

# UNDERSTANDING IS RARE, LUNG DISEASE IS NOT.



There are over 30 types of lung disease, including lung cancer, Chronic Obstructive Pulmonary Disease (COPD), Idiopathic Pulmonary Fibrosis (IPF) and bronchiectasis.<sup>1</sup>



**1 in 4 Australians** has a lung disease.<sup>2</sup>



**1 in 7 deaths** is a result of lung disease.<sup>2</sup>

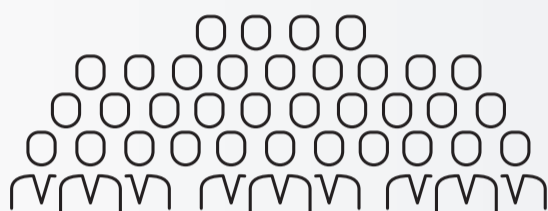
## LUNG CANCER IN AUSTRALIA



**One Australian dies every hour** from lung cancer.<sup>3</sup>

12,500 Australians will be diagnosed with lung cancer in 2017. That's

**34 people a day**<sup>4</sup>



Lung cancer has one of the **lowest survival rates** of any cancer in Australia;

**14%** of Australians are alive **5 years** after their diagnosis.<sup>3</sup>



**lung cancer is the biggest cancer killer;**

more than breast, prostate and ovarian cancers combined.<sup>3</sup>

## LUNG DISEASES ARE MISUNDERSTOOD & STIGMA IS RIFE

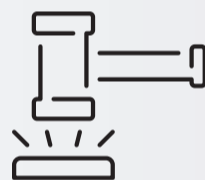


Australians lack of empathy is confronting:<sup>5</sup>

**Over a third (35%)**

consider those with lung cancer to be their "own worst enemy"

**1/10** will say they got what they deserved.



We're quick to judge others but not ourselves:<sup>5</sup>

**58%** of Australians admit to being a smoker, or having smoked previously,

**BUT just 3% would consider it "deserved"** if they were diagnosed with lung cancer.

**For 40%,** the first question they would ask those diagnosed with lung cancer is whether they smoked, even though lung cancer can affect anyone:<sup>5</sup>



**1 in 3** and **1 in 10** diagnosed with lung cancer have no history of smoking.<sup>3</sup>



**1 in 6**

Australians believe people with lung disease who have smoked deserve less support.<sup>5</sup>

## THOSE AUSTRALIANS WHO NEED OUR SUPPORT, SUFFER INSTEAD.

Those living with lung cancer, and other lung conditions, feel the knock-on effects of their diagnosis and the stigma:<sup>6</sup>



**1/3**

A third feel isolated and see their family and friends less often.<sup>6</sup>



**60%**

'do the things they love,' such as hobbies, less often.<sup>6</sup>



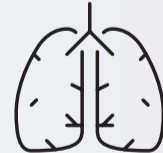
**25%**

Close to a quarter feel shame, guilt or fear of being discriminated against.<sup>6</sup>



**OVER 40%**

feel stigma from the view that lung diseases are self-inflicted and smoking-related.<sup>6</sup>



**ALMOST 1 in 4**

people feel less deserving of help than people with other medical conditions.<sup>6</sup>

**JUDGEMENT IS NEVER A CURE.**

**BUT UNDERSTANDING IS A STEP TOWARDS ONE.**

[Lungfoundation.com.au/understand](http://Lungfoundation.com.au/understand)

### REFERENCES

- American Lung Association: [www.lung.org/lung-health-and-diseases/all-diseases.html](http://www.lung.org/lung-health-and-diseases/all-diseases.html)
- AIHW 2016, [www.aihw.gov.au/chronic-respiratory-conditions/](http://www.aihw.gov.au/chronic-respiratory-conditions/)
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- Lung Foundation Australia Patient Survey, 2017.



**Lung Foundation Australia**

when you can't breathe... nothing else matters<sup>®</sup>