

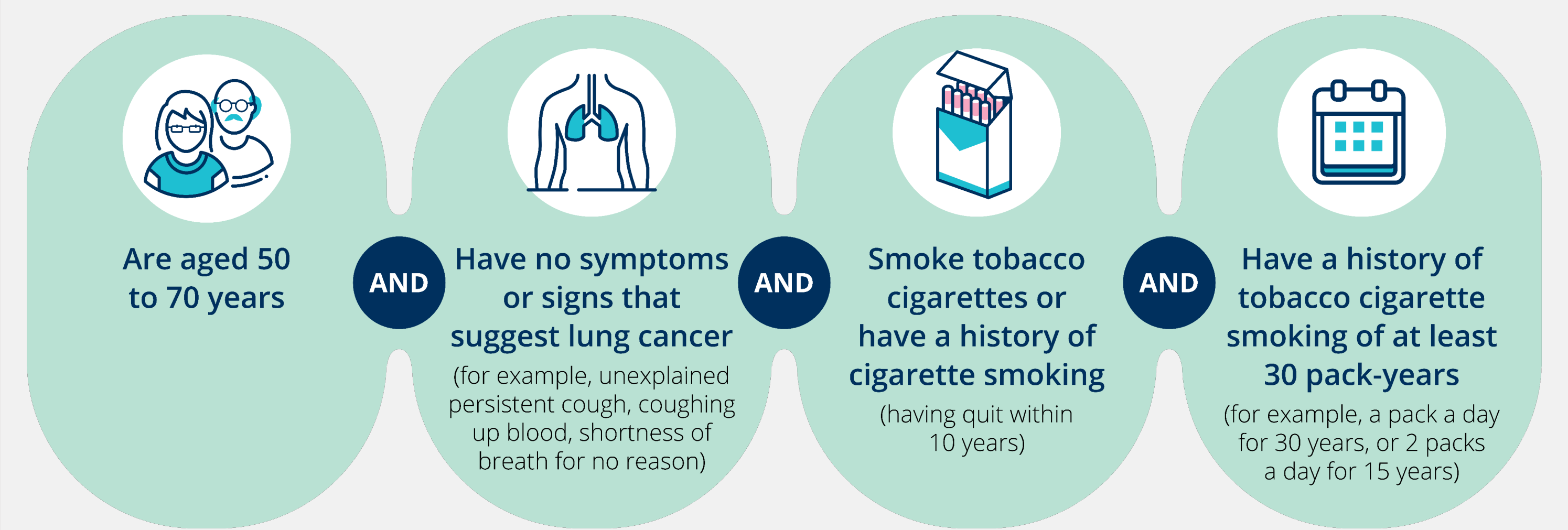
Tailoring Communication: Awareness and Eligibility Misconceptions Following the Launch of Australia’s National Lung Cancer Screening Program

Introduction

- The Australian National Lung Cancer Screening Program (NLCSP) commenced in July 2025.
- Individuals can self-assess eligibility, but a requesting practitioner (general practitioner, nurse practitioner or medical specialist) must confirm eligibility and provide a low-dose CT scan request.
- Prior to a national public media campaign, our team conducted a baseline survey to identify factors associated with public awareness, knowledge, and attitudes to lung cancer and the NLCSP.

