

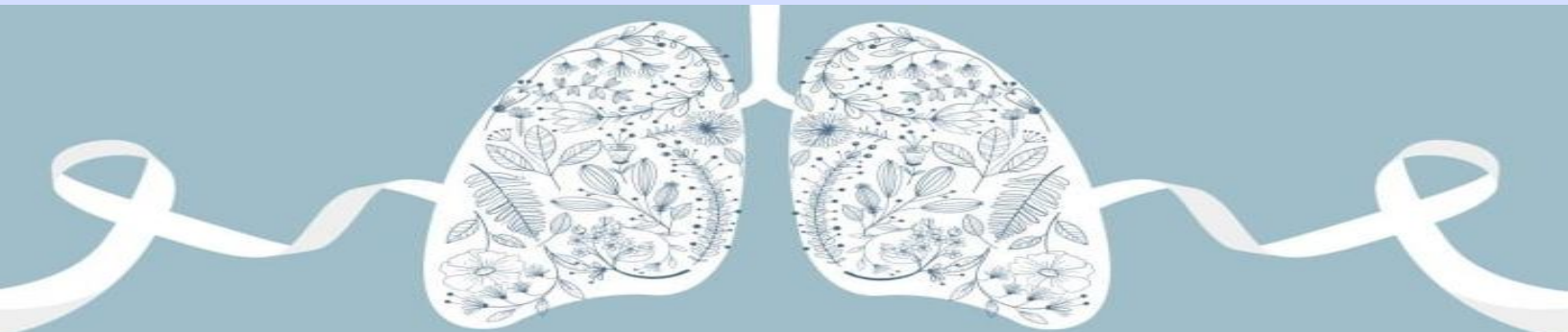


PROGRAMME: MSC PUBLIC HEALTH AND SOCIAL CARE IN PRACTICE

MODULE: SOCIAL EPIDEMIOLOGY AND PUBLIC HEALTH DEVELOPMENT

MODULE CODE: LCHS7000

COMPONENT 1



Lung Cancer Awareness Campaign

Group Members

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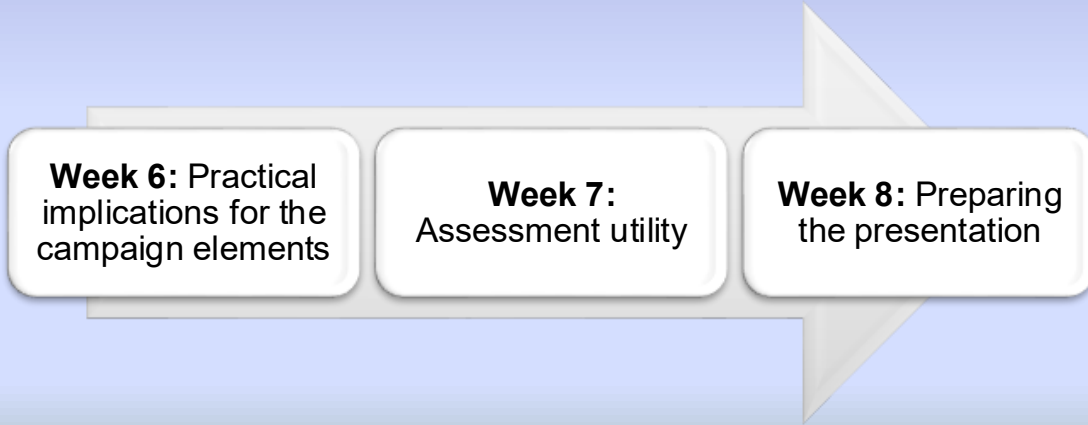
Slogen : Life long so save lung and pride better life

Definition of Lung cancer :Lung cancer is a kind of cancer that starts as a growth of cells in the lungs and multiply uncontrollably, forming malignant tumors.

