 killer of all cancers.

The most unwarranted stigma attached.

Smoking as the only and root cause of lung cancer has somehow attached itself. From this, people have decided that it is a deserved cancer. *How did we get here?*

First you need to understand that if you have lungs you can get lung cancer. Lung cancer does not discriminate by age, sex, habits, fitness. Absolutely anyone can get it. But yes, many smokers do get lung cancer, but that does not mean they *deserve* it.

Unmasking the Myths

MYTH: I won't get lung cancer because I've never smoked... **Only smokers get cancer or Lung cancer patients bring it on to themselves by smoking.**

FACT: The causative association between tobacco use and lung cancer is well established. Although about 72% of lung cancer cases in Canada are due to smoking tobacco, it is still possible to get lung cancer if you have never smoked. In fact, lung cancer in never-smokers is among the leading causes of cancer related mortality. The risk factors for lung cancer go far beyond smoking tobacco. They include, among many others; second-hand smoke, radon, asbestos, outdoor air pollution, and personal or family history of lung cancer.

MYTH: I am too young to get lung cancer.

FACT: Though lung cancer incidence rates tend to be higher among older populations, it is still possible for younger demographics to be diagnosed.

UNMASKING THE MYTHS OF LUNG CANCER

Please join us to support these

3 vital research projects right here in Calgary.

At Unmasking The Reality of Lung Cancer our objectives are to:

- Raise funds for each organizations we have chosen;
- Increase visibility and continue to raise awareness;
- Stimulate people's desire to donate and support lung cancer research and all it's facets.

VISION

Increase lung cancer education by advocating and supporting:

- prevention strategies;
- provincially supported lung cancer screening programs;
- research into early diagnosis;
- treatment and support for those individuals suffering from both the harsh medical implications of the diagnosis and the stigma associated with it.

A WORTHY CAUSE

- Every 18 minutes someone is diagnosed and every 25 minutes someone dies.
- Approximately 2,200 people will be diagnosed with lung cancer in Alberta with over 1,700 dying this year.
- Stigma, myth, lack of awareness and lack of funding are keeping these numbers so high.
- Lung Cancer is the least funded (less than 7%) and most misunderstood of all the cancers.

Please join us by helping to fund these 3 wonderful programs that are making a difference right here in our province...

Unmasking the Reality of Lung Cancer
we are a not for profit organization


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email: unmaskinglungcancercalgary@gmail.com

Everyone can be the pebble that
creates the avalanche of change.

1

 **1 in 6** of the
20,000 homes we
tested in Canada
have dangerously
high **RADON GAS**

Evict Radon is a Canadian non-profit organization dedicated to solving Canada's large and worsening radon-gas exposure problem, a substantial cause of lung cancer even in non-smokers. Evict Radon embraces research strategies across disciplines to gain the information necessary to:

- 1 Understand what type of property produces a high or low radon environment, and why**
- 2 Identify who in society are the most at risk from radon exposure**
- 3 Make meaningful changes to policy to engineer high radon out of our future buildings.**

Evict Radon is working towards educating Canadians about the harmful effects of radon gas. By testing your home with one of our non-profit, research-grade radon test kits and enrolling in our university-based research, you are helping Evict Radon aligned researchers from across Canada to understand radon exposure and develop new ways to protect ourselves and loved ones.

Achieving a radon risk-free future for Canada is very possible and, if successful, prevent literally thousands of new, mostly high lethality lung cancers each year.

EVICT RADON

Test your home for radon gas today,
www.evictradon.org

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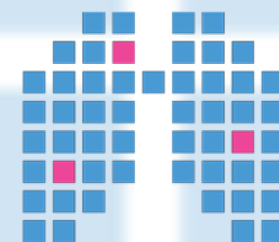
PRECISION ONCOLOGY
EXPERIMENTAL THERAPEUTICS

Real-time testing to reveal the right treatment at the right time for every individual Albertan with cancer.

HELP FUND HOPE

poetoncology.com

Developing a comprehensive lung cancer data repository to foster lung cancer research in Alberta.

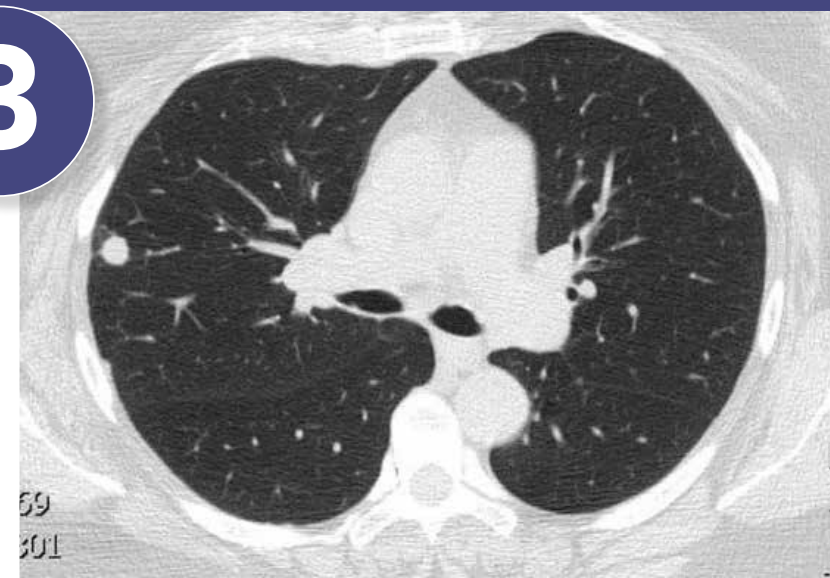


glans-look
LUNG CANCER RESEARCH

HELP FUND HOPE

glanslook.ca

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Dr Tremblay

"Early detection of lung cancer through screening with a computed tomography (CT) scan has been *proven to reduce lung cancer deaths*,

but there is a lot we need to understand about lung cancer screening before this testing can be offered to everyone at risk.

Sadly, there is currently NO publicly funded screening program in Alberta.

Our research program aims to improve our knowledge and understanding of the lung cancer screening process while offering an opportunity for at risk Albertans to access CT screening and eventually reduce mortality from this disease."



Dr. Tremblay is originally from Montreal, Quebec and completed medical school and internal medicine residency at McGill University. Followed a Pulmonary and Critical Care fellowship at Baylor College of Medicine in Houston, Texas and additional Interventional Bronchoscopy training at the Cleveland Clinic and in Lille, France. He returned to Canada in 2001 to develop a new Interventional Pulmonary Medicine Centre in Calgary

TO HELP/BREATHE HOPE - Please donate directly to: <https://netcommunity.ucalgary.ca/Unmasking>