

# Lung Cancer Stigma

## Health System Assessment Guide V1.0

*(aka Lung Cancer Stigma biopsy)*

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# Faculty Disclosure/Transparency

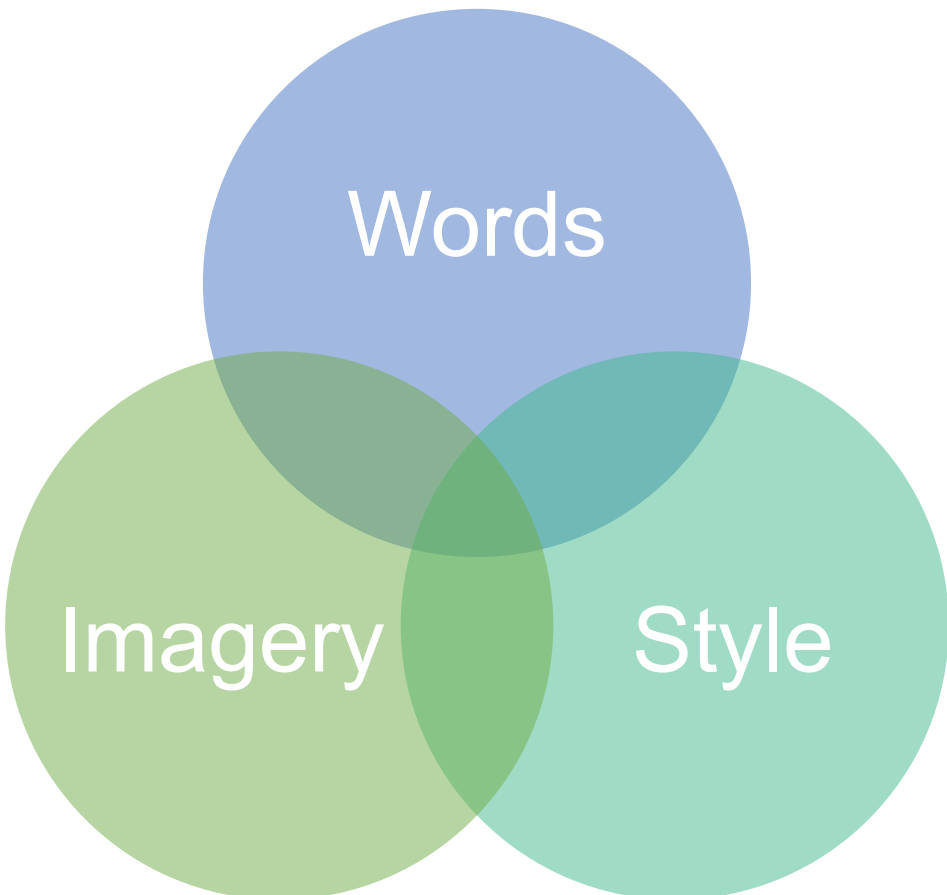
## ▪ Potential Perceived Conflicts of Interest

- Consultant, J&J Lung Cancer Initiative
- Advisory Board Member, Lung Ambition Alliance, supported by AstraZeneca
- Member, Scientific Leadership Council, GO2 Foundation for Lung Cancer.

## ▪ Context and Honesty

- My presentation addresses lung cancer stigma, but I do not claim to be immune to its insidious impact on my own thoughts and actions.
- However, I try to remaining vigilant and confront my own biases and stigma.