Definition of Air pollution: Air pollution is ultimate contamination of the indoor or outdoor environment or both indoor and outdoor environment by any chemical, physical or biological agent that modifies the natural characteristics of atmospheric air

ACTIVITIES – 6-8 WEEKLY SESSIONS

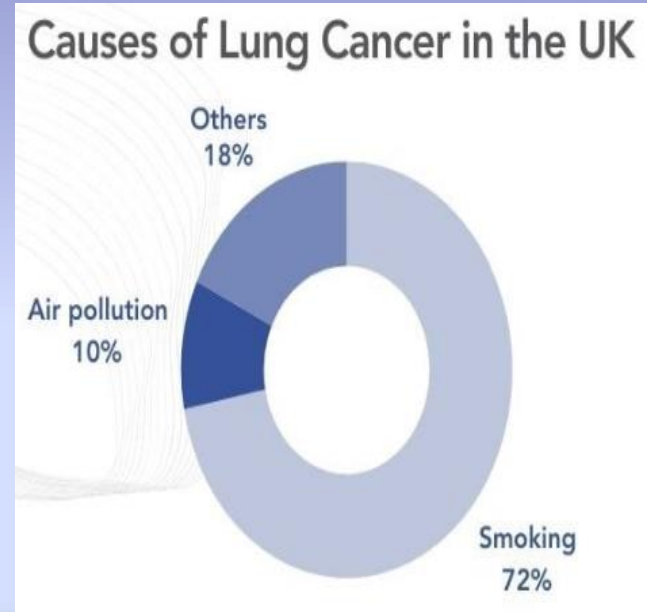
- **Week 6:** Practical implications for the campaign elements
- **Week 7:** Assessment utility
- **Week 8:** Preparing the presentation



Task 1: Rationale

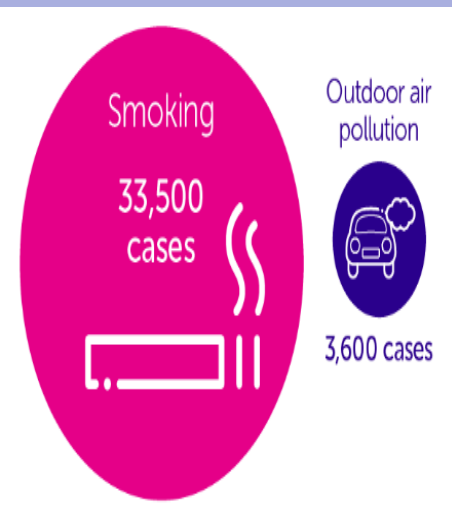
Rationale for the campaign

- Air pollution is the reason for lung cancer in the UK that can be referred to by PM2.5 (particulate matter) and the campaign is focused on addressing this reason.
- Over 1,100 individuals within the UK are experiencing the most impactful form of lung cancer, as a consequence of air pollution (Theguardian, 2025).



Task 1: Rationale

National guidelines by indicating statistics from the age group

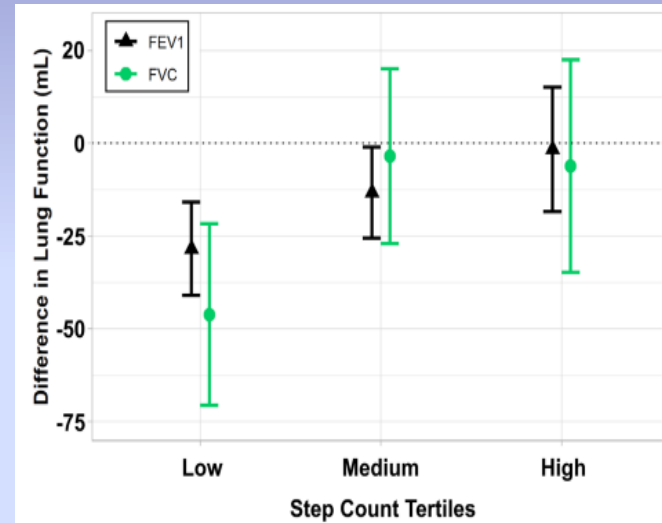


- From 2021 to 2023, 33,100 deaths have been reported as the result of the air pollution problem in the UK (Cancerresearchuk, 2025).
- There are 50,700 new cases of lung cancer with 30.1% age-standardisation in the UK (Wcrf, 2025).
- Air pollution outdoors causes almost 1 out of 10 cases of lung cancer in the UK that indicate 8% of total cases, while smoking has the maximum impact (Cancerresearchuk, 2024).

