

# Language Audit Tool for creators of lung cancer materials



## What is the Language Audit Tool?

This Language Audit Tool helps you find and remove words and phrases in existing materials that stigmatize lung cancer and tobacco. You can also use it to inform choices when creating new materials.



The tool helps you assess a material for words and phrases in these 4 categories:

- **Labels** that focus on the disease and not the person
- **Blaming language** that uses words and phrases that show negativity and judgment
- **Oversimplifications** that reduce people to a single word (i.e., smoker) and do not reflect the complexity of lung cancer risk and diagnosis
- **Other stigmatizing** words and phrases you identify that you think may be stigmatizing

## How do I use this tool?

- 1 Collect the material you plan to review – you may use an electronic or a hardcopy version. An electronic version allows for automated word search, but **the material should still be reviewed in full for language that may not be identified using an automated search.**
- 2 Write the name of the material at the top of page 2. Search the material for each word and phrase listed in the left-hand column of the Language Audit table below.
  - If using a **digital** version of your material, use the “Search” function in your document. Highlight each stigmatizing word or phrase in yellow.
  - If using a **hardcopy** of your material, circle or highlight each stigmatizing word or phrase you find as you read through it.
- 3 For each instance of a stigmatizing word or phrase, make a tally mark in the right-hand column of the Language Audit table below. In the middle column, write the page or section where the word or phrase appears.
- 4 At the bottom of the form, add the total number of instances from the 4 categories to get a Total Language Audit Score.
- 5 If the Total Language Audit Score is 1 or more, proceed to the Language Alternatives Guide to learn how to change the stigmatizing words and phrases you found in this Language Audit Tool.

# Language Audit

Material I am assessing: \_\_\_\_\_

## Language Audit



Labeling language	Location in material (page, section)	Number of instances this language appears in the material
<b>Smoker</b>		
<b>Non-smoker</b> (never, former)		
<b>Admitter</b> (of smoking)		
<b>Denier</b> (of smoking)		
<b>Lung cancer patient</b>		
<b>Nicotine addict</b>		
<b>Subject</b> (research)		



Blaming language	Location in material (page, section)	Number of instances this language appears in the material
Recalcitrant		
Noncompliant		
Hardcore		
Chief complaint		
Patient failed		
Willpower		
Teachable moment		



Oversimplifying language	Location in material (page, section)	Number of instances this language appears in the material
Habit or lifestyle		
Quitting		
Do you/did you smoke?		
Prevention		



Other stigmatizing words or phrases	Location in material (page, section)	Number of instances this language appears in the material

# Total Language Audit Score

(total number of stigmatizing words or phrases):

➔ If the score is 1 or more, proceed to the Language Alternatives Guide for words and phrases that can replace the stigmatizing language you found in your material.