

Johnson & Johnson expands awareness programme for early lung cancer detection

23 March 2026 | News

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Johnson & Johnson (J&J) India has announced the launch of the second phase of its nationwide disease awareness initiative, 'India Detects to Defeat' with an aim to further strengthen early detection and timely intervention to improve outcomes in lung cancer care, particularly for underserved populations across India.

Building on the impactful foundation laid in its inaugural phase, which featured a pioneering collaboration with Amar Chitra Katha, one of India's most beloved storytellers, Phase II will see the expanded rollout of a specially designed illustrated booklet in 5 regional languages - Hindi, Kannada, Tamil, Malayalam, and Telugu- in print and digital formats. The booklet will be accessible at select healthcare provider (HCP) clinics nationwide and through QR codes, ensuring broad reach and accessibility.

The urgency of this initiative is starkly emphasised by alarming national statistics. India faces a growing burden of lung cancer, with incidence projected to rise from 63,708 cases in 2015 to 81,219 cases by 2025. These increasing numbers are largely attributed to factors such as smoking, with India currently home to nearly 100 million adult smokers and escalating environmental pollution.

Lung cancer remains one of the most pressing public health challenges globally and in India. It is the most commonly

diagnosed cancer worldwide and ranks among the leading causes of cancer-related mortality. In India, lung cancer is the fourth most common cancer, with approximately 81,000 new cases and nearly 75,000 deaths reported annually.

“Lung cancer continues to be diagnosed late, limiting timely, life-saving intervention making early detection our most powerful tool. Through Phase 1 of India Defeats to Defeat, we reached over 786 million people and ~6,500 healthcare providers, showing the impact of clear, relatable information. In 2026, we are strengthening this commitment by translating our booklet into regional languages to help families across India recognize early signs and take timely, potentially life-saving action” stated Pushkar Kulkarni, General Manager, Johnson & Johnson India & South Asia operations.