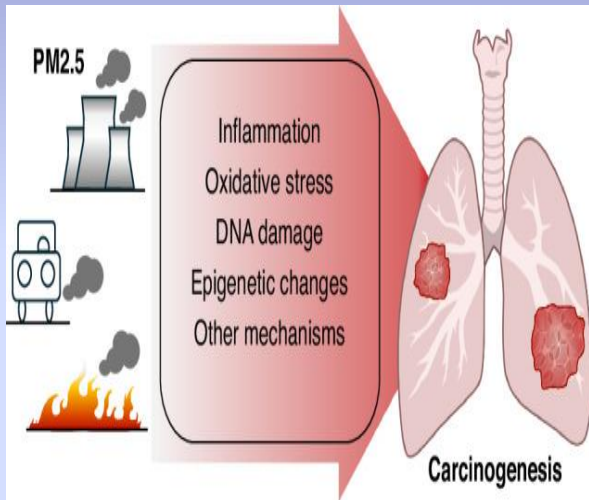
Task 1: Rationale

Short-term consequences of the poor habits for the chosen focus

- Short-term exposure of air pollution for lung cancer includes higher level PM_{2.5}, leading to immediate lung inflammatory effects in daily life (Agarwal *et al.* 2024).
- Short-term consequences like changes in behaviour also include limited physical activities on cardiopulmonary health for low tertile counts (Chen *et al.* 2023).



Task 1: Rationale



Long-term consequences of the poor habits for the chosen focus

- Chronic damages, linked with cancer development are the long-term consequences of poor habits for air pollution and lung cancer.
- PM2.5 of air pollution from diesel emission and smoking has long-term exposure with lung cancer, leading to increased risk of premature death (Wang *et al.* 2025).

Task 1: Rationale

3 key aims of the campaign and explanation of the benefits in achieving the aims

Three key aims	Benefits of achieving those aims	Measurement for the aims
To increase the uptake in targeted screening for the population from all ages	Early detection of lung cancer at stage 1 or 2 for increasing the survival rate	It can be measured through screening behaviour and increased awareness
To transform the community perception for air pollution and lung cancer	Mitigation of stigma by improving equality and reducing delays regarding the symptoms without guilt	It can be measured by the changes in people' behaviour towards air pollution
To promote community advocacy across the UK for the demand of clean air	Primary prevention for the source of PM2.5 to reduce air-pollution	It can be measured through the local supports and policies implications from authorities

Task 2: Campaign

Types of evaluation and how these evaluations were achieved in the campaign

Types of evaluation	How it is achieved in the campaign	Measuring the achieved aims
Process-driven (Formative)	Using metrics and engagement rates like unique visitors and their watch-time on the campaign poster	Increased rate of uptake within the targeted screening
Impact evaluation (Short-term)	Post-campaign surveys in measuring the percentage of the public who the know the campaign	Shift in socio-cultural paradigm on air pollution and lung cancer
Outcome evaluation (Long-term)	Tracking 12-month changes within the uptake rates on “Targeted Lung Health Check”, improvement in screening and early measurement	The drastic changes within the behaviours of people over time

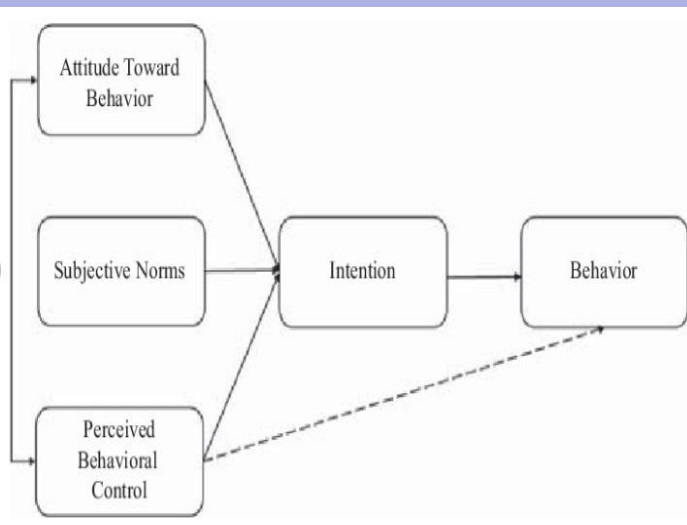
Task 2: Campaign

An eye-catching poster for advertising the campaign



Task 2: Campaign

Potential partners or organisations within the local area



- Asthma + Lung UK is running “clean air campaigns” for the chronic respiratory conditions associated with air pollution (Asthmaandlung, 2025).
- “Roy Castle Lung Cancer Foundation” ran campaigns for considering the impact of air pollution and extended awareness of lung cancer (Roycastle, 2025).

