

Embracing

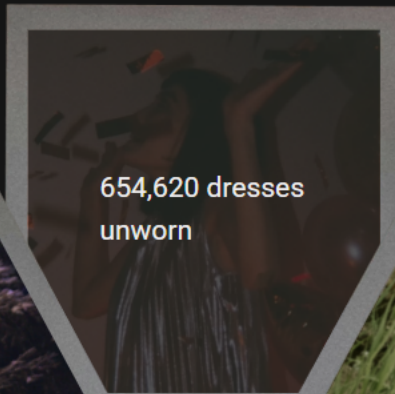
Acceptance

for people living with Lung Cancer

A New Lens on Lung Cancer Acceptance through Empathy

Shame & Blame

affect many of the 654,620* people impacted by
a Lung Cancer diagnosis in the US



654,620 dresses
unworn



The Impact of Shame and Blame



Shame and blame linked to Lung Cancer can lead to depression, discrimination, reduced quality of life, and delays in screening, diagnosis, and care. Read on to hear how individuals are impacted by a Lung Cancer diagnosis.*

*Information Provided Courtesy of jto.org

Imagine a time you
felt afraid and
needed acceptance...

“They’re hurt. A lot of them put a hard shell on, go underground and say ‘Whatever.’ I would love to see people come together, embrace them and say, ‘It’s okay, I get you.’ That would go a long way with a cancer patient.”

- Person Living with Lung Cancer

A lung cancer diagnosis brings
loneliness, fear, embarrassment,

When a person shares their
diagnosis, ask yourself, in their