

General Considerations

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 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 generic to all situations 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 **Children and Youth at Home**, **Children, Youth and the Road** and **Children and Youth at Play**, please visit www.healthyimages.net.

General Considerations Checklist

General Product Safety Alerts, Bulletins, Fact Sheets

Children and Youth at Home

Children, Youth and the Road

Children and Youth at Play



Please check (✓) all that apply.

- Show active adult supervision of children at all times.
- Show environments that are smoke-free. Avoid showing cigarettes, ashtrays, and lighters.
- 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 products that meet current Canadian Standards (eg. cribs, playpens, baby gates, car seats, strollers, sleepwear, etc.).
- Show clothing that fits properly (e.g., shoe laces are tied, no hoods, no drawstrings or dangling scarves visible).
- Show products being used according to manufacturers instructions.
- Do not show images of drinking or illicit drug use (even depictions on items such as clothing).
- Do not show children or youth close to open flames, stoves, barbecues, fireplaces, heaters, etc.
- Do not show small objects around young children (magnets, coins, candies, etc.).
- Do not show furniture under/in front of windows.
- Do not show shaking, tossing, bouncing or swinging of babies or toddlers.
- Do not show images of babies in baby walkers.
- Babies being breastfed should be positioned level with the breast, and tummy to tummy with the mother.
- Do not show baby bottles, pacifiers and infant formula.
- Do not show toxic chemicals/pesticides or signs of their use.
- Do not show pets around children without an adult present.
- Do not show babies or toddlers wearing jewelry.
- Show people from different ethnic backgrounds, genders and ages where possible.
- Show healthy lifestyle options (good nutrition and physical activity) where possible.

NOTE: Policy consideration - Ensure product brand names are not inherently visible