



Jillian Skinner MP

Minister for Health Minister for Medical Research

MEDIA RELEASE

Sunday 17 March 2013

LISTEN OUT FOR LUNG CANCER AND SAVE YOUR LIFE

Health Minister Jillian Skinner today launched a public education campaign aimed at improving survival rates for people diagnosed with lung cancer by encouraging early detection.

Lung cancer is the most common cause of cancer deaths in NSW, with an average of seven deaths each day. Early detection doubles a person's chance of survival.

Mrs Skinner said the Cancer Institute NSW's *Listen Out For Lung Cancer* campaign is aimed at the whole community.

"Lung cancer can happen to anyone, from any background," Mrs Skinner said.

"Although smoking is the biggest single risk factor, non-smokers can get lung cancer and shouldn't ignore the symptoms."

Chief Cancer Officer and Cancer Institute NSW CEO Professor David Currow said the *Listen Out For Lung Cancer* campaign targets three key symptoms – a persistent cough, changed cough or coughing up blood.

"As a community, we need to listen out for lung cancer and not only recognise the signs and symptoms but take action," Professor Currow said.

"If you have had a persistent cough lasting longer than three weeks, had a cough that has changed or if you have coughed up blood it is important you see your GP straight away to ask for a chest x-ray. It could save your life.

"Lung cancer has a relatively high mortality rate compared with other cancers. While it is the fourth most common cancer in both men and women, it is the leading cause of cancer deaths.

"In fact, lung cancer takes the lives of more than 2600 people in NSW each year, which is more than breast and prostate cancer combined."

Mrs Skinner said as a result of continued investment in community education, cancer research, improved treatments and early detection, two out of every three people diagnosed with a type of cancer will survive.

“We cannot be complacent. We need to make lung cancer another of our cancer success stories,” Mrs Skinner said.

“Together, we can work to raise awareness of the importance of early detection of lung cancer and ultimately save lives.”

The \$1 million *Listen Out For Lung Cancer* campaign consists of television commercials – which air from tonight – as well as radio and newspaper advertisements. There is a focus on ethnic communities with higher than average smoking rates, including the Arabic-speaking, Vietnamese, Chinese and Aboriginal communities.

For more details, go to cancerinstitute.org.au