Imagery Audit Tool
for creators of lung cancer materials

What is the Imagery Audit Tool?

This Imagery Audit Tool is to help you assess existing materials for images that may convey lung cancer stigma. The Imagery Audit Tool helps you inform content choices when creating new materials.

How do I use this tool?

1 Write the name of the material you are assessing at the top of page 2.

2 In the Imagery List table on pages 1-2, list all of the images (such as photos, illustrations, or icons) in the material.

3 Use the Imagery Audit table on pages 3-4:
- Write a tally mark for each instance you see a stigmatizing element (such as a color or setting) in any of the images. At the bottom, add the tally marks to get a Total Imagery Audit Score.
- If the Total Imagery Audit Score is 1 or more, go to the Imagery Alternatives Guide to consider options to replace the potentially stigmatizing imagery you identified in the audit process.

Imagery Audit

Material I am assessing: _____

Imagery List

Images	Location in material (page, section)	Brief description of image
1		
2		

Images	Location in material (page, section)	Brief description of image
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		

Imagery Audit

Stigmatizing image features	Write a tally mark for each image that has these elements	For reference, write each image's number (from the Imagery List above)
Color schemes		
Gloomy (dark colors such as grey, black)		
Smoky or Fiery (flames or burning)		
Ashen or discolored (dirty, dull, grimy)		
Settings		
Unhealthy air or environment (smoky bar, smog, pollution)		
Dingy, dark, or untidy (messy living space, landfill)		
Interactions between people		
Social exclusion (isolation, othering, distancing)		
Implied loss of status (reduced personal value, demeaning)		
Condescension or paternalism (patronizing, hierarchical, scolding)		

Stigmatizing image features	Write a tally mark for each image that has these elements	For reference, write each image's number (from the Imagery List above)
Facial expressions, body language		
Hopelessness or despair		
Disgust		
Shame		
Guilt		
Lung cancer tropes		
Dirty or diseased lungs		
Smoke		
Unnecessary or gratuitous display of tobacco products		
Fear-causing images (caskets, cemeteries, severe damage)		
Disgust-inducing images (graphic portrayals of side effects)		

Imagery Audit Score
(total number of stigmatizing elements):

→ If the score is 1 or more, proceed to the Imagery Alternatives Guide for descriptions of image types that might replace the stigmatizing images you found in your material.