

The background of the entire page is a photograph of a man with a beard and short hair, smiling broadly. He is wearing a bright yellow high-visibility jacket over a dark shirt. The image is slightly out of focus, with the man's face being the sharpest part. The overall tone is positive and community-oriented.

# Lung Cancer Screening

Community toolkit

# Campaign overview

RM Partners North West and South West London Cancer Alliance are running a campaign to encourage people to attend lung cancer screening when invited.

The campaign is focusing on eligible people aged 55-74 who have ever smoked from lower socio-economic groups. The campaign will run in areas of highest deprivation across north west and south west London and include both outdoor advertising and targeted social media.

The campaign will run from the 10<sup>th</sup> November 2025 for a 4 week period.

November is also Lung Cancer Awareness Month which focuses on raising awareness of lung cancer signs and symptoms.

## The key messages include:

- Lung cancer is the third most common cancer in the UK and it is the UK's biggest cause of cancer death. There are around 28,000 lung cancer deaths a year in the UK.
- Knowing the symptoms is important, as the earlier lung cancer is found the more treatable it's likely to be.
- Over 57% of lung cancer patients in the UK are diagnosed at stage 3 or 4, which is often too late for curative treatment. People diagnosed at stage 1 through screening have an average five-year survival rate of over 90%, compared to only 4% for those diagnosed at stage 4.
- More than 70 out of 100 lung cancer cases in the UK are caused by smoking.
- **Lung cancer screening saves lives:** Lung cancer screening is now being offered in all boroughs across north west and south west London in participating practices, to those aged between 55 – 74 who have ever smoked. To find out more about lung cancer screening, visit: <https://lungcancerscreening-westlondon.nhs.uk/>

# Lung Cancer Screening

**Lung cancer screening helps diagnose lung cancer earlier and save lives.**

There are often no signs or symptoms of lung cancer at an early stage. Lung cancer screening can find lung cancer at its earliest stage when it is easier to treat, often before you have any symptoms.

Screening is currently being rolled out across England and is available for people aged 55-74 years old who smoke, or used to smoke, and are registered with a participating practice. Currently 75% of people who have been diagnosed with lung cancer through the lung cancer screening programme have been caught at stages 1 and 2.

There are two parts to lung cancer screening:

**1) Lung health check:** After you receive a letter inviting you to take part, a patient care advisor (a non-medical professional) will call you to carry out a **lung health check assessment** over the phone, which takes around 15 minutes.

They will ask you a series of questions about your overall health, your lung health and your smoking history. Your risk of lung cancer will be calculated and this will decide next steps.

**2) In person appointment:** If your assessment finds that you meet a certain level of risk, you will be invited to have a quick scan of your lungs. This is a special CT (Computed Tomography) scan that uses a very low dose of radiation and a computer to take a detailed picture of your lungs. The appointment will be with a respiratory nurse and will take place at a local hospital or local mobile unit.

# Lung Cancer Screening: Frequently Asked Questions

## **I feel fine so why do I need to go?**

Many people with early-stage lung cancer have no symptoms. One of the main aims of this programme is to detect lung cancer at the earliest opportunity when it is easier to treat. We strongly recommend you take up the invitation for lung cancer screening even if you feel well.

## **I'm not aged 55-74. Can I be screened?**

Lung cancer screening is currently being offered to those most at risk of getting lung cancer. Data shows those between the ages of 55 and 74 who currently or previously smoked are at the highest risk of getting lung cancer.

If you are not eligible for screening but have any symptoms or concerns about your lung health, you should contact your GP practice to arrange an appointment.

## **Why is lung cancer screening only available to people who have smoked?**

People with a history of smoking are at a higher risk of lung disease or lung cancer than people who have never smoked. However, anyone can get lung cancer so if you have any concerns or are experiencing symptoms, contact your GP practice.

## **Is lung cancer screening only for cigarette smokers?**

No, people who smoke or used to smoke any tobacco product, including cigarettes, pipes, cigars, roll ups, hookahs or shishas, may also be eligible for free lung cancer screening.

## **What happens at lung cancer screening?**

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If your assessment finds that you meet a certain level of risk, you will be offered an in person appointment with a nurse and, if suitable, a CT scan of your chest. This will take place at a local mobile unit or NHS hospital.

## **I used to smoke so why haven't I been invited?**

To be invited for lung cancer screening, your GP practice needs to be participating in the programme and also needs to be aware that you have smoked and recorded this on your medical history.

If you think you are eligible, contact your GP practice to check your smoking record is up to date.