Task 2: Campaign

Nationally available campaigns with their specified logos and aims

Organisations	Campaigns	Specified logo	Campaigns' aims
"Asthma + Lung UK"	"Clean air campaigns"	 The logo for Asthma + Lung UK features the text "ASTHMA+ LUNG UK" in white, bold, sans-serif capital letters. The text is centered within a dark blue square. A large, semi-transparent white cross is overlaid on the square, with the text positioned in the center where the cross's arms intersect.	This campaign aims to increase awareness with "public health emergency" for clean air and improved lung conditions
"Roy Castle Lung Cancer Foundation"	"Clean Air Day: the cleaner, the better"	 The logo for the Roy Castle Lung Cancer Foundation is circular. It features a stylized blue figure of a person jumping or running, positioned at the top left of a circular path. The text "ROY CASTLE LUNG CANCER FOUNDATION" is written in blue, sans-serif capital letters, following the curve of the bottom half of the circle.	This campaign aims to consider the protection of people's lung health by campaigning a better awareness about lung cancer

Task 2: Campaign

Resources from the identified campaigns that can be used in the campaign

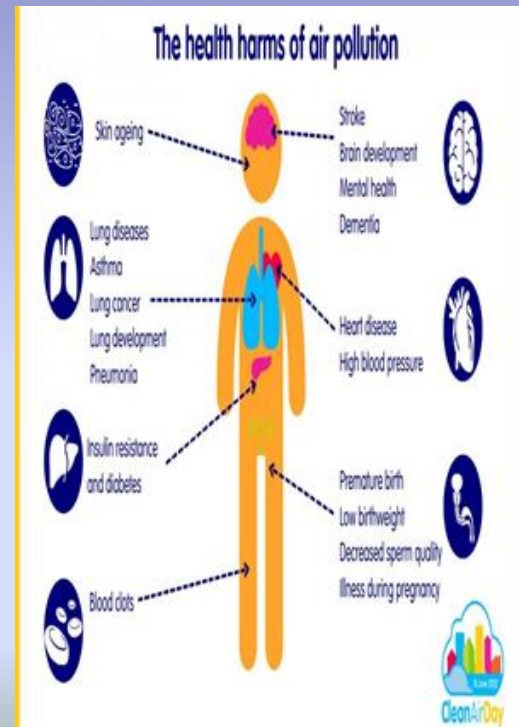
- **Resources of “Asthma + Lung UK’s” campaigns:** Policy development, communications, public petitions, public newsletters and affairs
- **Resources of “Roy Castle Lung Cancer Foundation’s” campaigns:** Advocacy, policy engagement, personal stories and professional collaboration with the health bodies



Task 3 Benefits and challenges

Outlining the physiological, sociological and psychological BENEFITS

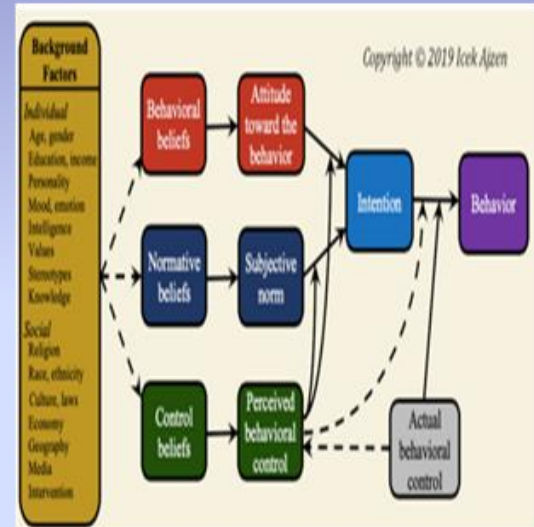
- Lowering the air pollution level, a stronger antioxidant system has been developed among individuals and the chances of lung cancer can be prevented.
- Through the intervention or campaign AirForLungs, communities have been empowered and become more aware about lung cancer.



