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# CODE BLUE

FOR LUNG CANCER

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A BROADCASTER'S GUIDE TO HELP PREVENT  
THE NATION'S NUMBER-ONE CANCER KILLER





# 200,000 people.

That's how many Americans it is estimated will be diagnosed with lung cancer in 2007.



Nearly 85 percent of them will die from the disease within five years.



It is the number-one cause of cancer death in the country.



No one deserves a lung cancer diagnosis, whether they have smoked or not.

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## ABOUT THIS GUIDE

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The National Association of Broadcasters (NAB) is committed to raising awareness about this leading cancer killer. That's why NAB has joined with the American Legacy Foundation and State of the Art, Inc., to develop a new public awareness campaign, *Code Blue for Lung Cancer*. The campaign includes a 30-minute television documentary, radio and television public service announcements (PSAs), and other materials for stations (see below).

NAB has produced this guide as part of the *Code Blue* campaign. It includes information on lung cancer and quitting smoking, plus programming ideas, script PSAs, information on the *Code Blue* effort, and additional resources from NAB and its partners.

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## MATERIALS AVAILABLE FOR STATIONS

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The following materials are available for stations as part of the *Code Blue for Lung Cancer* campaign:

- *Code Blue for Lung Cancer* — a 30-minute television documentary available in standard- and high-definition. The powerful *Code Blue* documentary helps spread a life-saving message that as a nation we must do more to raise awareness about the number-one cancer killer — lung cancer. *Code Blue* explores the devastating impact of the disease on four families and how to reduce lung cancer deaths.
- Television broadcast news segments providing smokers with the information they need to quit successfully, available in standard-definition.
- Radio and television PSAs on lung cancer; television version available in standard- and high-definition.

All materials are available in English and Spanish. English-language television materials are close-captioned.

Contact NAB National Campaigns to request these free public service materials.

PHONE: (202) 429-5448

EMAIL: [nationalcampaigns@nab.org](mailto:nationalcampaigns@nab.org)

ON THE WEB: [www.nab.org/publicservice](http://www.nab.org/publicservice)

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## THE KEY TO PREVENTION

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With smoking accounting for over 85 percent of lung cancer deaths, helping smokers quit is the number-one way to prevent the disease.

Quitting smoking at *any* age can add years and even decades to a person's life. But alarming statistics aren't enough to motivate smokers to quit. They need guidance and support — solid, how-to information to help them overcome their addiction.

Because that's what smoking is — an addiction. As much as we'd like to think it's easy to wake up one day and say, "Enough," it's not.

Quitting is hard. Smokers need help — and broadcasters can make a difference.

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## JUST THE FACTS

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Use these statistics in your reporting on lung cancer. For more statistics and other information, visit [www.americanlegacy.org/codeblue](http://www.americanlegacy.org/codeblue).

### ***The Toll of a Killer***

- In the United States, nearly 160,000 people will die in 2007 from lung cancer.
- While over 85 percent of lung cancer cases are the result of smoking, other causes include radon, secondhand smoke, and carcinogens such as asbestos.
- Since 1950, lung cancer mortality rates among women have increased by 600 percent. More American women die from lung cancer than from breast cancer each year.
- In 2000, the five-year survival rate for lung and bronchus cancer was just 15 percent.

### ***The Good News***

- The risk of lung cancer is greater for both current and former smokers, compared to people who never smoked, but it declines for former smokers the longer they don't smoke.
- Twenty years after quitting, a former smoker's risk of ever dying from lung cancer is 50 percent lower than the risk for current smokers.

Be sure to highlight local and statewide statistics. To obtain local statistics, contact your local health department and hospitals. For state statistics, refer to your state's Cancer Registry, which maintains data on cancer cases and deaths. For a directory of State Cancer Registries, visit [www.cdc.gov/cancer/npcr/index.htm](http://www.cdc.gov/cancer/npcr/index.htm).

### **Other Causes of Lung Cancer**

**Radon** — *Radon is a naturally occurring lung carcinogen produced by the breakdown of uranium in soil, rock and water. It can cause lung cancer in smokers and nonsmokers alike. According to the U.S. Environmental Protection Agency, radon is estimated to cause 23,000 lung cancer deaths each year in the United States. Testing is the only way for families to know if their homes contain dangerous levels of radon. For more information, visit [www.epa.gov/radon/index.html](http://www.epa.gov/radon/index.html).*

**Secondhand Smoke** — *A recent report, [The Health Consequences of Involuntary Exposure to Tobacco Smoke](#), finds that even brief secondhand smoke exposure can cause immediate harm. Nonsmokers exposed to secondhand smoke at home or work increase their risk of developing lung cancer by 20 to 30 percent. For more information, visit [www.surgeongeneral.gov/library/secondhandsmoke/report/](http://www.surgeongeneral.gov/library/secondhandsmoke/report/).*

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## HELPING SMOKERS REDUCE THEIR RISK

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“It’s time to quit.”

