



## Oncology Nursing Society

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Dear Members,

We have heard from our members and the nursing community about the Lung Cancer Alliance's (LCA) ad campaign for Lung Cancer Awareness Month that features a video starring "Dr. Lung Love." The nursing community is very concerned and upset by the negative portrayal of nursing in this video.

In a conversation with the LCA leadership, ONS imparted that while we respect that LCA was trying to capture new audiences with messages delivered in an innovative format, we were disappointed by the unprofessional image portrayed by the nurses and other healthcare professionals in this video.

The LCA has a series of videos that they plan to use during the month of November and will replace the Dr. Lung Love video.

The LCA has offered to join with ONS in the future to promote a more positive image of nurses as the intelligent, critical thinking professionals that they are.

Sincerely,

Brenda Nevidjon, RN, MSN, FAAN  
President