

IMMUNOTHERAPIES AND LUNG CANCER: EDUCATING THE GLOBAL LUNG CANCER COMMUNITY

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Здравейте! Hallo! Hello! Ola! G'Day! Hej! Salute! والسلام عليكم! Dia dhuit! Ciao! 今日は! Oi! Ahaj! Sali!

BACKGROUND

According to the World Health Organization, lung cancer is the most common cause of death from cancer worldwide, estimated to be responsible for nearly one in five (1.59 million deaths, 19.4% of the total).

Organizations working to change those statistics across the globe have unique missions, yet all confront universal challenges in rallying support and awareness for lung cancer.

Recognizing this, nine organizations with a focus on lung cancer united in 2001 to form the Global Lung Cancer Coalition (GLCC). The first meeting of 11 organizations from the US, UK, Canada, Spain, France and Japan was held later that year in Paris.



Paris, 2001

Now 37 members strong in 25 countries and the UK, GLCC is the true "voice" of the international lung cancer community, committed to raising awareness and de-stigmatizing the disease.



Vienna, 2016

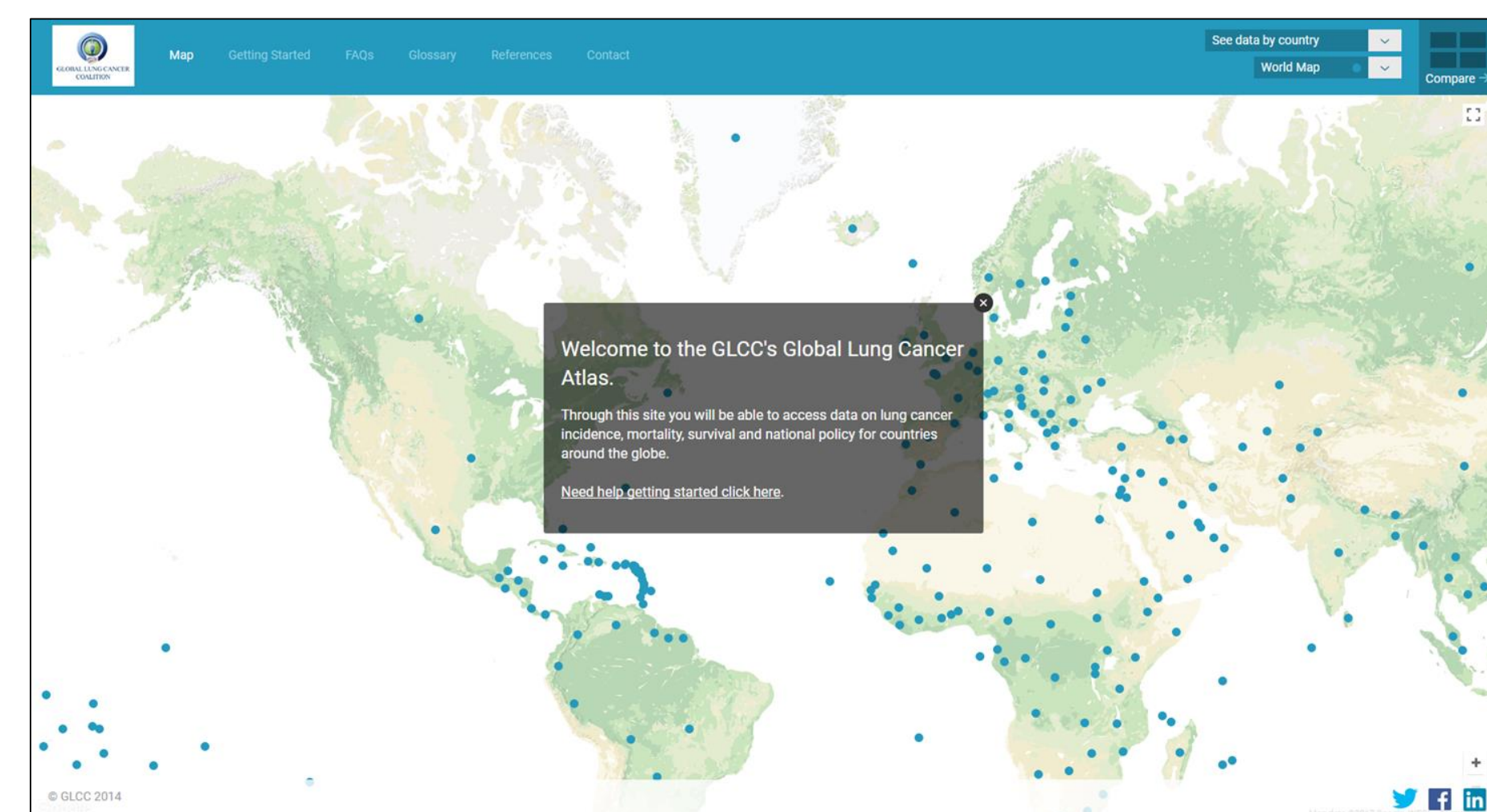
BACKGROUND, CONT'D

The mission of GLCC is to:

- Place lung cancer squarely on the global health agenda
- Lessen the stigma of lung cancer among patients, their families, their health care providers, policy makers, and the general public
- Empower lung cancer patients and their loved ones to take a more active role in their care
- Effect change in relevant legislative and regulatory policies to optimize treatment and care of lung cancer patients.

GLCC provides resources such as:

- Awareness leaflets, typically offered in the primary languages of Coalition members.
- The Global Lung Cancer Atlas, which makes accessible in one place the latest published information about lung cancer impact and outcomes in different nations. It creates a single statistical resource for the global lung cancer community to use to compare countries, benchmark progress and campaign for change.



THE PROJECT

Individual GLCC member organizations vary greatly in mission, approach and focus. The Coalition works hard to identify areas of convergence, projects and initiatives that all members can participate in and benefit from.

Nearly half of Coalition member organizations are very small, run by fewer than five staff or are completely volunteer-run. Several work in countries that meet the criteria of developing nations under the United Nations definition.

The option of immunotherapy treatment is still relatively new in lung cancer and smaller, under-resourced Coalition member organizations have neither the expertise nor capacity to create credible educational materials on complicated subjects such as immunotherapies.

