

# Lung Cancer Awareness Month

## November 2026

Help spread the word about free lung screening

Communications Toolkit

**IT'S GOOD  
TO KNOW**

 [lungcancerscreen.org.au](https://lungcancerscreen.org.au)





November is Lung Cancer Awareness Month.

We're inviting ACCHOs and Aboriginal and Torres Strait Islander health services to help raise awareness of the National Lung Cancer Screening Program (NLCSP) by taking part in a social sharing campaign.

**Let's share our stories and encourage mob who are eligible to yarn with their doctor, nurse or health worker about lung screening.**

Getting involved is simple. We're encouraging ACCHOs to share photos and stories from their teams and communities about the importance of lung screening. By sharing community voices and experiences, we can raise awareness, start conversations and encourage eligible mob to find out more about screening.

**IT'S GOOD  
TO KNOW**

 [lungcancerscreen.org.au](http://lungcancerscreen.org.au)



# How to get involved:

- **Use the campaign templates provided** to create and share posts on your organisation's social media channels.
- **Share a story or quote** from your team or community about the importance of lung screening.
- **Tag NACCHO @naccho\_aus and @TheNationalLungCancerScreeningProgram** (Facebook only) in your posts so we can see and help amplify your organisation's work in the community.
- **Encourage your community and networks** to share the campaign assets through their own channels.
- **Spread the word** by sharing the posts with your wider networks.

**IT'S GOOD  
TO KNOW**

lungcancerscreen.org.au



## **Social tiles**

Choose the option that works best for your organisation.

# Option 1: Ready to use



[Download](#)



[Download \(1:1\)](#)  
[Download \(4:5\)](#)  
[Download \(9:16\)](#)



[Download \(1:1\)](#)  
[Download \(4:5\)](#)  
[Download \(9:16\)](#)



[Download \(1:1\)](#)  
[Download \(4:5\)](#)  
[Download \(9:16\)](#)

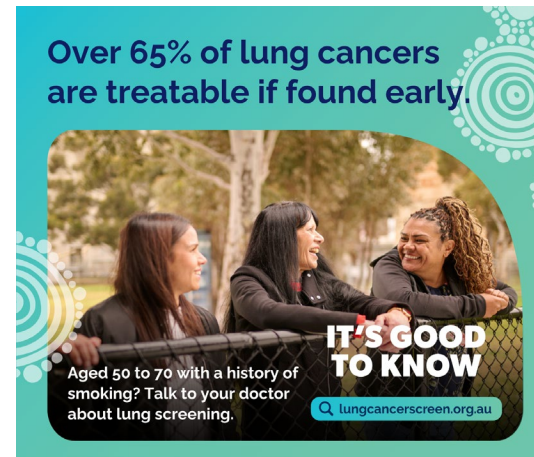
**IT'S GOOD TO KNOW**

[lungcancerscreen.org.au](https://lungcancerscreen.org.au)



