

UP TO DATE INFORMATION ON LUNG CANCER

LCA Kicks Off November with New Awareness Campaign

Each year, LCA works with its state chapter chairs and volunteers from across the country to engage the general public and the media in a discussion about lung cancer. We are especially active in our pursuit of media coverage during November, Lung Cancer Awareness Month. This year was no different. On November 2nd, LCA launched an awareness campaign with a twist.

Dr. Armando Lung Love, a versatile, multi-genre artist and ardent public health crusader, has stepped up to help



Dr. Armando Lung Love
www.lunglove.com

“I’ve seen too many people I know come down with lung cancer so I talked to my crew and we put this video together to help with Lung Cancer Awareness.”
—Dr. Lung Love

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generate a discussion about lung cancer among young adults and young professionals. His first video recreated a popular music video and incorporated information about lung cancer. The video, aired on YouTube.com and FunnyorDie.com, quickly became an internet sensation.

“I couldn’t stand in the shadows anymore,” Dr. Lung Love said when asked about his motivation to speak out on behalf of the lung cancer community “I’ve seen too many people I know come down with lung cancer, so I talked to my crew and we put some videos together to help raise awareness.”

“With lung cancer, man, it’s like it’s all the patient’s fault, so why bother. Well I’m here to say the blame game is

up. Things are gonna change. Dr. Lung Love is here now,” he said.

Over the years, LCA has recognized that the standard approaches used to get lung cancer into the mainstream have not had great long term success. For these reasons, we switched the medium and messaging that we have used in the past. This has made an impact and generated thought provoking conversations about lung cancer. Stay tuned in to the series and follow Dr. Lung Love on his quest to find a mate.

Help LCA and Dr. Lung Love get this message out. Go to www.lunglove.com to watch all the Lung Love videos, learn more about Dr. Lung Love, and to send the videos to your friends and family! ■



Dear Friends,

It is an exciting time to be writing to you again as we close out 2009. Many used November to organize events or participate in activities to honor loved ones, elevate awareness and advocate for increased compassion and support for all those affected by lung cancer community.

Originally started as a one day awareness event in 1995 by LCA'S predecessor organization, the designation of November as Lung Cancer Awareness Month is now recognized in local communities, highlighted at the national level and acknowledged worldwide, thanks to efforts by our partner organization, the Global Lung Cancer Coalition (GLCC).

We all should feel very proud – as our “movement” is having an impact. In only four years, with less than 1% of breast cancer’s advocacy army, public awareness about lung cancer is growing and research funding is increasing. The media is starting to more accurately present lung cancer facts. The public is becoming more aware of the massive under funding of the disease — and that it is hitting more non-smokers and former smokers than current smokers.

A newly dedicated research pipeline within the Department of Defense has been established and funded with \$20 million in its first year. Landmark federal legislation has been introduced in both the United States Senate and House of Representatives requiring a comprehensive plan to fund lung cancer research in our Departments of Health and Human Services (HHS), Veterans Affairs (VA) and Defense (DOD). If you have not yet sent your e-mail to your Senators and Representatives asking for their support for lung cancer research go to www.lungcanceralliance.org and click on LCA Advocacy Action. In three clicks you can make your voice heard!

In addition, a national coalition is growing and calling on our public health leadership to more adequately address the disparities in lung cancer research funding and access to care. LCA salutes organizations such as the International Association for the Study of Lung Cancer (IASLC), the National Association for the Advancement of Colored People (NAACP), the National Council of La Raza (NCLR), the Asian Pacific Islander American Health Council (APIAHC), Veterans of Foreign Wars (VFW), Vietnam Veterans of American (VVA), the Disabled American Veterans (DAV), among others, for going on record in support of a comprehensive plan to reduce lung cancer’s mortality and inspiring others to speak up and speak out.

LCA will help link willing hearts and hands and provide suggestions on how to get involved. So let’s all go out and RAISE AWARENESS for lung cancer. Our efforts are turning the tide. There is no stopping us now! Together we can end lung cancer as we know it!

Most Sincerely,



Laurie Fenton Ambrose
President & CEO, LCA

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CaringBridge

Lung Cancer Alliance understands the importance of letting family and friends know how you are doing as you go through lung cancer treatment and recovery. That's why we announced our partnership with CaringBridge earlier this year.

What is CaringBridge?

CaringBridge is a non-profit organization that offers free, personalized websites to allow you to stay in touch with family and friends during your lung cancer journey. The goal of the service is to ease the burden of keeping others updated while providing them a way of sending love and encouragement.

Each CaringBridge/LCA website includes:

- A patient care journal, to update family and friends
- A guestbook, where loved ones can leave messages
- A photo gallery
- Free online assistance for help using the service

How can CaringBridge help?

It can be difficult to get the information you want to the people you love.

