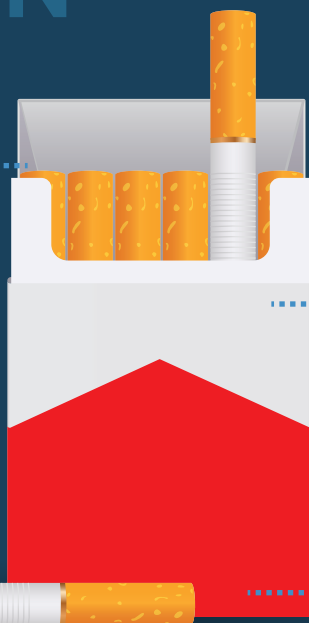


REDUCING THE BURDEN

Italian smokers consume over **1,400 cigarettes** per person per year more than in the UK, France, Ireland, and most of the Nordic countries

Source: European Network for Smoking and Tobacco Prevention



The most effective weapon in the fight against lung cancer is to **cut smoking rates**

A package of cigarettes costs **€5 on average in Italy, compared to €8.1 in the UK**

Anti-smoking campaigns help to deter smoking, particularly among children



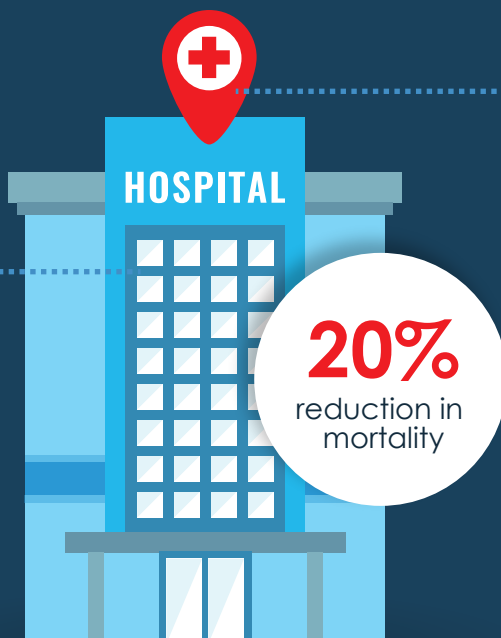
“ When you address children between 11 and 13 years of age, you find that half the class has already tried a cigarette ”

SILVIA NOVELLO

San Luigi Hospital, University of Turin



Screening for lung cancer using computed tomography (CT) scanning can help to detect more lung cancers, but its high cost makes the procedure controversial.



Centralising

treatment in high-volume centres, which concentrate expertise and lower unit costs

A US study found a **20% reduction in mortality** for those who had undergone lung cancer screening.

Source: New England Journal of Medicine, August 2011

“ High-volume centres have better outcomes, so all patients do well. If you have lung cancer, you don't want to be treated in a low-volume centre. ”

RICHARD SULLIVAN

King's College, London