Methods

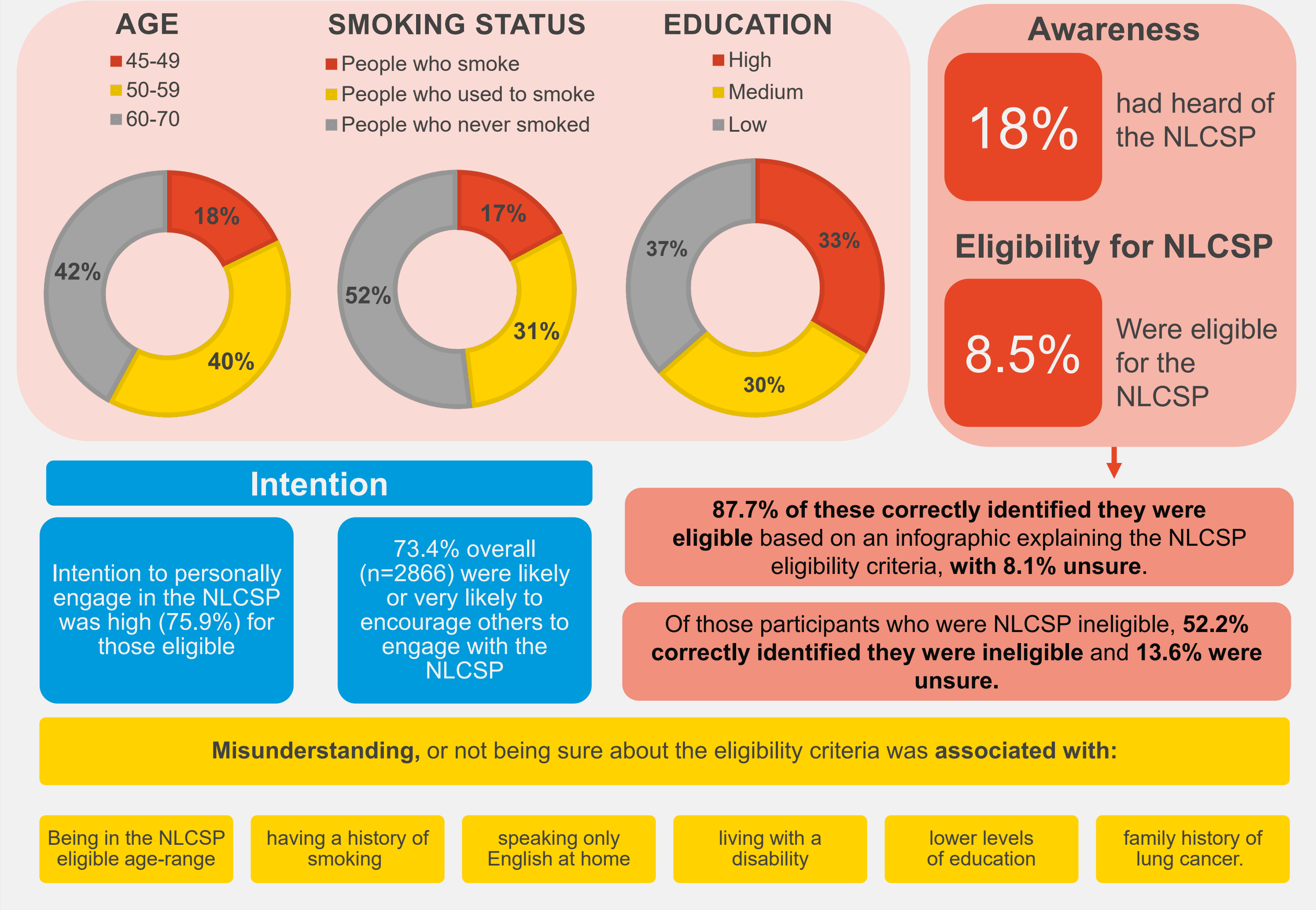
- A cross-sectional study with a nationally representative online sample conducted in Sept 2025.
- Participants were shown an infographic that explained the NLCSP eligibility criteria and were asked to self-report whether they considered themselves eligible, ineligible or unsure.



Ref: Australian Government Department of Health, Disability and Ageing. (2025) <https://www.health.gov.au/resources/collections/national-lung-cancer-screening-program-resources-eligibility-and-shared-decision-making>

- Self-reported eligibility was compared with eligibility calculated using questionnaire variables (age, smoking status, number of cigarettes per day, and age started/stopped smoking) to assess level of accuracy and understanding.
- Associations between accuracy (correct versus incorrect/unsure) and participant characteristics were explored with logistic regressions.

Results



Conclusion

- Eligibility criteria is confusing for many people, particularly those who are ineligible for the NLCSP.
- A high proportion of those who were eligible, correctly self-identified themselves as eligible.
- **Changes in awareness, knowledge, and attitudes will be tracked at yearly intervals to monitor population-level trends following the implementation of the National Lung Cancer Screening Program.**

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