# *Stigmatizing language, imagery, and presentations remain ubiquitous in lung cancer-related communications.*

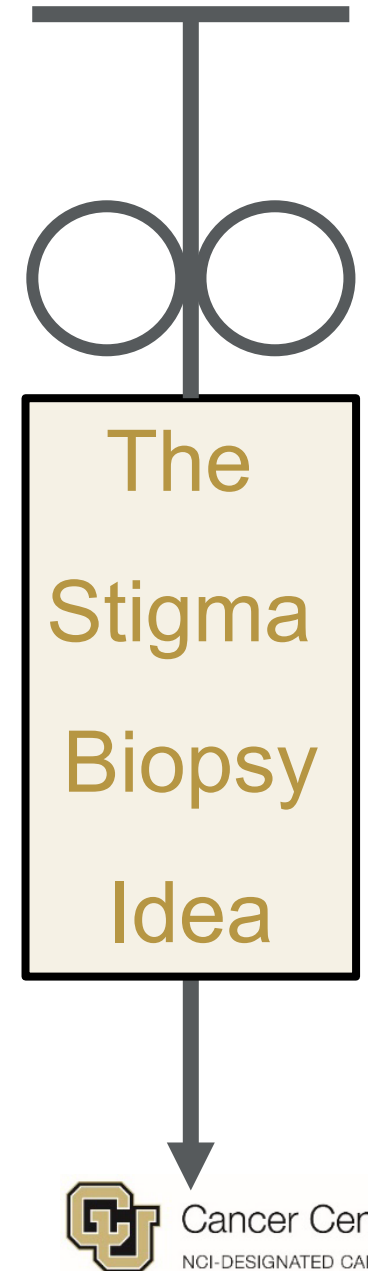


***How can we build engagement and eliminate lung cancer stigma from communications?***

# Stigma-Free Principles & Lexicon

*Could we develop stigma-free principles for implementing & delivering health care services?*

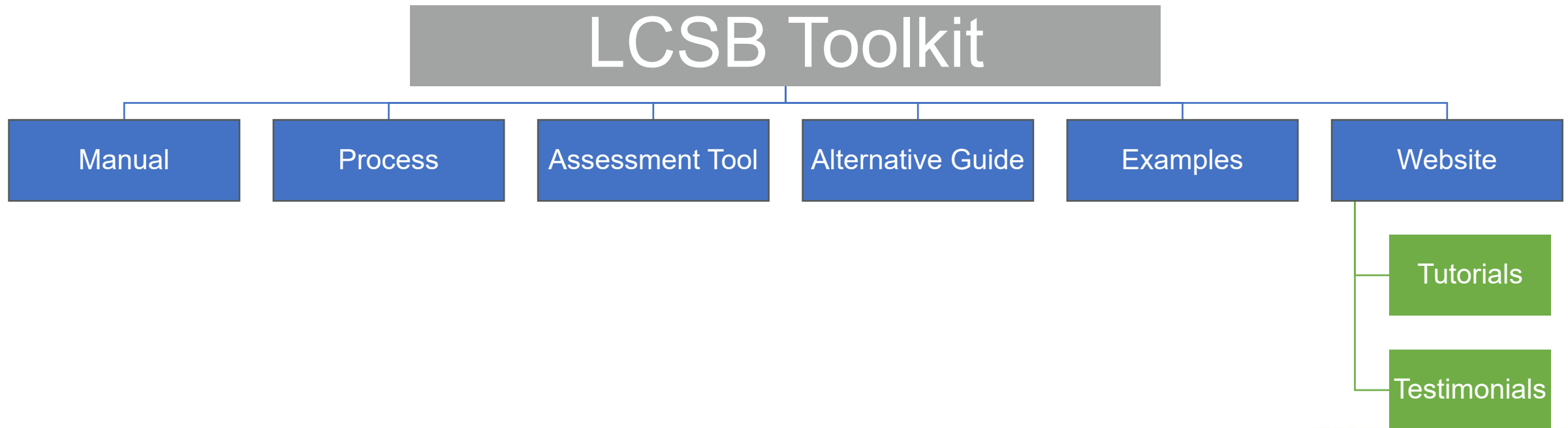
- Could be used to inform care pathways
- Could be used to train clinicians
- Could be used to design clinics and hospitals
- Could be used to inform clinic and hospital policy
- Could be used to guide community engagement and education



# The Lung Cancer Stigma Biopsy (LCSB) Toolkit

- Purpose/Mission:

- *To help individuals and systems identify potentially stigmatizing language, imagery, and presentations that hinder genuine engagement with the lung cancer community and undermine empathy, compassion, and support.*



# Examples to be Included in the Manual Appendix

- 1) Example – Patient Pamphlet Revision
- 2) Example – Website Revision
- 3) Example – Social Media Post/Page Revision
- 4) Example – Patient Newsletter/Flyer Revision
- 5) Example – Tobacco Educational Materials Revision
- 6) Example – Lung Cancer Research Presentation Revision
- 7) Example – Lung Cancer Research Paper Revision



# Development Resources

- The IASLC Language Guide
- Hamann Model of Lung Cancer Stigma
- ASCO Language of Respect
- Go2 Foundation-Developed Materials
- The Campaign to End Lung Cancer Stigma Definition
- Kentucky LEADS Best Practices for Health Communications Regarding LCS
- Health Equity Guiding Principles for Inclusive Communication



# Initial Development Team and Support

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