

Columbia Basin Chapter

Lung Cancer Awareness for Women, Women's Expo Event

Project Goal/Target audience:

Women of all ages and ethnicities would have a better understanding of the risks of Lung cancer and the need for smoking cessation.

Project Overview:

Each year our widely diverse communities come together to create a Women's Expo at one of our local event centers. In the past we have seen over 10,000 women in attendance. During this two day event various agencies and businesses come together to promote health, education and a sense of fun and well being. Our ONS chapter would like to focus on health and education with a primary focus on women and lung cancer. We would incorporate smoking cessation, as well as an opportunity for the public to become familiar with our chapter and the good we do for our community.

We would like to create a booth filled with educational materials, a space to create an atmosphere conducive to stimulating conversation around signs and symptoms of lung cancer with a heavy emphasis on prevention and detection. We would also like to provide door prizes to evoke an aura of fun and engagement for the attendees.

We realize that lung cancer causes more deaths in women than any other cancer. We want to make sure that our chapter will make a difference in women's lives regardless of age, beliefs or ethnicity.

Expected Outcomes:

Women would become aware of the prevalence of Lung Cancer and understand the risk factors involved i.e. smoking.