Our goal for this project was to develop and professionally translate a fact sheet on immunotherapies for use by Coalition members, and others, to educate the global cancer community,



Key member representatives joined to create the *Immunotherapy and Lung Cancer* factsheet, which was then reviewed by medical professionals.

RESULTS

The two-sided *Immunotherapy and Lung Cancer* factsheet provides an overview of immunotherapies and their mechanisms of action and presents their potential as treatment options.

In awareness of country or region-specific drug approval processes and availability in any given area, no drug-specific information is included. Important education on the option of immunotherapy clinical trials is presented for areas where these drugs have yet to be approved.

The factsheet has been professionally translated into the 17 primary languages of GLCC organizations:

- Japanese
- Chinese
- Danish
- Slovenian
- Portuguese
- Dutch
- Bulgarian
- Swedish
- German
- Spanish
- Italian
- Russian
- French
- Norwegian
- Turkish
- Hebrew
- English



In the first six months after the October 2016 re-launch of the GLCC website, the factsheet had been downloaded 276 times.

NEXT STEPS

Coalition representatives recognize the factsheet can be easier to read and understand. Suggested next steps include:

- Decreasing reading level of the content
- Increasing font size for our typically older audience
- Re-visiting choice of font colors to increase readability
- Using pictures and/or graphics
- Increasing white space

At the December 2016 annual in-person meeting of GLCC, the Coalition voted to prioritize and expand the effort to produce and translate additional educational materials on subjects to include:

- Lung cancer screening
- Smoking cessation
- Update clinical trials factsheet

CONCLUSIONS

The *Immunotherapy and Lung Cancer* factsheet can be downloaded, printed and distributed by Coalition members, non-member organizations, cancer care providers and individuals around the world to educate lung cancer patients and their loved ones on the option of immunotherapy treatments for lung cancer.

An international coalition can take the lead in providing not just members but the broader global lung cancer community access to expert-reviewed, professionally translated educational resources on lung cancer.

CONTACT

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For a complete list of member organizations, to apply for membership or download the *Immunotherapy and Lung Cancer* factsheet, please visit www.lungcancercoalition.org

By working together, we have a stronger collective voice. – GLCC representative