



FairLife
LUNG CANCER CARE

www.fairlifelcc.com



FairLINE 11157
Information Line for Lung Cancer



Who we are



"FairLife-Lung Cancer Care and Prevention" is the only non-profit organization in Greece, exclusively dedicated to Lung Cancer. It was created in memory of Simon Bell, who lost the battle with lung cancer, in August 2020.



OUR GOALS

To reduce mortality, increase the survival rate and improve quality of life for patients.

FairLife... a Fair Life for those impacted by Lung Cancer. Fair, with timely and universal access to information, diagnostic tests, and new innovative treatments.

#LearnActHope

STRATEGIC PRIORITIES

We advocate to eliminate the stigma associated with lung cancer.

We inform about the importance of prevention and early diagnosis.

We advocate to include screening in the National Health System.

We raise awareness of the value of comprehensive and reliable molecular diagnostic testing.

We provide psychological support to patients, caregivers and their families.

We encourage and educate about the value of clinical trials.

We activate young people for a tobacco/vape-free generation.

We are medical community allies for the benefit of patients.

H FairLife L.C.C.

...from the depths of your soul!

“

After being diagnosed with lung cancer, I enthusiastically accepted FairLife L.C.C.'s outreach. They helped me get fully informed about the disease and connect with people, who also seek information about the mutations, side effects and impact of cancer on our lives.

Polly G.

“

Knowledge is power. Knowledge of heart is love. FairLife L.C.C. with generosity and empathy offers knowledge and love to anyone who needs it.

Emmanuel M.

“

At FairLife L.C.C. they embraced me from the very first moment; they attentively listened to my ideas and helped me to implement them immediately. They helped me stay informed about the disease, through the digital informative library Learn Act Hope. I am grateful I had the opportunity to meet them.

Christos A.

“

What FairLife L.C.C taught me is that the only way to deal with lung cancer is to lead it. And lead me and my family to the path of knowledge, hope and support.

Fotis M. Family member

“

FairLife's family supported us through my mother's illness, helping us take the breath we were striving for. Through FairLife's psychological support program, I learned to accept the loss. FairLife's efforts illuminated the darkness of the disease.“

Cynthia M.

FairLife L.C.C.:

Informs

Prevents

Supports



Lung Cancer is one of the most frequent forms of cancer in men and women.

It is the leading cause of cancer-related deaths worldwide and in Greece. In our country, 1 person loses their life due to Lung Cancer every hour.



Low dose computed tomography (LDCT) is the recommended method

of testing for people at high risk, on which prevention and early detection (screening) programs are based.

Criteria for LDCT ²

50-80
years old

currently smoking

OR

quitted
in the past
15 years

Smoking History

1 pack per day for **20** years

OR

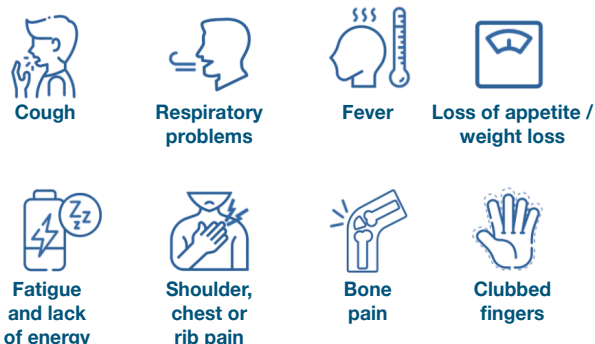
2 packs per day for **10** years

Did you know that...

Possible causes of Lung Cancer: ³

- Smoking
- Secondhand smoke exposure
- Air pollution
- Exposure to chemicals (asbestos, radon, arsenic, uranium, etc.)
- Dietary factors
- Sedentary lifestyle and lack of exercise
- Hereditary factors

The most common symptoms are: ³



- Persistent cough (lasting 3 weeks or more)
- Difficulty in breathing
- Difficulty in swallowing
- Recurring respiratory infections
- Chest pain or shoulder pain
- Loss of appetite and/or unexplained weight loss
- Change to chronic cough or coughing that gets worse
- Coughing up blood
- Unexplained fatigue or lack of energy
- Hoarseness of voice
- Clubbed fingers

1. Global Cancer Observatory (<https://gco.iarc.fr/>)
 2. JAMA 2021, 325:962-970, (doi:10.1001/jama.2021.1117)
 3. Cancer.Net (<https://www.cancer.net/>)



Lung cancer causes more deaths than breast, prostate and colorectal cancer combined.



Lung cancer is the 3rd leading cause of death after cardiovascular and brain diseases in Greece.



If Lung Cancer is diagnosed in the early stages before spreading, the five-year survival rate can exceed 80%, while in the more advanced stages it is usually no more than 25%.



Greece ranks 2nd in Europe in new Lung cancer cases, following Serbia, and 3rd in the number of fatal cases, following Hungary and Serbia.



Screening leads to a reduction in deaths by 24.61% and a reduction in years of life lost by 30.9%* 4

76%



of new cases are men

24%



of new cases are women

83%



are diagnosed at stage 3 and 4



* Study on lung cancer screening, by FairLife L.C.C. in collaboration with the Health Policy Institute, under the scientific supervision of Mr. Kyriakos Souliotis, Professor of Health Policy at the University of Peloponnese and Mrs. Evi Hatzianeou, Vice President of FairLife L.C.C. and Public Health Expert. (November 2021)

4. Cancers 2022, 14, 5484. (<https://doi.org/10.3390/cancers14225484>)

What we have accomplished

To this day



FairLife L.C.C. implements actions, focusing on patients' needs, from diagnosis to treatment as well as to inform the public about Lung Cancer prevention.

