

Children and Youth at Play

During play, children and youth are injured due to inappropriate protective gear, lack of adult supervision and unsafe play environments. By producing and using healthy images in recreational settings, you will help reduce injuries to children and youth while portraying an environment that is healthy and safe. Visual images provide messages that have a powerful ability to inform and persuade.

Healthy Images are images that portray positive, healthy lifestyles by incorporating safe usage of equipment, clothing and physical environments, appropriate skill levels and adult supervision. If all images in visuals on TV, video, film, print are “Healthy Images”, this will have a significant impact towards fostering a safety culture, thereby helping to reduce injuries and promote healthy lifestyles.



The following checklist is designed to act as a starting point for individuals planning to produce visual images of children and youth in the home environment for TV, video, film, or print.

Please be advised that these considerations are specific to the play environment and do not represent all the items that should be taken into account when producing visual images involving children and youth. For a more detailed checklist on **General Considerations**, **Children, Youth and the Road** and **Children and Youth at Home**, please visit www.healthyimages.net.

Children and Youth at Play Checklist

Children and Youth at Play Product Safety Alerts, Bulletins, Fact Sheets

General Considerations

Children and Youth at Home

Children, Youth and the Road



Please check (✓) all that apply.

General

- Show active adult supervision of children at all times.
- Show children and youth being protected from the sun (eg. wearing a hat with a wide brim, sunglasses, sunscreen, shaded by a tree, canopy, umbrella, etc.).
- Show environments that are smoke-free. Avoid showing cigarettes, ashtrays, and lighters.
- Do not show images of drinking or illicit drug use (even depictions on items such as clothing).
- Show products that meet current Canadian Standards (eg. playgrounds, life jackets, helmets).
- Show products being used according to manufacturers instructions.
- Show children and youth wearing appropriate, approved and complete gear for all recreational and sport activities.
- Show clothing and equipment that fits properly (e.g. shoe laces are tied, no hoods, no drawstrings or dangling scarves visible, helmets fit, life jackets are the right size).
- Show children and youth playing safely by taking turns and displaying cooperative styles of play.
- Do not show walkmans or cell phones when cycling, in-line skating or using a scooter.
- Do not show children or youth close to open flames, stoves, barbecues, fireplaces, etc.
- Do not show toxic chemicals/pesticides or signs of their use.
- Do not show shaking, tossing, bouncing or swinging of babies or toddlers.
- Do not show children or youth playing near parked cars or traffic.
- Do not show children or youth playing on snowbanks near roads or driveways.

Water

- Show young children (under 3) wearing Canadian approved life jackets/personal flotation devices in, on and around water.
- Show only feet first entries into water.
- Do not show running or pushing near water.
- Show more than one person in the pool or lake at a time (the 'buddy system').
- Show a floating safety line between deep and shallow areas.
- Show swimming pools completely enclosed by a fence and gate (minimum height of 1.2 metres) with the latch located on the inside of the gate; the gate should be self-closing and self-latching.
- Show any pool chemicals safely stored, out of sight and out of reach.
- Show children, youth and adults in boats or canoes sitting down with their hands inside.

Playgrounds

- Show playgrounds that meet current Canadian Safety Standards.
- Do not show children on playground equipment wearing helmets, drawstrings, hoods or scarves.
- Show playgrounds with soft surfaces (sand, pea gravel, rubber, wood chips) instead of hard surfaces (concrete and pavement).
- Show children and youth using playground equipment that is appropriate for their age and height.
- Show children and youth using playground equipment as it was intended.
- Do not show playgrounds with broken glass or damaged/broken equipment.
- Show equipment that is firmly anchored to the ground.

Recreation and Sport Activities

- Show children and youth wearing appropriate, approved and complete safety gear that fits properly:
 - Ball hockey and ice hockey:** mouth guard, helmet with full face mask, throat protector, shin guards, elbow pads, shoulder pads and gloves
 - Baseball and Softball:** helmet worn when batting
 - Boating/Canoeing:** the correct size, Canadian approved life jacket/personal flotation device
 - Cycling:** correctly positioned helmet; bicycle has a horn/bell, reflective tape and a light
 - Ice Skating:** helmet
 - In-line skating, skateboarding and scooters:** helmet, wrist guards, knee pads and elbow pads; in-line skates have a braking device
 - Football and Rugby:** helmet, mouthguard, shoulder pads, and football pants
 - Hiking:** sturdy boots or walking shoes
 - Horseback riding:** helmet
 - Racquet Sports:** protective goggles
 - Skiing/snowboarding:** helmet and wrist guards
 - Snowmobiles:** snowmobile helmets are worn by all riders
 - Soccer:** shin guards
 - Swimming:** children under the age of 3 are wearing a Canadian approved life jacket/personal flotation device
 - Tobogganning:** helmet
 - Whitewater rafting:** helmet and Canadian approved life jacket/personal flotation device