

Context Audit Tool for creators of lung cancer materials



What is the Context Audit Tool?

This Context Audit Tool helps you assess the “context” of your materials for potential lung cancer stigma, prejudice, or discrimination. The three contextual elements to assess are the material’s **message, intended audience, and creators**. This tool can help you assess an existing material or create a new material. For new materials, it’s most helpful when you use it early in the development process.



If you identify and reflect on these three elements, you can avoid writing or distributing materials that may contribute to lung cancer stigma. Example: If you develop material to prevent smoking among teenagers but it conveys disgust, the message would be “smoking is disgusting” rather than “teens shouldn’t smoke.”

How do I use this tool?



If you are assessing an existing material:

Read the material and look at its visual elements to get a full understanding of the material and its intended goal. Next, use the questions on pages 2-3:

- 1 At the top of page 2, write the name of the material you are assessing. Then move through each section on pages 2-3.
- 2 First, answer the context questions (write your answers on a piece of paper or in a blank Word document).
- 3 Then, answer the yes-or-no questions in each section. Add a “Yes” in the white boxes for any yes answers.
- 4 In the blue bar on page 3, add the total number of “Yes” answers from pages 2-3 to get the Total Context Audit Score.
- 5 If the Total Context Audit Score is 1 or more, proceed to the Context Alternatives Guide. It has questions to help you decide if and how you can change the material so it doesn’t create or spread lung cancer stigma.



If you are creating a new material:

Follow the same instructions given above. This can help you avoid including any stigmatizing elements in your new material.

Context Audit

Material I am assessing: _____

Message

Message context questions:

- What is the material's intended message (i.e., dissemination of information, behavior change, etc.)?
- What methods are being used to achieve the intended message (i.e., persuasion, statistics, refutation)?



Yes-or-no questions to reflect on:

- 1 Does the material use **components of stigma** (labeling, stereotyping, separation, status loss, and discrimination) to convey this message? ¹
- 2 If this material achieves its **purpose**, could it also lead to more public stigma or self-stigma in people with lung cancer or who use tobacco?
- 3 Are **fear, blame, or disgust** used as tools to achieve the intended message in this material?
- 4 Does interpreting this message from an **oppositional or antagonistic perspective** increase its stigmatizing potential?

Add a "Yes" for any yes answers

Intended audience

Intended audience context questions:

- Who is the intended audience for this material?
- What other groups or individuals might encounter it?



Yes-or-no questions to reflect on:

- 5 Does this material imply that people with lung cancer are **defined by or inferior** due to their disease?
- 6 Is the message **inappropriate** for its intended audience, given their beliefs and resources?
- 7 Will this material be **interpreted differently** by various audiences, such as those of varying cultural or socio-economic backgrounds or lung cancer risk?

Add a "Yes" for any yes answers

Creators

Creators context questions:

- Who is developing, funding, and/or publishing this material?
- What values and assumptions might these entities subtly or directly communicate?



Yes-or-no questions to reflect on:

- | | | |
|----|---|--|
| 8 | Will the creators' relationship to the audience affect how the intended audience and society interpret it? | |
| 9 | Do the underlying values and priorities of this material go against those of the intended audience or society? | |
| 10 | Are the creators' assumptions contradicted by scientific evidence? | |

Add a "Yes" for any yes answers

Total Context Audit Score

(total number of yes answers from the 3 tables above):

- ➔ If the Total Context Audit Score is 1 or more, proceed to the Context Alternatives Guide for ideas on replacing the stigmatizing contextual elements you found in your material.

References

The questions in this tool were adapted from an approach to address stigma and discrimination against people living with HIV/AIDS.²

1. Link, B. G. and J. C. Phelan. "Conceptualizing Stigma." *Annual Review of Sociology* 27, no. 1 (2001/08/01 2001): 363-85. <https://doi.org/10.1146/annurev.soc.27.1.363>.
2. Johnny, L. and C. Mitchell (2006). "Live and Let Live": an analysis of HIV/AIDS-related stigma and discrimination in international campaign posters." *J Health Commun* 11(8): 755-767. <https://doi.org/10.1080/10810730600934708>.