# Option 2: Add your logo and tailor the call to action

Access the editable Canva files: <https://canva.link/7xymyintamkcvlf>



**IT'S GOOD TO KNOW**

lungcancerscreen.org.au

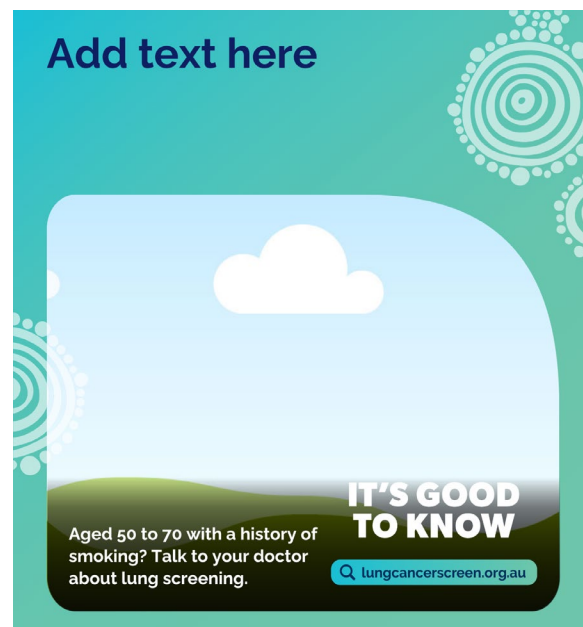
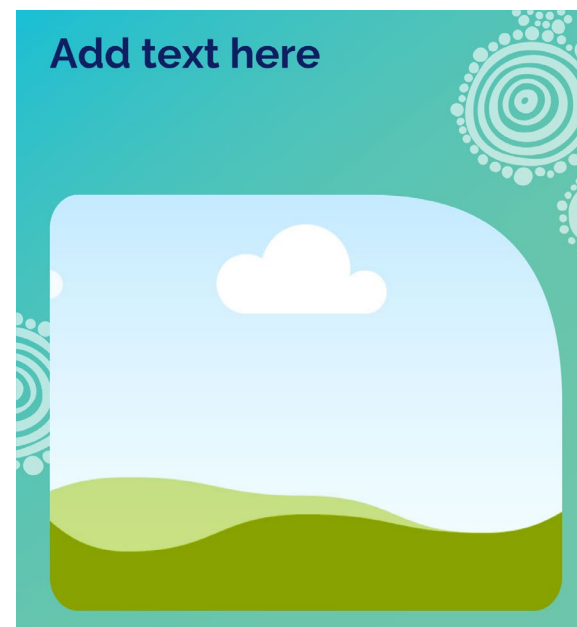
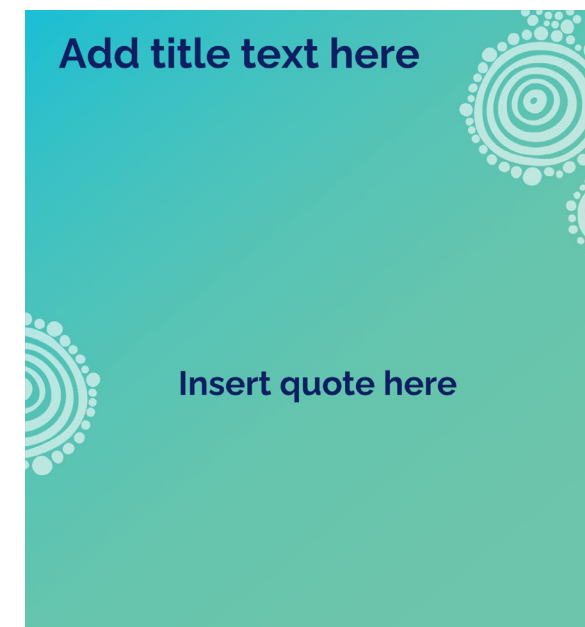


# Option 3: Create your own

Access the Canva templates: <https://canva.link/dtzyz0v8u32vb3l>

We'd love to see what you create.

Before posting, please send your draft tile to [Cancer.Team@naccho.org.au](mailto:Cancer.Team@naccho.org.au) so we can check it aligns with campaign messaging.



**IT'S GOOD  
TO KNOW**

Q lungcancerscreen.org.au



# Key messages

## About the program

- There's a new National Lung Cancer Screening Program to help find lung cancer early, even before you feel sick.
- The scan is simple, free and could save your life.
- Lung screening involves having a low-dose CT scan of your chest to look for early signs of lung cancer. Eligible people can have a free scan every 2 years.

## Why it matters

- If lung cancer is found early, it's easier to treat.
- Over 65% of lung cancers can be treated successfully when found early.
- Having a lung screening could mean more time with family and your mob to do the things that you love most.

## Call to action

- If you're aged 50 to 70 and have a smoking history, have a yarn with your doctor, nurse or health worker about lung screening.
- Look after your health, your family and your community by getting a simple free lung screening.
- Find out more at [lungcancerscreen.org.au/firstnations](https://lungcancerscreen.org.au/firstnations)
- It's good to know.

