I am going to SHOCK you

I am going to likely OFFEND you

I am going to CHALLENGE you



UNTIL WE ADDRESS STIGMA...

Lisa Carter-Bawa, PhD, MPH, APRN, ANP-C, FAAN, FSBM

Director, Cancer Prevention Precision Control Institute Center for Discovery & Innovation at Hackensack Meridian Health **Deputy Associate Director**, Community Outreach & Engagement, Georgetown Lombardi Comprehensive Cancer Center Professor of Medicine, Hackensack Meridian School of Medicine Professor of Oncology, Georgetown University School of Medicine Chair, Stigma & Nihilism Task Group, ACS NLCRT



Bluesky @drcarterbawa.bsky.social







LET'S TALK ABOUT THE



ELEPHANT IN THE ROOM



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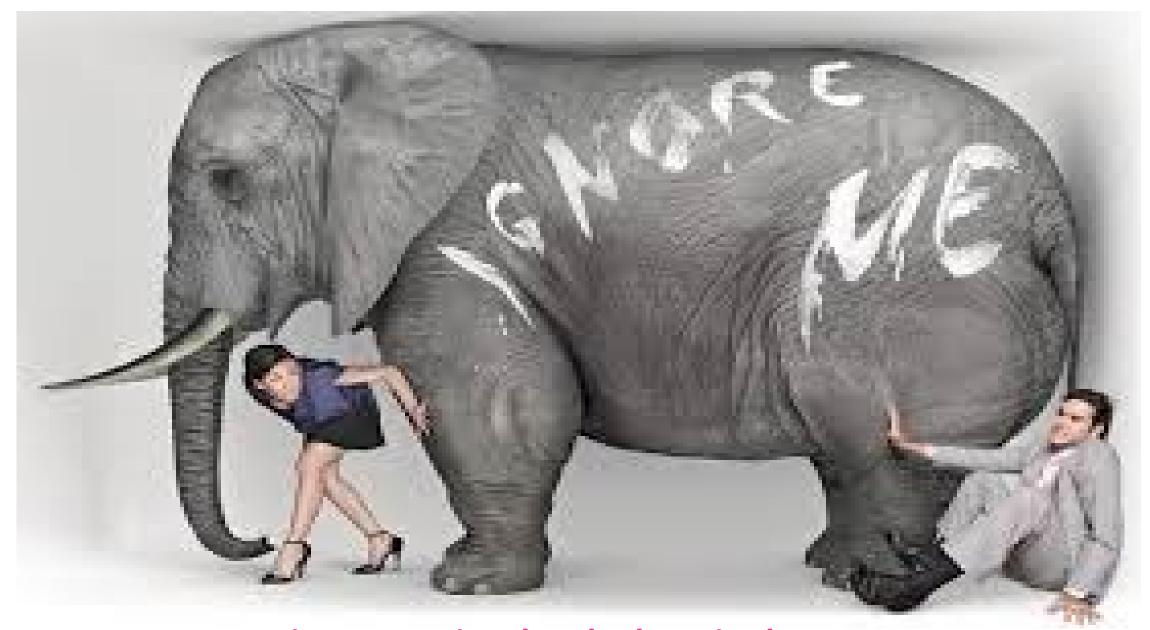
Lombardi Comprehensive Cancer Center

UNTIL WE ADDRESS STIGMA AND ALL ITS
RELATED COUSINS, WE ARE NEVER GOING TO:
EFFECTIVELY SUPPORT PATIENTS
PROMOTE EARLY DETECTION
ACHIEVE SIGNIFICANT ADVANCEMENTS IN
TREATMENT OUTCOMES

Simply put...







Stigma remains the elephant in the room

WHAT IS LUNG CANCER STIGMA?

"...a cognitive, affective, and/or social experience and internalization of real or anticipated negative appraisal, devaluation, distancing, and discrimination by others attributable to an assumed or actual history of smoking, lung cancer risk, or lung cancer diagnosis, impeding progress in lung cancer prevention and control."





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REMEMBER WHEN...













If you're smoking more now but enjoying it less...

CHANGE TO CAMELS

CHANGE TO CHECK

CHANGE

CHA

lave a <u>real</u> cigarette – have a CA



are <u>less</u> <u>irritating</u>
"It's toasted

NOW...