Task 3 Benefits and challenges

Identifying health behavioural theories

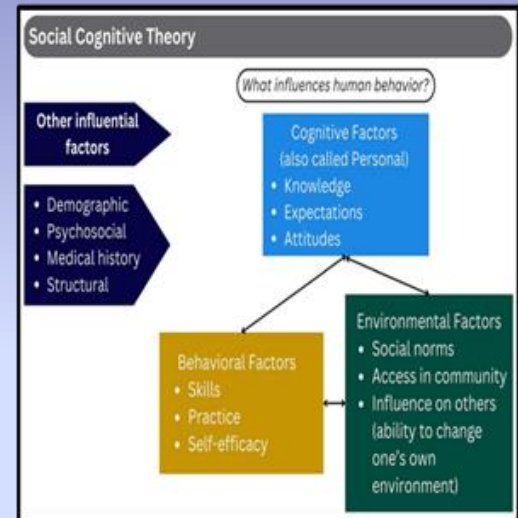
- Application of Social Cognitive Theory has been helpful for linking personal factors with environmental influences (Agnew *et al.* 2024).
- On the other hand, the Theory of Planned Behavior (TPB) has been used for subjective norms and handling the attitudes of individuals in an effective manner (Paul *et al.* 2023)



Task 3 Benefits and challenges

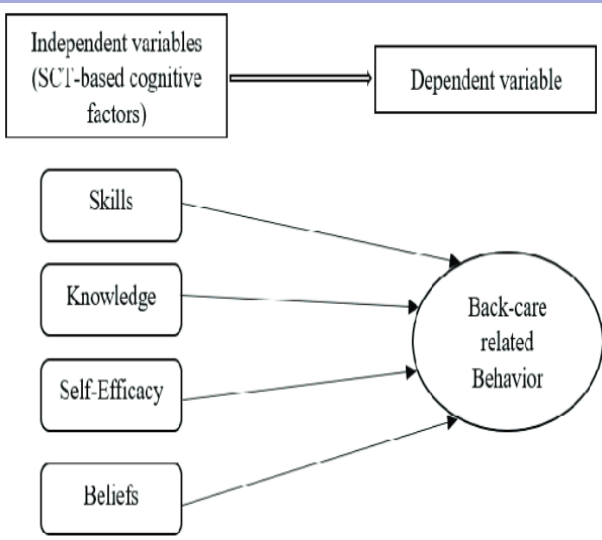
Identifying solutions in the campaign to overcome individual challenges

- Limited budget, infrastructure issues and lower health literacy are the challenges that can be possibly faced during conducting this campaign for reducing air pollution.
- Using the digital presence in society and community, the importance of the intervention or campaign can be shared with the target population.



Task 3 Benefits and challenges

Application of the models in explaining barriers

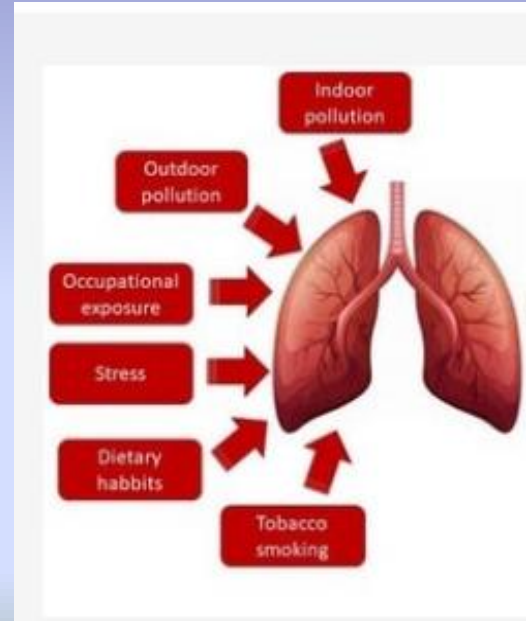


- Theories like “Social Cognitive Theory” (SCT) and “Theory of Planned Behaviour” (TPB) can ensure the changing behavioural implications in terms of chronic health diseases.
- Rosen *et al.* (2021) have explained that “Social Cognitive Theory” influences the preventive actions with new beliefs and behaviours through campaign messaging.

Task 3 Benefits and challenges

Effectiveness of the solutions in overcoming the challenges

- Claims for mindset shifts and the contents, focused on approaching optimism for improved air quality and lowered lung cancers can attract the attention of potential users.
- Strategic alliance with the regulatory and regional bodies with proactive support can improve the effectiveness of campaigns in overcoming potential challenges (Hill *et al.* 2023).



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