



ONE GOAL, DIFFERENT APPROACHES: HOW CHARITIES AROUND THE GLOBE HELP THE LUNG CANCER COMMUNITY

Здравей! Hallo! Hello! Ola! G'Day! Hej! Salute! ألسلام عليكم! Dia dhuit! Ciao! 今日は! Oi! Ahoj! 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 deaths.

The Global Lung Cancer Coalition (GLCC) was formed in 2001 when nine organizations with a focus on lung cancer united. Now 31 members strong in 21 countries, GLCC is the true "voice" of the international lung cancer community, dedicated to:

- Placing lung cancer on the global healthcare agenda
- Changing public perceptions and lessening the stigma of the disease
- Empowering lung cancer patients to take an active role in their care
- Effecting change in legislative or regulatory policies to optimize treatment and care



First GLCC meeting
Paris, 2001

The status of lung cancer awareness and treatment vary greatly in each country, making GLCC diverse in geography, and member mission and scope. To understand the depth and breadth of their missions and services offered, a member survey was conducted.

METHODS

A 15-question survey was sent to the then 30 members of GLCC via Survey Monkey.

Member countries at the time of the survey were Argentina, Australia, Bulgaria, Canada, Denmark, Egypt, Germany, Ireland, Italy, Japan, Portugal, Spain, Sweden, Switzerland, the United States and United Kingdom.

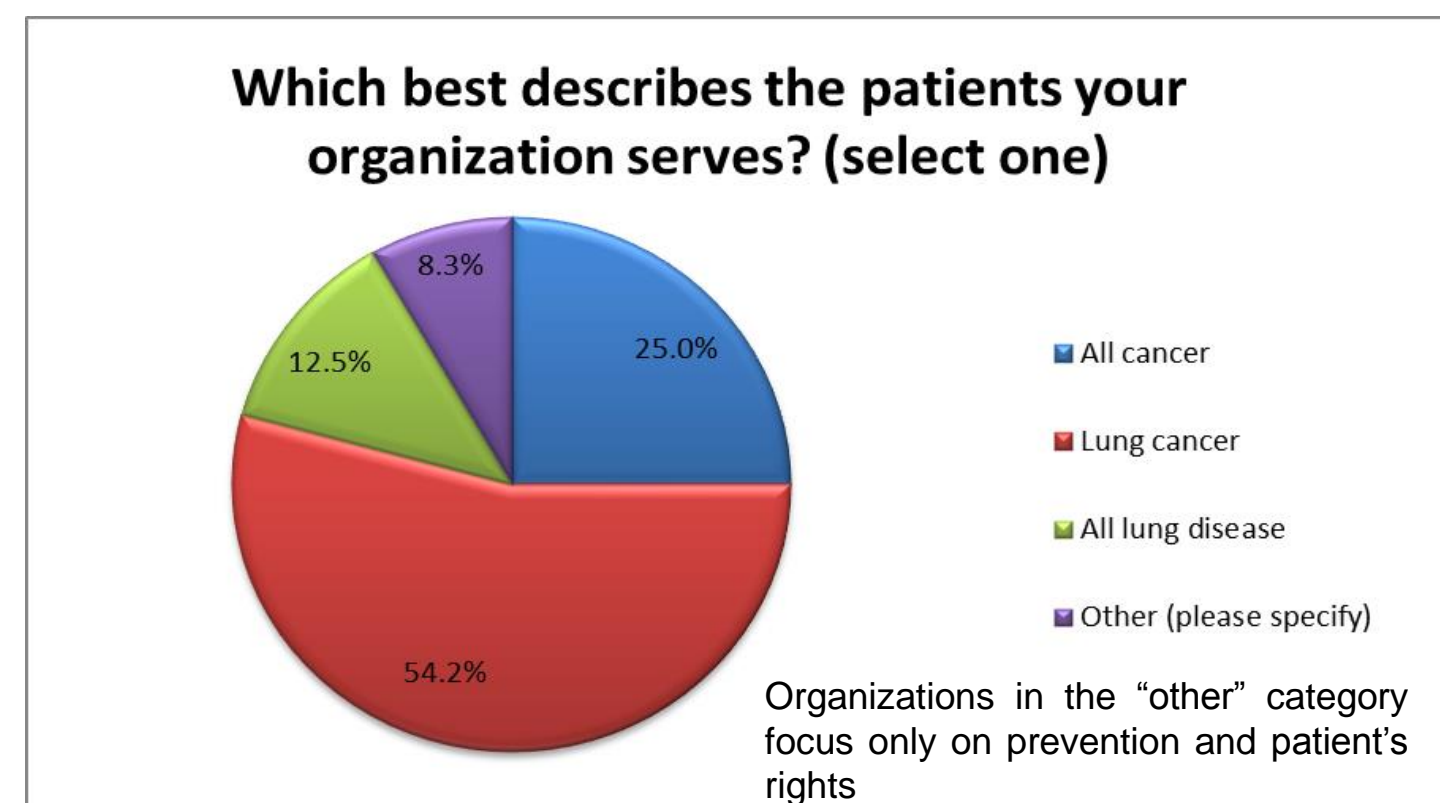
Respondents were offered a 20 item checklist of services provided to choose from and were also asked to more fully describe and explain their answers.

