

Healthy Images[!]

Children and youth are too often injured and sometimes die as a result of hazards in their environment. Unintentional injury continues to be the greatest cause of mortality, morbidity and disability for children and youth in Canada. Most of these injuries are preventable. 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 key considerations are designed to act as a starting point for individuals planning to produce visual images of children and youth for TV, video, film, or print.

Please be advised that these considerations 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 and Youth at Home**, **Children, Youth and the Road** and **Children and Youth at Play**, please visit www.healthyimages.net.

Key Considerations

Please check (✓) all that apply.

General Considerations

- Show active adult supervision of children at all times.
- Show children being protected from the sun.
- Show environments that are smoke-free.
- Show products that meet current Canadian Standards and are used according to manufacturers instructions.
- Show clothing that fits properly.



Children and Youth at Home

- Show babies sleeping on their back.
- Show baby gates placed at the top and bottom of stairs and do not show any tripping hazards.
- Do not show children handling or near hot liquids such as coffee or tea.
- Show blind cords tied up and out of reach for small children.

Children, Youth and the Road

- Show children (under 12) in the back seat and in a restraint system appropriate for their height and weight.
- Show young children (under 9) crossing the street or in parking lots holding the hand of an adult.
- Do not show a child unattended in a car.

Children and Youth at Play

- Show children and youth wearing appropriate and approved safety gear for all recreation and sport activities.
- Show clothing and equipment that fits properly.
- Show playgrounds that meet current Canadian Safety Standards.
- Show young children wearing Canadian approved life jackets/personal flotation devices in, on and around water.

