Developing a Statewide Shared Vision Strategy for Lung Cancer Screening in West Virginia

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Mountains of Hope and Our Partners

**Engaged 297+ Partners**

**13 Member Organizations**

- West Virginia Department of Health and Human Services
- American Cancer Society
- West Virginia University Cancer Institute
- West Virginia Breast and Cervical Cancer Screening Program
- American Lung Association
- West Virginia Lung Cancer Project
- George Washington Cancer Center Mentorship Program
- West Virginia Program to Increase Colorectal Cancer Screening
- Charleston Area Medical Center
- Webster County Memorial Hospital
- Aetna
- West Virginia University Cancer Institute Bridge Program
- West Virginia University Clinical and Translational Science Institute
Two Questions to Build Our Shared Vision Strategy

WHAT DO WE WANT TO DO?

VISION

HOW DO WE WANT TO DO IT?
Key Activities Completed

- Webinar/Free CE
- White Button Pledge
- Targeted Newspaper Campaign
- Governor's Office Proclaims November Lung Cancer Awareness Month
- Catalyzing Change to Address Lung Cancer Conference
- Lung Cancer Public Service Announcement
- Promote Lung Cancer Careline
- 1,800 Lung Cancer Awareness Month Toolkits
- Pilot Project with LDCT Screening Facilities
Results

YR 1: Lung Cancer Screenings Completed

Baseline: 50
Outcome: 80

60% Increase in Screening

YR 2: Lung Cancer Screenings Completed

Baseline: 235
Outcome: 305

30% Increase in Screening
"The sun does not always shine in West Virginia, but the people always do."

JOHN F. KENNEDY