How many times have smokers reached a point when they recognize the risk of lung cancer and want to stop smoking? And yet how many times have they found it impossible to quit? Helping smokers become ex-smokers takes more than telling them **why** they should quit — to be successful, they need to know **how**.

There’s a simple reason they keep smoking. They are addicted to nicotine. And, just being tired of an addiction doesn’t beat it. Smokers need a plan. They need tested strategies. They need support.

Studies show that the best chances of quitting smoking for good come from a combination of different strategies used at the same time:

- **Medications.** Over-the-counter nicotine replacement therapies like gum, lozenges, patches and other prescription medications can boost the odds of success.
- **Professional counseling.** By consulting with someone who is trained in helping people get through the quitting process, smokers can increase their chances of stopping for good. *Broadcasters should encourage people to call 1.800.QUIT.NOW to be connected with the quitline in their state.*
- **Social support.** Reaching out to supportive friends, family and co-workers during an attempt to quit makes a smoker up to 50 percent more likely to become an ex-smoker.

According to the experts, quitting successfully — and, in turn, reducing one’s risk of getting lung cancer — starts when the smoker chooses to quit, sets a quit day and begins developing a personal plan for making it stick.

With a good plan, smokers are not depending on will power alone, but on all the resources at their disposal, from doctors to friends and family to medications and more. They are acknowledging the true power of addiction — and fighting back with all the tools they need to overcome it.

For more information on quitting smoking, visit [www.BecomeAnEX.org](http://www.BecomeAnEX.org).

### Early Detection Works

*While lung cancer usually does not cause symptoms until it has reached an advanced stage when treatment is least likely to work, early detection screening can lead to a cure rate of 70 percent. For information on CT Scan Screening, learn about the International Early Lung Cancer Action Program (I-ELCAP) at [www.ielcap.org/members.htm](http://www.ielcap.org/members.htm)*

*Note to broadcasters: Screening researchers encourage smokers not to interpret negative lung cancer screening results as a false reassurance to continue to smoke.*



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## PROGRAMMING IDEAS

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*Educate your audience about lung cancer and the best ways to prevent it by considering the following ideas for news and other programming on the topic:*

**Show the toll of lung cancer in your community.** In a news special or series, report on how many local residents die each year from lung cancer. Talk to surviving family members about their loss. Interview doctors, health officials and others to get the facts about smoking and lung cancer in your area.

**Report on smoking as an addiction.** Talk to doctors, as well as smokers themselves, to show that smoking is an addiction. Ask smokers how long they've smoked, how much they smoke, and whether they want to quit. Show how it's hard to "just quit" when someone is hooked.

**Profile smokers who have quit or are trying to quit.** Focus on people who are using a range of strategies and resources to quit, including medications, counseling, family support and more. Show that it's not an easy road but that success can come if the smoker has a plan and sticks to it.

**Show how doctors, coaches and "quitting groups" can help.** Interview local doctors, as well as other local professionals who are trained to help people quit, to ask about their role in the process. Visit a quitting group to show how smokers who want to quit are finding support from their peers. Make sure to note any contact information for clinics, quitting groups, telephone "quitlines" (see box) and other resources.

**Report on nicotine replacement therapies and other prescription medications.** Produce a consumer-oriented report on nicotine substitutes and prescription medications shown to reduce withdrawal symptoms. Show how they can play an important part in helping smokers beat their addiction. Visit a pharmacy to show what's available over the counter, and talk to doctors and other local experts about what works.

**Produce a talk show or community forum.** A community forum or talk program is an excellent way to raise local awareness about the toll of lung cancer and strategies for quitting smoking. Put together a panel of experts, including doctors and health officials, current and former smokers, and others. Take calls and questions from the general public to create an interactive event.

**Showcase the survivors of lung cancer.** Most people diagnosed with lung cancer — 85 percent — lose their lives within 5 years of their diagnoses. As a result, the survivors of this disease seldom are the people who suffered from it. Instead, the survivors often are the family members and loved ones who cared for those who died and are left behind to become their advocates. These people have powerful stories to tell and can help educate your audience about lung cancer and how to prevent it.

**Put it on the Web.** Use the station's Web site to provide more information, including contact information for local resources and links to [www.americanlegacy.org/codeblue](http://www.americanlegacy.org/codeblue).

### "Quitlines" Available in All States

*Smokers can call the quitline in their state for guidance about quitting smoking. Anyone in the United States can reach his or her state's quitline by calling 1.800.QUIT.NOW. Or they can visit [www.naquitline.org](http://www.naquitline.org) to find hours and other information about their state's quitline.*

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## SCRIPT PSAs

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### The Facts (:30)

In 2007, it is estimated that over 200,000 Americans will be diagnosed with lung cancer. Lung cancer kills more American women than breast cancer. If you're a smoker — or if you love someone who smokes — it's time to face the facts. And it's a fact that you can quit. You just have to do it right. For more information, call 1.800.QUIT.NOW or visit [www.americanlegacy.org/codeblue](http://www.americanlegacy.org/codeblue)

### The Facts (:20)

If you're a smoker — or if you love someone who smokes — it's time to face the facts. Smoking causes lung cancer. And lung cancer's a killer. But you can quit. You just have to do it right. For more information, call 1.800.QUIT.NOW or visit [www.americanlegacy.org/codeblue](http://www.americanlegacy.org/codeblue).