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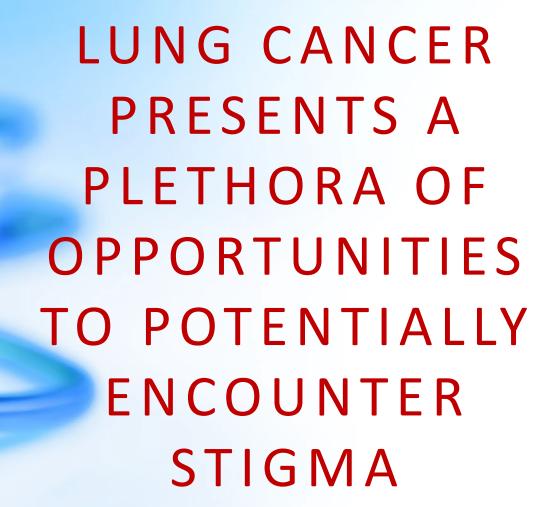
Me Too Movement, Women's March, Washington, D.C., Jan. 2017









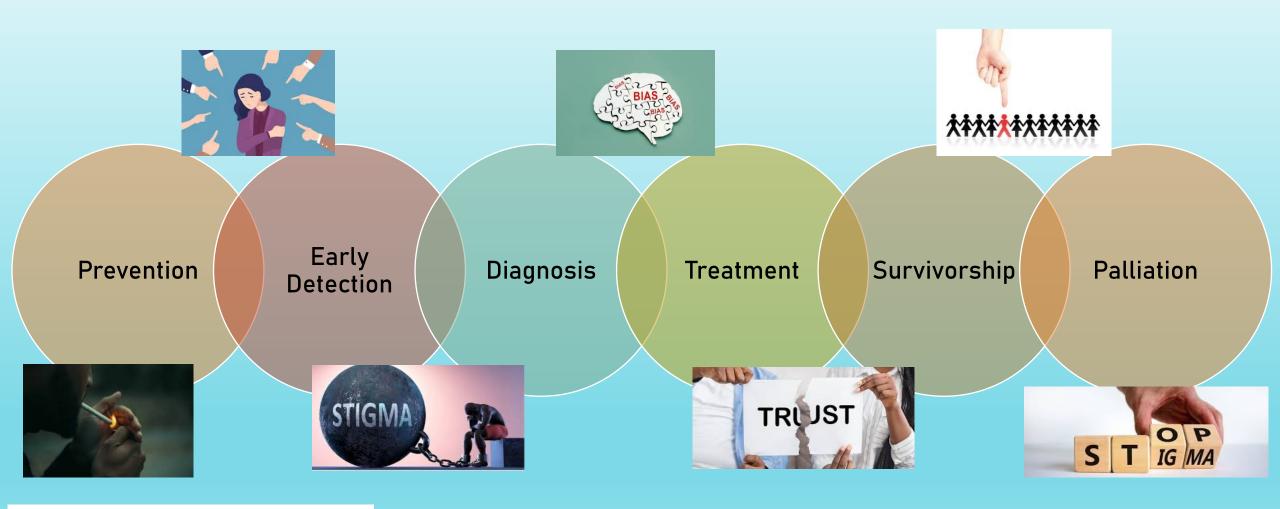




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Across the Lung Cancer Care Continuum





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LUNG CANCER STIGMA

- Common (reported by as many as 95% of people living with lung cancer)
- Commonly experienced (48% of patients) during interactions with providers
- Associated with negative outcomes (depression, anxiety, poor treatment adherence, delaying, misreporting of smoking status, underreporting of symptoms)

Healthcare encounters with clinicians

- Well-intended, adherence to clinical practice guidelines for assessment of smoking history and cessation advice may trigger feelings of guilt, regret, and stigma.
- Missed opportunities to respond empathetically

Brown Johnson, Brodsky, & Cataldo (2014), Lebel et al. (2013), Carter-Harris et al. (2014), Hamann & Shen (2018), Chambers et al. (2012)

WE KNOW HOW WE GOT HERE... THE PUBLIC DISCOURSE THEN



THE TOBACCO LEAF

36 Distinguished Specialists Assert There Is No Proof That Smoking Can Cause Lung Cancer

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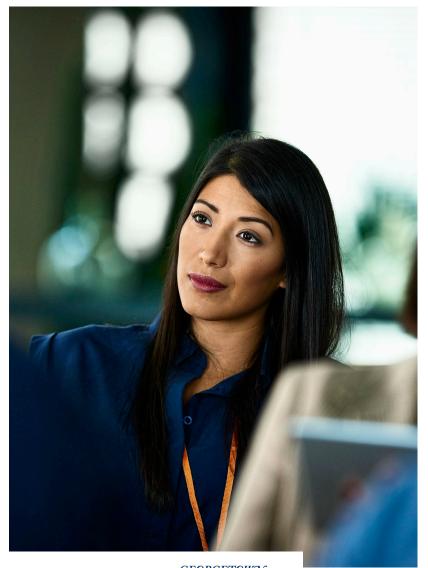




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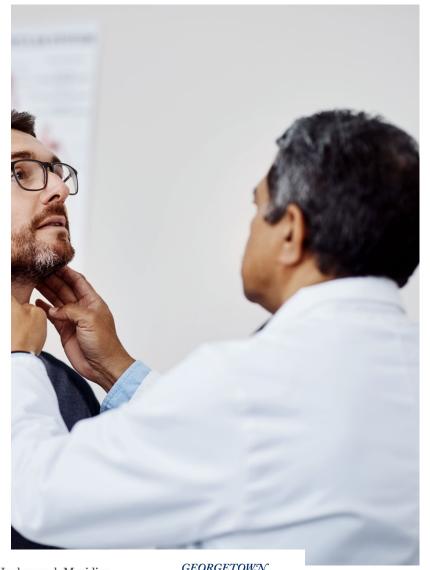
"Every time someone finds out I have lung cancer the first thing they say is 'I didn't know you smoked', but I didn't smoke and never have, but if I did, would that make it okay to discount me and my cancer? Does it somehow legitimize in your mind why I have lung cancer?"