A CaringBridge/LCA website can be set up quickly and easily. You can then communicate how things are going and even add pictures, all in one place. When family and friends visit the site, they can leave messages of support in the guestbook for you to read.



How can I find out more? How do I create a CaringBridge website for me or my loved one?

It's easy! Just go to the www.caringbridge.org/lungcanceralliance and begin setting up your own, free, personalized, private website.

Advocate's Legacy Lives On Through Her Generous Spirit

For almost four years, LCA-Washington, D.C. advocate, Ann Jones, worked tirelessly with LCA staff to learn the ins and outs of lung cancer advocacy. She lent her voice to the lung cancer movement as a dedicated and passionate volunteer for increased lung cancer research funding. She donated her time, humor and grace to advance our cause and speed the search for a cure. As it was her strong desire that this work continue unabated, Ann graciously included Lung Cancer Alliance in her estate plans. Her legacy lives on and we will continue making history together thanks to her remarkable vision and spirit.

Ann's close friend, Peter Feller shared her story with us:

"Who was Ann Jones? She was an important person to many. The impact of her life was measured by the amount of people who confided their fears, doubts and disappointments to her and how she, in turn, encouraged them and helped them work through those difficult stretches in their lives. It was measured by how she drew people in with perpetual upbeat tempo and deep understanding of human nature.

Her friend, Elizabeth Noone, described her outgoing nature this way: "I will always remember her incredible ability to bring people together...One thing we all shared was our admiration, respect and love of Ann Jones."

Ann was a native Washingtonian — a comparatively rare breed. She grew up poor, could not afford college and ended up supporting her mother for many years. For much of her life, Ann was a legal secretary, most recently at McKenna, Long and Aldridge in Washington, D.C. In that capacity she was my right hand assistant for 27 years.

I don't know how else to describe it, but my sense of Ann more than anything else was her pure humanity combined with a unique and unrivaled capacity to forgive. It requires, I think, a certain generosity of spirit that seems beyond many of us. This generosity of spirit was her most noble quality.

Ann loved life. She loved to laugh and dance and she threw herself into many causes and interests, including archeology, linguistics, travel, civil rights, anti-war rallies, saving Scholl's Cafeteria, lectures at the Smithsonian, and volunteer work for the Lung Cancer Alliance — to name a few. Where did she find the energy?

Ann M. Jones died from lung cancer on August 11, 2009 at the age of 68. She fought the disease for eight years, undergoing four operations, three of them to remove different lung sections. The last operation was on her cerebellum where the cancer had spread. She was surrounded by family, friends and loved ones through it all.

During her treatments, surgeries and recoveries, she remained focused on helping provide a voice for all of those touched by the disease. She advocated for increased research funding federally and worked with the Washington, D.C. City Council and Department of Health to begin the implementation of a lung cancer early detection research program in the city she loved.

We will always remember Ann's smile, her laugh, her stories and how she lived her life with an open heart." ■





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Keep track of the news on our website www.lungcanceralliance.org

LCA Advocates and Staff Ring The Closing Bell for NYSE

Lung Cancer Alliance staff and LCA-NY advocates rang The Closing Bell for the New York Stock Exchange™ (NYSE™).

Five and a half year lung cancer survivor and LCA-NY advocate, Richard Heimler marked the end of the day's trading by ringing The Closing Bell.

He was joined by LCA Staffers Sheila Ross and Miguel Velez and lung cancer survivors, advocates and LCA



supporters in the televised ceremony.

“As a lung cancer survivor and on behalf of Lung Cancer Alliance and all those impacted by the disease, we are grateful to the New York Stock Exchange™ for this opportunity to get our message out during November, Lung Cancer Awareness Month,” said Heimler. ■

Shine a Light Vigils Reach 19 States!

This November, LCA launched the *Shine a Light National Lung Cancer Vigil* in an effort to raise awareness and support for the disease. Building on successful vigils held across the country over the past three years, LCA and LCA-MA advocate and National Vigil Coordinator David Watson, worked with volunteers across the country to help them organize a candlelight vigil for the evening of November 5th. The initial goal was to see at least 20 vigils scattered throughout the country and LCA volunteers stepped up to the challenge. We saw 33 vigils in 19 states, from California to Missouri to Washington DC, during November!

The *Shine a Light National Lung Cancer Vigils* brought families, friends and loved ones together to show compassion and support for the entire lung cancer community. These events will honor loved ones lost to lung cancer, increase disease awareness, and further grassroots efforts to secure a more comprehensive plan for lung cancer research funding.

LCA will apply lessons learned from this initial year to enhance and expand the campaign to eventually encompass all 50 states! If you would like to host a *Shine a Light National Lung Cancer Vigil* next November or at any time throughout the year, go to www.shinealightonlungcancer.org. ■

