ADOLESCENT HEALTH INITIATIVE

INCLUSIVE STOCK PHOTOGRAPHY GUIDE

UNIVERSITY OF MICHIGAN HEALTH
MICHIGAN MEDICINE

Welcome to our guide on using the Adolescent Health Initiative's (AHI) free stock photos, designed to promote inclusion in adolescent care. To foster greater diversity in media, we are committed to offering images of adolescents across their many identities that reflect the diversity of our society.

Stock photos do more than depict a subject—they influence how communities are perceived. Inclusive imagery can challenge stereotypes and reshape narratives, while stereotypical stock photography often reinforces discriminatory norms. Please take a moment to review this guide to ensure these photos are used appropriately.

INTRODUCTION

Research has shown that health materials representing the population receiving the materials is far more effective in fostering engagement and behavior change.[1]

By allowing youth to lead this initiative from beginning to end, AHI hopes to strengthen community partnerships and amplify the voices of adolescent patients. Stock imagery is an important component of health communication and a way to support and engage patients. Free, high-quality, and diverse imagery is necessary to create culturally relevant materials and achieve optimal and equitable health outcomes.

1. Campbell M. K., Quintiliani L. M. (2006). Tailored interventions in public health: Where does tailoring fit in interventions to reduce health disparities? American Behavioral Scientist, 49(6), 775–793

OUR GOALS

When asked to reflect on the importance of inclusive photography, the youth who led this project identified the following as their objectives:

"Promote equitable access to medical care for Black individuals."

"Create safe environments in our planning meetings for youth to embrace and express their identities without fear of judgment."

"Advocate for equitable care for all genders."

"Ensure diverse representation across race, gender, age, and ability, reflecting the broad spectrum of our audience and fostering an inclusive environment."

"Challenge and dismantle stereotypes related to race and identity."

"Promote the normalization of representation for people with disabilities."

"Foster inclusivity in mental health wellness and raising awareness."

OUR AUDIENCE

We believe the following groups can benefit from our no-cost, inclusive stock photos:

- Medical professionals
- Educators
- Youth-focused organizations and nonprofits
- Health care organizations
- Educational institutions involved in adolescent health care

WHERE TO USE

Diversity and inclusion are integral aspects of health care communication. Understand when and where to use inclusive stock photography in health care communication to ensure genuine and thoughtful representation.

Inclusive photos can be used in various contexts:

- Articles and editorials in medical publications
- Medical pamphlets, brochures, and textbooks that address adolescent health
- Brochures and flyers for youth-serving or youth-led organizations
- Posters in adolescent health care environments
- Presentations on adolescent health topics
- Websites and social media

HOW TO CREDIT

Per the terms of the Creative Commons license, **you may not create derivative work from the images or use the images for commercial purposes**. Beyond these basic license stipulations, any use of this resource depends on the user to make appropriate contextual decisions.

All photographed participants have signed a model release form and granted permission for image use in accordance with these guidelines.

Credit: "Inclusive Stock Photography Collection. Adolescent Health Initiative. Photographer Bryan McCullough. 2024"

USAGE DO'S

It is important to normalize a wide range of representation in health care stock photography to make the content **more relatable and impactful for a broad adolescent audience.** Examine the relationship between the images used and the message being conveyed to prevent the promotion of stereotypes.
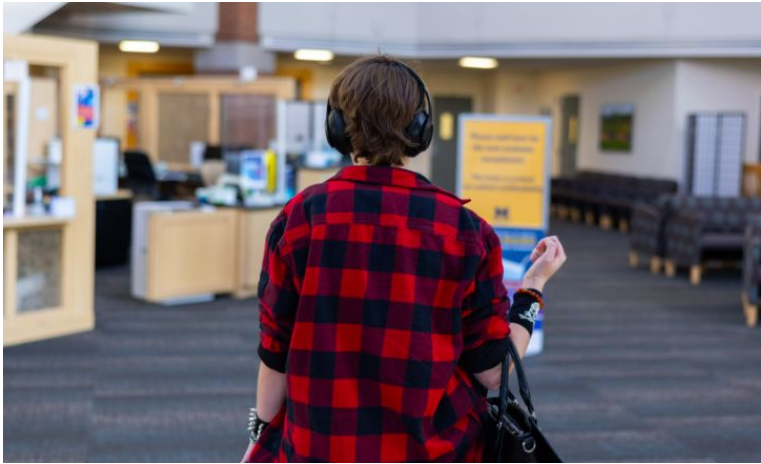
Consider the following as you choose photos for your work:

- Center and celebrate the voices and identities of all represented groups.
- Consider nuanced portrayals that challenge stereotypes.
- Showcase a variety of people, including those from different intersecting backgrounds and identities, while maintaining a balance of representation.
- Use photos that are appropriate and relevant to your audience.
- Respect the identities of our models by using the identities they have provided to represent themselves.

USAGE DON'TS

Finding the right balance between embracing diversity and avoiding tokenism is crucial. To use stock photos authentically and respectfully, keep the following tips in mind:

- Avoid using disabled individuals merely as inspirational symbols for able-bodied people.
- Ensure that the voices and identities of all represented groups are valued and not overshadowed.
- Steer clear of reinforcing stereotypes or cultural appropriation.
- Refrain from the "textbook technique"—the tokenizing practice of featuring only one person from a specific group to suggest diversity.

OTHER RESOURCES

- **Inclusive Research Guides Guidelines**, Western Carolina University
- **Diversity & Inclusion in Images**, American Chemical Society
- **Disabled And Here Collection**, Affect the Verb

THANK YOU!

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