

Consider your image selection when communicating about alcohol and other drugs (AOD)

Using diverse images, seeking consent before using images of a person with lived experience, and using images that are hopeful and encourage help-seeking is recommended.

Preferred

- ✔ Images that show a diverse range of people living their lives in usual settings
- ✔ Images that show a diverse range of people, cultures, ethnicities and settings
- ✔ Images that relate to health and wellbeing, and hope of recovery (e.g. people accessing AOD support)
- ✔ Use images that are relevant to the story and promote harm reduction

Problematic

- ✘ Image use that only reflect stereotypical or extreme experiences of AOD use (e.g. homelessness) can contribute to stigma and marginalisation
- ✘ Images portraying people using AOD as violent or aggressive can contribute to stigma and marginalisation
- ✘ Images that convey lack of hope or recovery can contribute to stigma and be a barrier to help-seeking
- ✘ Using images of needles and syringes when talking about other drugs such as cannabis