24 member organizations completed the survey for an 80% response rate.

RESULTS

MISSION

An organization does not have to focus solely on lung cancer to belong to GLCC but the majority (54%) do.

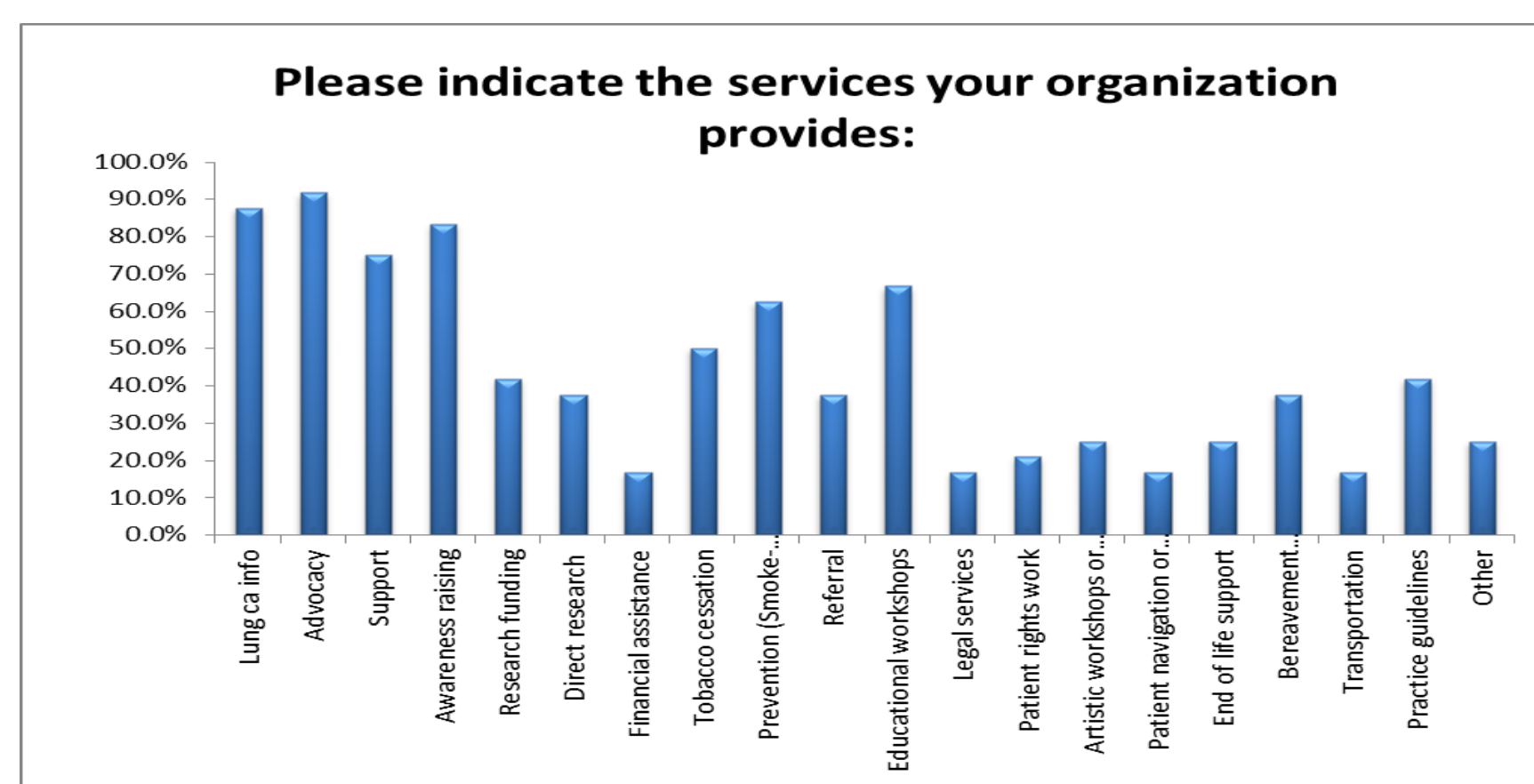


SCOPE

Most members are national organizations. One, however, covers a single region in Italy, another is active across the United Kingdom, one covers all of the European Union and two cover an entire continent.

SERVICES

All members offer at least 5 of the 20 listed services. 33% offer 10 or more. Advocacy, lung cancer information, awareness-raising and psychosocial support are the services offered by the greatest number of members.



RESULTS, CONT'D

Advocacy

More than 90% of members provide advocacy services, which may be individual patient, political/public and/or research.