# What are the risks and causes of lung cancer?

## Smoking:

- Smoking is the leading cause of lung cancer. Smoking causes more than 70% of all lung cancers.
- This includes all types of inhaled tobacco products including shisha, pipes and cigars.
- People living in the most deprived areas are 4 times more likely to smoke than those in less deprived areas.
- People who smoke or used to smoke have an increased risk of getting lung cancer. The more cigarettes you smoke a day, the higher your risk of cancer. This is why currently lung cancer screening is only available to people with a history of smoking.
- You also have a higher risk of lung cancer if you are regularly exposed to other people's smoke. This is known as second hand smoking or passive smoking.

## Family history:

- You have an increased risk of developing lung cancer if you have an immediate family member who has been diagnosed, i.e. a parent or sibling. This is independent of smoking.

## Exposure to workplace chemicals:

- People in certain occupations can have a higher risk of developing lung cancer because they are exposed to certain chemicals, such as asbestos, silica, coal and nickel. This can include occupations such as construction, shipbuilding, manufacturing, mining, firefighting, glass making, bricklaying, and farming.

## Other causes include exposure to diesel fumes and air pollution:

- Exposure to diesel fumes can increase a person's risk of getting lung cancer. Outdoor air pollution causes roughly 1 in every 10 lung cancers in the UK, but it's important to keep this in perspective. Smoking has a much bigger effect on the risk of developing lung cancer – it causes around nine times more lung cancer cases than air pollution. We can't avoid air pollution completely, and you don't need to avoid going outside.

## Stopping smoking is the best way to reduce your cancer risk.

There isn't a one-size-fits-all way to quit smoking. You can choose options that work best for you, and that's where Stop Smoking London can help.

They can direct you to free services from your local borough, or through an app on your phone, and guide you to clean sources of nicotine so you know which Nicotine Replacement Therapy (NRT) products (spray/gum/patches) will boost your chances of quitting.

Find out more at <https://stopsmokinglondon.com/>



# What are the symptoms?

There are many different signs of lung cancer. Some lung cancer symptoms, such as a persistent cough or shortness of breath, are more common and easier to recognise than others.

It is really important to be aware of all of the signs of lung cancer – regardless of whether you have smoked or not. Lung cancer can happen to anyone so if you are experiencing any of the following lung cancer symptoms, you should contact your GP practice:

- **A persistent cough (that lasts for three weeks or more)**
- **Feeling breathless for no reason**
- **Repeat chest infections or chest infections that haven't improved after having treatment**
- Losing weight and/or loss of appetite
- Coughing up blood or blood in your phlegm (spit)
- A cough that changes or gets worse
- Unexplained tiredness or lack of energy
- Chest or shoulder pain

Less common symptoms include: back pain; wheezing; a hoarse voice; finger clubbing (where the tips of your fingers swell around your nail); difficulty swallowing; or a swelling in your face or neck.

It is important to be checked by a GP or healthcare professional if your symptoms change, get worse or do not feel normal for you for 3 weeks or more.

## What tests or examinations to expect if you have symptoms of lung cancer

Your healthcare professional might need to investigate your symptoms further.

There are many different tests and procedures that help doctors diagnose lung cancer, as well as finding out the best way to treat it, for example a chest X ray or CT scan. (Computerised Tomography.)

# Spreading the message

## Suggested newsletter/web copy

There are often no signs or symptoms of lung cancer at an early stage. Lung cancer screening can find lung cancer at its earliest stage when it is easier to treat, often before you have any symptoms.

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The key messages include:

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- Knowing the symptoms is important, as the earlier lung cancer is found the more treatable it's likely to be.
- Over 57% of lung cancer patients in the UK are diagnosed at stage 3 or 4, which is often too late for curative treatment. People diagnosed at stage 1 through screening have an average five-year survival rate of over 90%, compared to only 4% for those diagnosed at stage 4.
- More than 70 out of 100 lung cancer cases in the UK are caused by smoking.
- Lung cancer screening saves lives: Lung cancer screening is now being offered in all boroughs across north west and south west London in participating practices, to those aged between 55 – 74 who have ever smoked. To find out more about lung cancer screening, visit: <https://lungcancerscreening-westlondon.nhs.uk/>

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# Spreading the message

The suggested posts below can be used to help spread the message across social media

Bluesky / X – please tag @RMPartnersNHS

WhatsApp - for use in your own WhatsApp groups/ channels

## Suggested post 1:

There are often no signs or symptoms of lung cancer at an early stage. Lung cancer screening can find lung cancer at its earliest stage when it is easier to treat, often before you have any symptoms.

Lung cancer screening helps diagnose lung cancer earlier and save lives.

#LungCancerScreening

## Suggested post 2:

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#LungCancerScreening

Example social media assets are included with this document featuring everyday stories.





**Still here for my grandchildren**

**Lung Cancer Screening saves lives.**

When the NHS invites you for Lung Cancer Screening,  
say yes. **It could keep you here.**