Images matter checklist

This checklist was developed to make image selection simpler, when communicating about mental health and ill-health, suicide and alcohol and other drugs (AOD). It is designed to be broad and overarching for ease, simplicity and timeliness of image selection.

Have you looked at the specific guidance for images relating to mental ill-health, suicide and self-harm, eating disorders and AOD?

Is this image appropriate for your audience?

Is the image safe to use in this type of communication?

Do your images represent your audience's diverse range of demographics, identities and experiences?

Ages and genders

Cultures and ethnicities

Relationships (e.g. couples, family groups, friendships, colleagues)

Body shapes and sizes (especially when communicating about body image or eating disorders)

Geographies (e.g. metropolitan, rural or remote)

Have you received informed consent to use images of people who have personal or lived experience?

Have you provided them with clear information about the risks and benefits of their participation?

Have you provided them with details about how, where or for how long the image will be used?

Do specific cultural conventions need to be applied?

Do your images model hope or support?

Have you limited use of images that show visible distress or stereotypes about what it is like to experience distress or mental illness?

Have you balanced showing the reality of living through challenging experiences with showing hope and support?

Have you considered practical elements such as accessibility or style?

Is an illustration or artwork appropriate for your audience?

Have you used symbols (such as flags) appropriately?

Are you including alt-text or image descriptions?