Information

Over 87% of members provided information on lung cancer, in 20 languages in addition to English:

- Arabic
- Bangla
- Bulgarian
- Danish
- Dinka
- French
- German
- Greek
- Hindi
- Italian
- Japanese
- Mandarin
- Norwegian
- Polish
- Portuguese
- Slovene
- Spanish
- Swedish
- Urdu
- Welsh



RESULTS, CONT'D

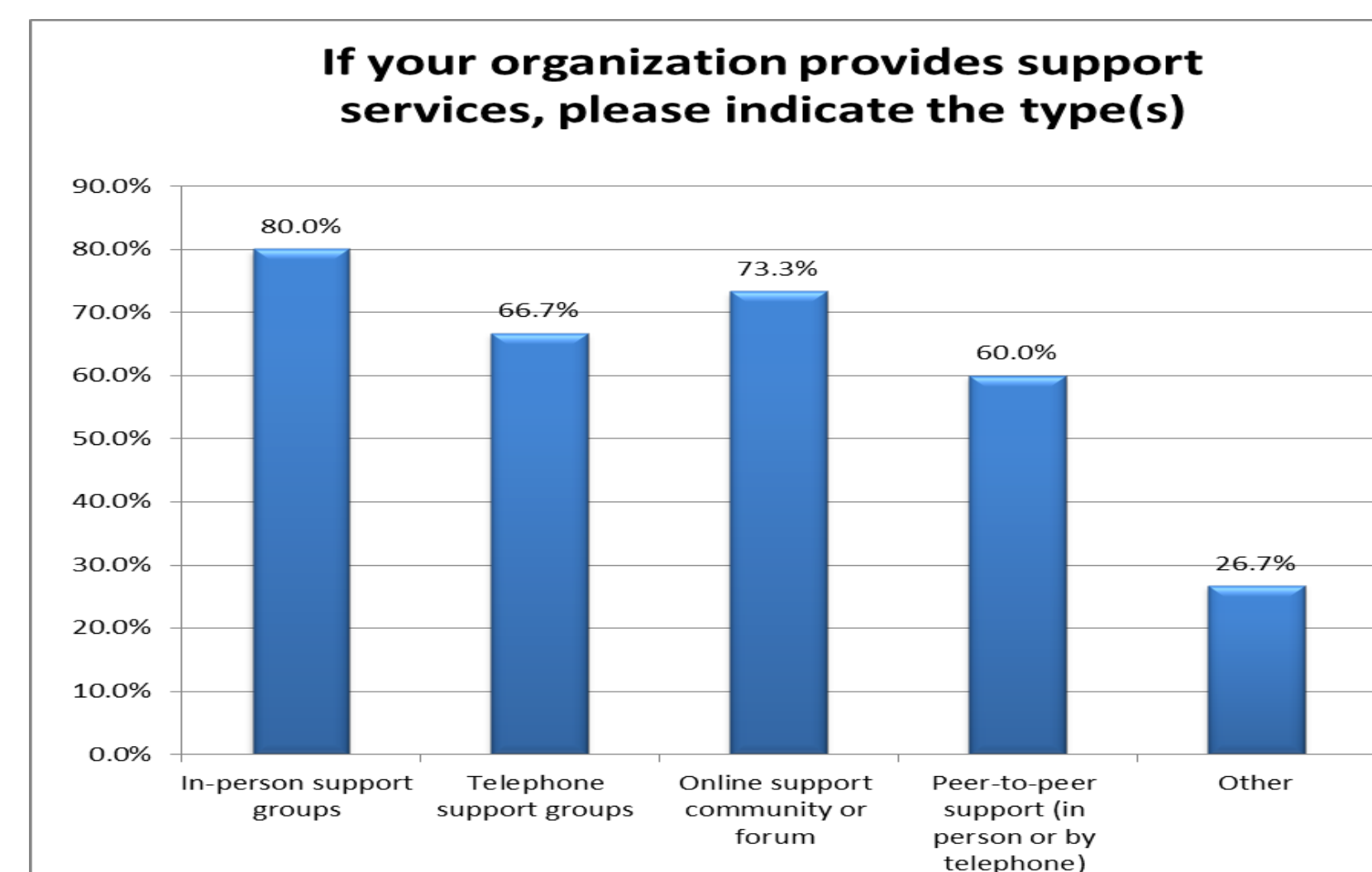
Awareness Raising

83% of GLCC members conduct awareness raising events and campaigns, both during Lung Cancer Awareness Month and beyond. Events include annual Shine a Light on Lung Cancer. Members also give out international lung cancer journalism awards, conduct media campaigns and host educational forums.



Psychosocial support

Three quarters of members provide psychosocial support services, in a variety of ways and formats.



RESOURCE GUIDE

Results were compiled into the GLCC Resource Guide, available online so information on services provided is readily accessible.



CONCLUSIONS

Lung cancer can be devastating but charities all over the world provide vital services to help their communities understand their risk, the disease and how to cope. While each GLCC member does so in its own unique way based on country, culture and needs, there are also similarities. GLCC provides an important platform for member organizations to share ideas and best practices as well as mentor, support and collaborate with one another.

RESEARCH IMPLICATIONS

We know that people with lung cancer in the United States have greater unmet needs than those with other types of cancer. A comprehensive, international study to understand how the needs of the global community compare is indicated. GLCC members provide a natural recruitment resource for this and other studies.

PRACTICE IMPLICATIONS

Psychosocial professionals can see charities as partners and understand and utilize the service provided to ensure those affected have the services and information they need.

CONTACT

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For a complete list of member organizations or to apply for membership, visit www.lungcancercoalition.org

