



**LUNG
CANCER
CANADA**

**CANCER
PULMONAIRE
CANADA**

AWARENESS. SUPPORT. EDUCATION.

SENSIBILISER. SOUTENIR. ÉDIFIER.

Lung Cancer Action Plan Priority Mapping

Priority I: Reduce Exposure to Carcinogen Inhalants

Raise awareness and reduce exposure to cancer-causing substances that are inhaled, including tobacco smoke, industrial emissions and other environmental pollutants.

Action I: Improve awareness of lung cancer risk factors

- LCC Role:
 - **Upcoming Awareness & Early Detection Campaign – “Lung Cancer Doesn’t Care. Make Sure You Do.”**
 - Public-facing campaign highlighting that anyone with lungs can get lung cancer.
 - Directly addresses diagnostic delays by challenging stigma, educating never-smokers and women, and supporting GPs with practical tools.
 - Microsite with patient stories, GP resources, and actionable education.
 - **Faces of Lung Cancer Report & Briefing**
 - Annual platform to raise awareness with policymakers, media, and the public.
 - Spotlights systemic gaps and equity issues.
 - **Your Comprehensive Guide to Lung Cancer (evidence-based resource)**
 - Supports patients and caregivers with trusted information, helping them self-advocate and seek earlier diagnosis.
 - **Medical Advisory Committee (MAC) expertise** leveraged to provide GP-focused education and messaging accuracy.
- a. **Launch culturally competent public education campaigns to educate on all risk factors for lung cancer**
- b. **Increase awareness of carcinogens in consumer products through improved labelling.**

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- c. Improve healthcare provider education on the risks of lung cancer and approaches to prevention**

Action 2: Implement comprehensive tobacco control across Canada

- LCC Role: N/A

- a. Raise the legal age to purchase tobacco and vaping products**
- b. Increase taxes on tobacco and vaping products**
- c. Increase funding and expand smoking cessation programs to ensure equitable access for all**

Action 3: Strengthen air quality standards

- LCC Role: N/A

- a. Advocate for stringent air quality standards and mandatory air quality testing in residential, workplace and outdoor spaces**
 - b. Advocate for stricter PPE requirements in workplaces where exposure to inhaled carcinogens is a risk**
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Priority 2: Detect Lung Cancer Earlier

Increase understanding of the importance of lung cancer screening for early detection and improved broader availability of screening programs and diagnostic technologies.

Action 1: Set a national standard for lung cancer screening

- LCC Role:

- **Advocacy for National Screening Programs**
 - Ongoing advocacy (individually and through key coalitions) to make pilot projects permanent and broaden eligibility.
 - **Policy Series**
 - Direct focus on systemic delays in diagnosis, from GP referrals to biomarker testing.
 - Sessions bring together clinicians, policymakers, and advocates to define solutions.
 - **Support Groups & Patient Engagement**
 - Empower patients to self-advocate for testing and referrals.
 - **Public Education** (through awareness campaigns & reports) on the importance of screening, symptoms, and early action.
 - **Medical Advisory Committee (MAC) expertise and Patient Network** leveraged.
- a. Develop national lung cancer screening guidelines with expanded eligibility criteria**
 - b. Establish or expand access to lung cancer screening programs in every province and territory**
 - c. Improve lung cancer risk modelling to inform location, structure and scale of screening programs**

Action 2: Improve access to diagnostics and build capacity

- LCC Role:

- **Medical Advisory Committee (MAC)** is a key resource that can be leveraged.
 - **Upcoming Innovation Challenge and standing Working Group.**
 - Multidisciplinary community dedicated to solving critical challenges in NSCLC diagnosis. — empowering healthcare professionals, researchers, and innovators to drive meaningful change.
- a. Increase use of innovative diagnostic tools and methods in diverse communities, especially for patients in rural and remote communities and/or without a family doctor**
- b. Identify novel approaches to increase screening and diagnostic capacity**

Action 3: Improve awareness of lung cancer screening and availability

- LCC Role:

- **Upcoming Awareness & Early Detection Campaign – “Lung Cancer Doesn’t Care. Make Sure You Do.”**
 - Public-facing campaign highlighting that anyone with lungs can get lung cancer.
 - Directly addresses diagnostic delays by challenging stigma, educating never-smokers and women, and supporting GPs with practical tools.
 - Microsite with patient stories, GP resources, and actionable education.
 - **Your Comprehensive Guide to Lung Cancer (evidence-based resource)**
 - Supports patients and caregivers with trusted information, helping them self-advocate and seek earlier diagnosis.
- a. Launch culturally competent public education campaigns to improve awareness of screening eligibility and program availability**
- b. Action 3b: Integrate education on lung cancer symptoms and routine screening eligibility into medical curricula and continuing education for healthcare providers**

Priority 3: Improve Access to Timely, Best-in-Class Care

Accelerate access to best available treatments and clinical trials to optimize patient care and outcomes.

- LCC Role:
 - **Policy Advocacy:** Driving reforms to accelerate access to biomarker-driven therapies and ensure equitable coverage across provinces.
 - **HTA Submissions:** LCC regularly leads and contributes to HTA submissions on behalf of **patients and clinicians**, ensuring both lived experience and clinical expertise are represented in national decision-making processes.
 - **Medical Advisory Committee (MAC):**
 - Actively engaged in advocating for improvements to the Health Technology Assessment (HTA) process so that lung cancer innovations can be reviewed, approved, and reimbursed more quickly and equitably.
 - Provides clinical evidence, system-level insights, and expert perspectives that strengthen LCC's policy positions.
 - **Faces of Lung Cancer Report:** Published annually, this flagship report shines a spotlight on time-to-patient delays, inequities, and system barriers. It serves as a powerful accountability tool, ensuring that policymakers, funders, and the public can track progress and see where gaps persist.
 - **Right2Survive Coalition:** Patient-driven advocacy pushing for better access to innovation and system accountability.
 - **Support Programs:** Airways of Hope, peer-led support groups, navigation resources, and social worker support to help patients manage their care journey while the system evolves.
 - **Policy Series:** National platform for clinicians, policymakers, and advocates to address diagnostic and treatment delays together.

Action 1: Improve access to innovative treatments

- a. Accelerate regulatory approval for innovative treatments
- b. Implement consistent and equitable access to treatment options across Canada

Action 2: Strengthen patient navigation programs and improve access for all

- a. **Develop and implement referral pathways to patient navigation services as a standard component of lung cancer care**

Action 3: Monitor and report on health system performance to support continuous improvement of lung cancer care

- a. **Define and track metrics to monitor lung cancer care and identify and address equity and quality gaps**

Priority 4: Accelerate Access to Lung Cancer Research

Advance research and support the development of innovative treatments and diagnostic tools to enhance patient care.

- **LCC Role:**
 - **New LCC Research Foundation (2026 Launch)**
 - Dedicated platform to fund and champion lung cancer research.
 - Positioned to align directly with Action Plan priorities.
 - **Current Research Program:**
 - Targeted funding providing the best and brightest minds in lung cancer research in Canada.
 - Includes support for young investigators.
 - **Partnerships with Researchers & Industry**
 - Funding, convening, and amplifying patient involvement in research design.
 - **Advocacy:** Key advocacy priority.

Action 1: Increase funding for lung cancer research

- a. **Advocate for lung cancer research funding from public sector funders to be proportionate to burden**
- b. **Strengthen public-private collaboration and coordination to maximize the impact of investments in lung cancer research**

Action 2: Establish national lung cancer research priorities

- a. **Incentivize early career investigators to focus on lung cancer research**
- b. **Implement policy that streamlines data-sharing to strengthen collaboration and research opportunities**