# P3.16.11: A Pulmón - Lunging It: Climbing Mountains and Breaking Barriers in Lung Cancer Advocacy

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## INTRODUCTION

Lung cancer is often associated with guilt, blame, and fatalism. This stigma negatively impacts diagnosis, treatment, patient well-being, and public perception.

***A pulmón - Lunging It*** is a Spanish patient advocacy initiative that seeks to transform this biased view by ascending the highest peaks across Spain.

Teams of lung cancer patients, healthcare professionals, and mountaineers climb to normalize the presence of people living with lung cancer, and promote more informed narratives around the disease.

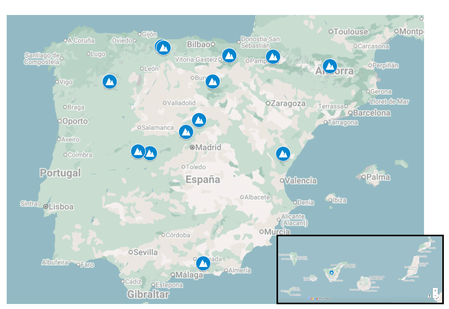
## METHODS

Since 2023, 14 mountain expeditions have been organized by professional mountaineers.

Healthcare professionals help identifying suitable individuals affected by lung cancer.

Patients undergo a thorough medical evaluation to ensure their physical condition is adequate.

Interviews are filmed during the activity to create audiovisual content to be shared in traditional and social media.




## DISCUSSION AND CONCLUSION

***A pulmón - Lunging It*** represents an innovative model of patient advocacy through symbolic physical action, storytelling, and shared experience.

By climbing mountains—literally and metaphorically—lung cancer patients and healthcare teams are reshaping public perception, challenging stigma, and building new narratives rooted in strength, dignity, and connection.

The ongoing growth of the project reflects a deep need for initiatives that humanize the disease and create space for visibility, solidarity, and hope.

**2026 OBJECTIVE**
**Mount ARARAT**
**5145m**

## ACKNOWLEDGEMENTS

MEDICAL COORDINATION

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MOUNTAIN COORDINATION

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Patients, Healthcare Professionals and Technical crew

## RESULTS

Cantabria - Peña Vieja (2613m)

Valencia - Peña Golosa (1813m)

Asturias - Pico Tesorero (2570m)

**Total Ascent: 45.000 m.**

**Expedition days: 75**

**Informative Clips: 18**

**Patients: 60**

**Health Professionals: 35**

**Technical crew: 15**

Topics of the informative clips
Size is proportional to views

Scan the QR to access the Youtube Chanell