**IT'S GOOD  
TO KNOW**

Q [lungcancerscreen.org.au](https://lungcancerscreen.org.au)



# Social messaging prompts

## #MyScreeningStory

Collaborate with a healthcare worker at your service or a local community member who has participated in the National Lung Cancer Screening Program and would like to share their story. They can share a photo and a short quote about their experience, what they've learnt, or a message they'd like to share.

Sharing stories can help raise awareness of lung screening, reduce concerns, and encourage eligible community members to learn more about the program.

# #MyScreeningStory

## Healthcare worker prompts

- As a health worker, what I want our community to know about lung screening is
- One thing I wish everyone knew about lung screening is
- One question you can ask your health worker about lung screening is

**IT'S GOOD  
TO KNOW**

 [lungcancerscreen.org.au](https://lungcancerscreen.org.au)



# #MyScreeningStory

## Program participant prompts

- #MyScreeningStory is
- One thing I've learnt about lung screening is
- One reason I'd encourage someone to ask about screening is

**IT'S GOOD  
TO KNOW**

[lungcancerscreen.org.au](https://lungcancerscreen.org.au)



# #MyScreeningStory

## Community prompts

- Why lung health matters to me
- I want to keep my lungs healthy because
- One thing I want my community to know about lung screening is



**IT'S GOOD  
TO KNOW**

[lungcancerscreen.org.au](http://lungcancerscreen.org.au)



# Need inspiration?

Keep an eye on NACCHO's social media channels throughout Lung Cancer Awareness Month, where we'll be sharing Aunt Sharon's story and her experience with lung screening.

For Aunt Sharon Thorpe, early detection isn't just a health message, it's personal.



**IT'S GOOD TO KNOW**  
lungcancerscreen.org.au

NATIONAL LUNG CANCER SCREENING PROGRAM Cancer Council NACCHO Lung Screening

**Luckily, Aunt Sharon has always been proactive about her health.**

At 45, she noticed changes in her body and went straight to her doctor. The answer came back: bowel cancer.

**She beat it.**

Then, in 2020, in the middle of COVID, Aunt Sharon was diagnosed with breast cancer.

**She beat that, too.**

NATIONAL LUNG CANCER SCREENING PROGRAM Cancer Council NACCHO Lung Screening

With her daughter's encouragement, she booked an appointment with her doctor to discuss lung cancer screening and get a referral for the low-dose CT scan.



**IT'S GOOD TO KNOW**  
lungcancerscreen.org.au

NATIONAL LUNG CANCER SCREENING PROGRAM Cancer Council NACCHO Lung Screening

**Now she's encouraging Mob to do the same**

"I did have nerves about what the results might show," she admits.

But for Aunt Sharon, that was reason enough to go.

"I'd rather know early than leave it too late."

**"It's good to know because knowing gives us a stronger chance. Early detection can save your life."**

NATIONAL LUNG CANCER SCREENING PROGRAM Cancer Council NACCHO Lung Screening

**"Looking after your health means sticking around longer for your kids, your grandkids, and your community."**

Aunt Sharon Thorpe  
Proud Yorta Yorta and Ginnai/Kurnai woman, mother of two and grandmother of four

NATIONAL LUNG CANCER SCREENING PROGRAM Cancer Council NACCHO Lung Screening

**IT'S GOOD TO KNOW**

lungcancerscreen.org.au



# Additional resources

## Watch and share

- [Aunty Joan's lung screening experience](#)
- [It's Good to Know for First Nations Communities](#)
- [Mobile Screening Process](#)
- [Delivering Lung Cancer Screening to Regional and Remote Communities](#)

## Read and share

- ["It's Good to Know early": Cancer survivor Aunty Sharon Thorpe champions free lung cancer screening](#)
- [Uncle Gilbert Wanganeen's story: How a personal experience made Gilbert a passionate advocate for lung screening](#)

## Learn more

- [It's Good to Know Campaign Toolkit](#)
- [NACCHO Lung Screening resources](#)

**Questions?** Email [Cancer.Team@naccho.org.au](mailto:Cancer.Team@naccho.org.au)

**IT'S GOOD  
TO KNOW**

Q [lungcancerscreen.org.au](http://lungcancerscreen.org.au)

