

# PROJECT BRIEF



LUNG CANCER INITIATIVE  
A NETWORK OF HOPE AND ACTION

## Project Name:

Tackling Lung Cancer - Lung Cancer Awareness Day at UNC

## Organizer:

Lung Cancer Initiative X UNC Health

## Collaborators:

AstraZeneca, UNC Lineberger Comprehensive Cancer Center, ALCSI-UNC, Chris Draft Family Foundation, The White Ribbon Project

## Problem:

Many people, especially younger people, are still unaware of the risk that lung cancer poses to everyone, not just individuals who smoke.

## Key Message:

Anyone with lungs can get lung cancer.

## Goals & Objectives:

- Raise awareness of lung cancer for individuals who don't consider themselves at risk
- Celebrate survivors and spread hope about advancements in lung cancer treatment
- Raise awareness and change the stigma surrounding lung cancer
- Provide information on lung cancer resources such as LCI and screening

## Audience Demographics:

The target demographic is people with inaccurate conceptions of lung cancer risk. Aged 18-45 healthy adults who see themselves as being "in the clear" because they have never smoked. These people may even assume that people with lung cancer somehow brought it upon themselves. Likely UNC students and families.

## Tar Heel Town:

Lung Cancer Initiative will have a booth in Tar Heel Town on November 19th before the home football game. THT is a family friendly tailgate-like event on Polk Place in front of Wilson Library. The booth will have trivia games, The White Ribbon Project ribbons, survivor celebrations and more. AstraZeneca will provide large inflatable lungs with information about lung cancer.

## Channels:

- The Daily Tar Heel
- UNC Healthy Heels
- The Well
- Student Alumni Association
- TyLee Craft Social Media
- UNC Health Social Media
- Tar Heel Town Booth
- UNC Athletics

## Content Types:

- Article prior to and following the event
- Promotional posts encouraging people to wear white at the game
- Infographics about the risk of lung cancer for all people
- Emails to alumni alerting them to the event and LCI
- Event in Tar Heel Town encouraging engagement in education about lung cancer
- PSA/Feature for lung cancer survivors during the game