### Addiction (:30)

It's nice to think someone can just wake up one day and decide it's time to quit smoking. But it's not that easy. Smoking is an addiction that causes 85 percent of lung cancer cases. Like any other addiction, it takes work to beat it. For more information about how you can quit, call 1.800.QUIT.NOW or visit [www.americanlegacy.org/codeblue](http://www.americanlegacy.org/codeblue).

### Addiction (:15)

Smoking is an addiction that causes 85 percent of lung cancer cases. And, like any other addiction, it takes work to beat it. For more information about how you can quit, call 1.800.QUIT.NOW or visit [www.americanlegacy.org/codeblue](http://www.americanlegacy.org/codeblue).

### What It Takes (:30)

Will power is a great thing. But you'll need more than that to quit smoking — and, in turn, reduce your risk of lung cancer. Success comes from a combination of things: medications, counseling, support from your family and more. For more information about how you can quit, call 1.800.QUIT.NOW or visit [www.americanlegacy.org/codeblue](http://www.americanlegacy.org/codeblue).

### Los Hechos (:30)

En 2007, se estima que sobre doscientos mil americanos será diagnosticado con el cáncer de pulmón. Si usted fuma, o si ama a alguien que fuma, es tiempo de encarar los hechos. Y es un hecho que usted puede dejar el cigarrillo. Sólo se trata de hacerlo bien. Por más información, vea [www.americanlegacy.org/codeblue](http://www.americanlegacy.org/codeblue).

### Los Hechos (:20)

Si usted fuma, o ama a alguien que fuma, es tiempo de encarar los hechos. Fumar causa cáncer de pulmón. Y el cáncer de pulmón mata. Pero usted puede dejar el cigarrillo. Sólo se trata de hacerlo bien. Por más información llame a 1.800.QUIT.NOW o vea [www.americanlegacy.org/codeblue](http://www.americanlegacy.org/codeblue).

### Adicción (:15)

El tabaquismo es una adicción que causa el 85 por ciento de los casos de cáncer de pulmón. Y, como cualquier otra adicción, se requiere esfuerzo para vencerla. Por más información acerca de cómo usted puede librarse de ella, llame a 1.800.QUIT.NOW o vea [www.americanlegacy.org/codeblue](http://www.americanlegacy.org/codeblue).

## American Legacy Foundation

*Promote the American Legacy  
Foundation's Web site and materials  
in all you do.*

*Encourage your audience to visit  
[www.americanlegacy.org/codeblue](http://www.americanlegacy.org/codeblue)  
for lung cancer facts, information on  
how to quit smoking and more.*

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## ADDITIONAL RESOURCES

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**American Cancer Society**  
800.ACS.2345 (800.227.2345)  
[www.cancer.org](http://www.cancer.org)

*The American Cancer Society is dedicated to eliminating cancer as a major health problem by saving lives, diminishing suffering and preventing cancer through research, education, advocacy and service.*

**American Legacy Foundation**  
800.4.A.LEGACY (800.425.3422)  
[www.americanlegacy.org/codeblue](http://www.americanlegacy.org/codeblue)  
[www.BecomeAnEX.org](http://www.BecomeAnEX.org)

*The American Legacy Foundation® is building a world where young people reject tobacco and anyone can quit. The Foundation develops programs that address the health effects of tobacco use through grants, technical assistance and training, youth activism, strategic partnerships, counter-marketing (truth®) and grassroots marketing campaigns, research, public relations, and outreach to populations disproportionately affected by the toll of tobacco.*

**American Lung Association**  
800.LUNG.USA (800.586.4872)  
[www.lungusa.org](http://www.lungusa.org)

*The American Lung Association works to prevent lung disease and promote lung health. The Lung Association has long funded vital research on the causes of and treatments for lung disease. It educates children and adults living with lung diseases on managing their condition.*

**Lung Cancer Alliance**  
800.298.2436  
[www.lungcanceralliance.org](http://www.lungcanceralliance.org)

*The Lung Cancer Alliance is dedicated solely to advocating for people living with lung cancer or those at risk for the disease. The Alliance's initiatives aim to change the face of lung cancer and reduce the stigma associated with the disease. The Alliance offers unique patient education and support programs focused on helping people directly affected by lung cancer.*

**Specialized Programs of Research Excellence**  
<http://spores.nci.nih.gov/current/lung/lung.html>

*Specialized Programs of Research Excellence (SPORes) is a program that has been funded by the National Cancer Institute since 1992 to promote interdisciplinary research and move basic research findings from the laboratory to clinical settings, involving both cancer patients and populations at risk of cancer.*



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