Carter-Harris et al., 2019



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"I went to my primary care doctor shortly after being diagnosed with lung cancer and when he found out he said 'why didn't you tell me you smoked?' I didn't smoke, but the look in his eye...he definitely did not believe me."

Carter-Harris et al., 2019



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ADDRESS STIGMA... ADDRESS THE ELEPHANT IN THE ROOM... CHANGE THE PUBLIC DISCOURSE



Oncology Care Provider Training in Empathic Communication Skills to Reduce Lung Cancer Stigma



Smita C. Banerjee, PhD; Noshin Haque, BA; Elizabeth A. Schofield, MPH; Timothy J. Williamson, PhD, MPH; Chloe M. Martin, PhD; Carma L. Bylund, PhD; Megan J. Shen, PhD; Maureen Rigney, LCSW; Heidi A. Hamann, PhD; Patricia A. Parker, PhD; Daniel C. McFarland, DO; Bernard J. Park, MD; Daniela Molena, MD; Aimee Moreno, BA; and Jamie S. Ostroff, PhD

Empathic communication is associated with higher levels of patient treatment compliance and lower levels of psychological distress. Good patient-clinician communication is associated with lower levels of stigma (r=-.18, p<.05).







LUNG CANCER WON'T QUIT, EVEN IF YOU DID.

Thanks to a new scan, lung cancer can be detected early when it's more curable. If you smoked, get scanned.

Talk to your doctor or visit SavedByTheScan.org





Now there's a new screening that can



if that was you then, get your lungs screened now.









It could be a sign of lung or heart disease, or even cancer. Finding it early makes it more treatable. So don't ignore it,



NHS





Been coughing for 3 weeks or more?

It could be a sign of lung disease, including cancer. Finding it early makes it more treatable. So don't ignore it, tell your doctor.



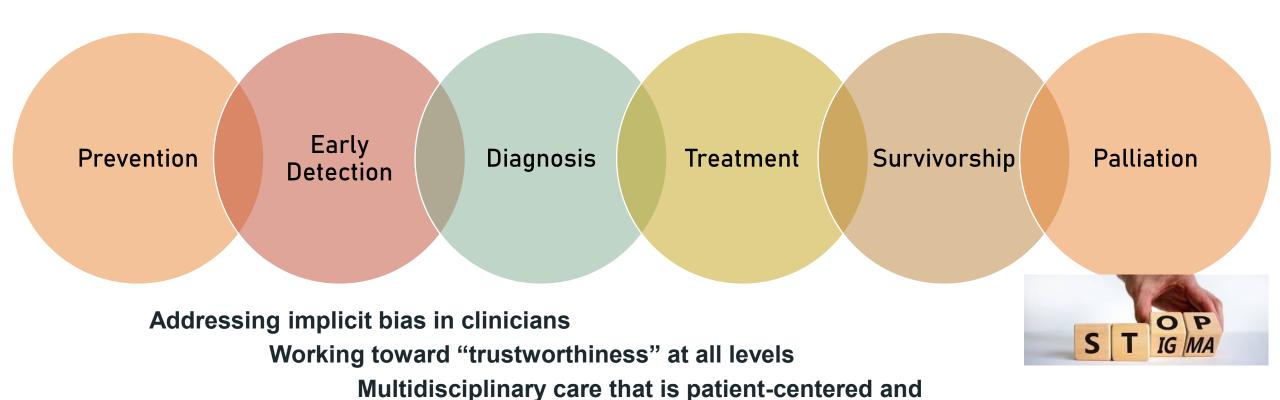


Tailored Outreach Interventions Created <u>by</u>
Communities <u>for</u> Communities such as the culturallytailored Witness Project® Lung intervention to
support screening-eligible Black Americans



What Does this Look Like Across the Lung Cancer Care Continuum

Equity, Inclusivity, Compassion, Empathy, Hope



infused with empathy and compassion

TAKE HOME MESSAGE



- Lung cancer stigma is real and pervasive, and it affects patients deeply impacting the entire journey across the lung cancer care continuum....
- But there is hope because the work of so many scholars is offering strategies, new ways of thinking, and action steps toward a lung cancer stigma-free world!





So again, I challenge you....

What can <u>YOU</u> do to end the stigma?