Our two years of continuous action are being recognized and rewarded with 2 Gold, 2 Bronze as well as the award granted by Hellenic Thoracic Society.



LEARN, ACT, HOPE

The 1st thematic digital library on Lung Cancer in Greece with information about the patient's journey from diagnosis to treatment.

The "Learn" section is about prevention and early diagnosis, symptoms, types, staging and molecular testing.

The "Act" section gives information on diagnosis, types of treatments, targeted therapies and clinical studies.

The "Hope" section covers patients' psychological support and empowerment through personal stories.

WELLNESS ACTIVITIES

We undertake initiatives, emphasizing the importance of physical exercise and mental health for wellbeing and the prevention of illness.

We raise awareness of our natural heritage, by taking part in environmental actions and by sending messages of love and respect to our planet.



BREATH, a Program for Psychosocial Support, is offered nationwide, **FREE** of charge, to Lung Cancer patients, their families and caregivers, in collaboration with experienced and qualified mental health professionals.

At a glance:

- Psychological support
- Creative Activities
- Information & Guidance



FairLife L.C.C. in numbers:

- 16.000 social media followers
- 2.000.000 unique social media users
- 1.000.000 video views on Facebook & YouTube
- 15.000 hours of viewing on Facebook & YouTube
- 80.000 website visits
- 1.650 posts

YOUNG PEOPLE CREATE

The youth anti-smoking campaigns "14 Minutes of Life" "Inhale... exhale... OR BREATHE? The choice is within you" and the social media campaigns were designed by young volunteers to raise awareness about the consequences of smoking and vaping.

Aiming to make young people "The first tobacco/vape free generation", we organized the 1st Panhellenic Student and Youth Creative Writing, Poster and Slogan Competition, educational activities and collaborations with schools and students.



Timeline

Since FairLife's founding in November 2020

2021

January - August

- Screening Program "Lung Health" is provided, free of charge, through FairLife L.C.C., to individuals belonging to vulnerable social groups
- FairLife Ambassadors
- Information Line | FairLine 111 57
- Youth campaign "14 Minutes of Life" designed for young people by young people

September - December

- "Learn, Act, Hope" - New Digital Library
- Lung Cancer Prevention and Early Diagnosis Conference and presentation of the study findings on lung cancer screening
- "Asklepieia en drasi" - The cultural heritage of health
- LUCA PROJECT - Short animation film about the patient journey
- Awareness spot for Early Screening
- Promotion of the "Get Checked!" campaign of Lung Cancer Europe (LuCE)
- Approval of the 1st Panhellenic Student and Youth Creative Writing, Poster and Slogan Competition FairLife L.C.C., entitled "The first tobacco/ vape - free generation" by the Ministry of Education
- Collection of haiku poems "Life that takes your Breath away", written by FairLife's youngest ambassador, Orestis Fotis Mikelakis

- Participation in 35 conferences and meetings
- Participation in 3 surveys of European and international institutions (GLCC, LuCE)
- Collaborations with 10 scientific companies
- Scientific team with more than 70 members
- Provision of 10 auspices for information and awareness-raising activities

2022

January - August

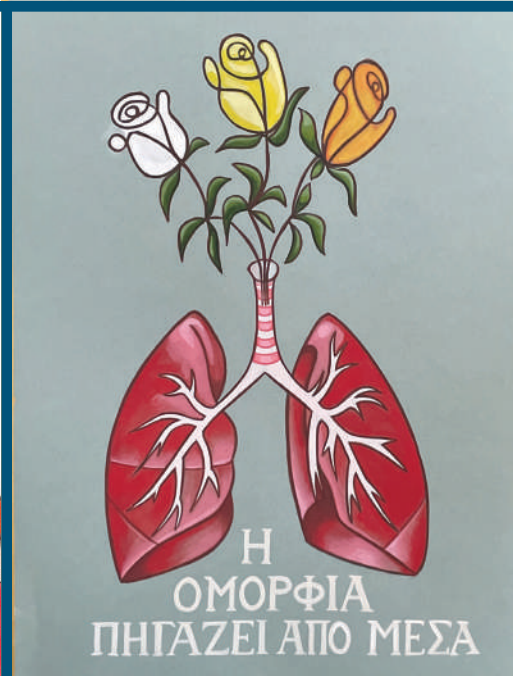
- Enhancement of FairLife Ambassadors
- Implementation of of the 1st Panhellenic Student and Youth Creative Writing, Poster and Slogan Competition FairLife L.C.C., entitled "The first tobacco/ vape - free generation" and announcements of results
- Webinars: "A Patient's Journey"
- Youth Campaign "Inhale... exhale... OR BREATHE?"
- Voluntary beach cleaning
- Inclusion of FairLife L.C.C.'s initiatives in the European Year of Youth 2022 Activity Charter
- Promotion of the UICC's "Close the Care Gap" campaign on World Cancer Day
- 3 awards at Patient Partnerships Awards 2022

September - December

- Launch of the Psychosocial Support Program - Breath
- "14 Minutes of Life" informational broadcasts
- Conference "Lung Cancer in the age of innovation"
- Promotion of the "Get Diagnosed" campaign of Lung Cancer Europe (LuCE)
- Award at the Healthcare Business Awards 2022
- Participation in the Authentic Marathon of Athens
- Award granted by Hellenic Thoracic Society



#ΖΩΗ ΝΑ ΚΟΒΕΙ ΤΗΝ ΑΝΑΣΑ



Stay up to date with FairLife L.C.C.'s activities and news
by following us on Social Media



For more information you can visit
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