



# LUNG CANCER CONNECTION

2021 Year in Review

## LCAM

Lung Cancer Awareness Month this past November 2021 was a virtual success in bringing together the Lung Cancer Canada community to celebrate hope, survivorship and breakthroughs in research. Together, we held several online seminars and presentations that allowed our community to discuss topics important to lung cancer patients, their caregivers, and the healthcare professionals united in the fight against lung cancer. We were extremely proud of the community turnout for our Stakeholder Briefing and the National Virtual Patient Summit that featured new treatments and programs available to patients, clinical trials, the impact of COVID-19, and patient stories. Along with our virtual events, we had a number of landmarks across Canada participate in our Week of Lights campaign in late November.

## Evening of Hope



Our 11th annual EOH was held in conclusion of Lung Cancer Awareness Month this year. Our attendees took part in a multimedia presentation that included greetings from Canadian government officials, fundraising success stories, a comedian set, and a message of hope from Guy Lafleur. The reception was held in our virtual Topia world that featured trivia games, our online store, and favorite recipes from our President Dr. Stephanie Snow, immediate past President Dr. Paul Wheatley-Price, and the Chair of our Medical Advisory Committee, Dr. Rosalyn Juergens. To view their recipes for inspiration, visit <https://bit.ly/3gLJIOE>. Congratulations to the winners of our trivia contest and to Stephane Asselin for taking home the Montreal Canadiens' signed Guy Lafleur jersey, won through our silent auction that ran from Dec 5th to Dec 21st.

## FOLCR

Our annual Faces of Lung Cancer Report was released in November 2021 and emphasized the positive and negative outcomes that have become apparent to the lung cancer community due to the impact of the pandemic. Many lung cancer patients were forced to adapt to policies and restrictions imposed at every step of the healthcare system from screening to treatment planning. Lung Cancer Canada admires our patients and their caregivers for their perseverance and determination, as well as the flexibility & dedication of healthcare professionals in providing both virtual and in person care. Lung Cancer Canada emphasizes that the pandemic should not negatively affect quality of care.



## Podcasts

In 2021, our team produced a record number of 22 podcasts throughout the year. Lung Cancer Voices include palliative care, quitting smoking, and a feature segment with Dr. Anne Gonzales, 2020 recipient of the Geoffrey Ogram Memorial Grant. and our "What's New In" series took a deep dive into lung cancer topics and current treatments. Thank you to Dr. Paul Wheatley-Price who has continued spearhead this initiative. We look forward to the 2022 recordings that will feature patient stories from across the country, groundbreaking historical research trials, how mindfulness can improve your quality of life, and much more!

## Hope Army

Hope Army has grown substantially over the past year, totaling 462 total recruits. Engagement with recruits in 2021 included the mask awareness campaign and the "Give Two Get Two" window decal campaign launched in the fall. Moving forward, engagement efforts will include more advocacy work, starting with a "Screening letter" to be sent out amongst recruits in hope that they will share it with elected officials. Additionally, the videos going out in the beginning of 2022 will showcase a side of lung cancer that doesn't always get to be seen. We hope to grow the Hope Army throughout the year in order to raise further awareness of lung cancer, with a focus on advocacy.