Choosing images for sharing evidence: a guide

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@CochraneUK

Cochrane
UK

Over 50s rush to book holidays after COVID-19 jabs…

Street cafés

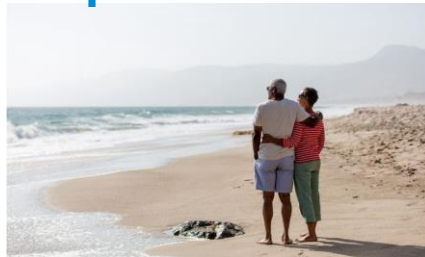**Coach passengers**

Getty Images

Arriving at the airport

Getty Images

Being vaccinated

Boots

Couple on a beach

Getty Images

Why it matters...

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NIHR | National Institute for Health Research
Cochrane UK is funded by the NIHR

Dr. Helen Farebrother
@DrFarebro

Well, it sure ain't this..

Save
BBC News (UK) ✓
@BBCNews

What is the Oxford-AstraZeneca vaccine?

BBC NEWS

Covid: What is the Oxford-AstraZeneca vaccine?
bbc.com

Contents

Technical guidance

Item 1. Choose an image that you have permission to use

Item 2. Choose a sufficiently high-resolution image

Item 13. Ensure the image is not distorted and the main subject is not obscured by other elements

Item 14. Make sure your images comply with accessibility standards

Item 15. Credit the image source

Appendix 1: Useful sources of images
Appendix 2: Guidance about image resolution and size
Appendix 4: Adding alt text to images

Item 3. Involve your target audience and seek their feedback (show the image to someone)…

Item 3. … or use an image created or selected by a target audience member)

Sally chose this image: "Kintsugi; the image of mending a broken pot with precious metal acknowledges my experience of cancer surgery and how I have come to accept and live with the scars, inside and out. Joining a dragon boat crew of people affected by cancer has been part of my recovery – our new boat is named Kintsugi". Artwork: 'Scars Are Golden' by Mary Kamerer, is part of the Breast Cancer Art Project.

"SIGNPOSTING"

Item 4. Depict a diverse range of people (across your products and within products), to ensure wide representation and inclusivity

Item 5. Depict the evidence accurately (population, intervention and/or setting)

Example: Healthcare workers and infection prevention and control (IPC) for respiratory infectious diseases

"PPE Training in Sierra Leone" by USAID U.S. Agency for International Development is licensed under CC BY 2.0

"Florida National Guard" by The National Guard is licensed under CC BY 2.0

Item 6. Avoid images with misleading presentations of intervention effects or images that could appear to recommend a treatment

Example: Cochrane Reviews on treatments for subfertility, assisted reproduction and related topics

Mum and baby

Looking at pregnancy test

Man comforting sad woman

Couple with baby scan picture

Pregnancy test kit

Item 7. Avoid images that show brand names

Example: Cochrane Reviews on Methylphenidate for attention deficit hyperactivity disorder (ADHD)

"Ritalin 10mg tablets".by Adam is licensed under CC BY 2.0

Any questions so far?
Please type them in the chat

Item 8. Choose an image that is realistic and relatable for your target audience

Example: Cochrane Review on yoga for physical rehabilitation after stroke

Item 8. Choose an image that is realistic and relatable for your target audience

Example: Cochrane Reviews on common mental health problems, such as depression and anxiety
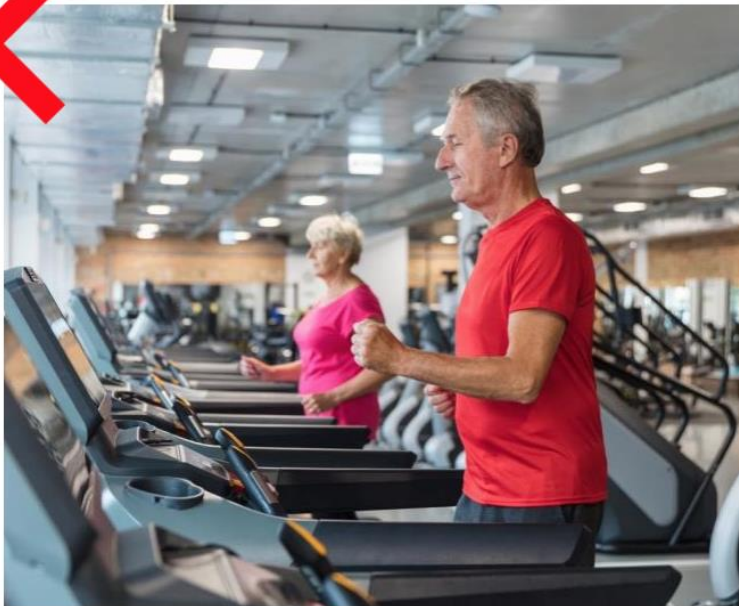

"Sea of Google" by Karen Morley

"Albert György, Mélancolie" by art_inthecity is licensed under CC BY 2.0

Item 9. Think about the appropriateness and acceptability of the image in different settings and cultures

Example: clinical encounters

"NEPAL" by (USAID) U.S. Agency for International Development
is licensed under CC BY-NC 2.0

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Cochrane UK is funded by the NIHR

Example: images for sharing during the COVID-19 pandemic

Item 10. Depict the topic sensitively, especially where the topic or findings may be upsetting, controversial or disappointing, and consider the context in which you are sharing the image

Example: School-based education programmes for the prevention of child sexual abuse

Adult talking to child

Children and teacher in classroom

Crayons

School bus

Children in classroom (Africa)

Some questions to consider…

- Can the image help readers make a link with the topic?
- Is it necessary to show children's faces?
- Does it reflect the studies included in the review?
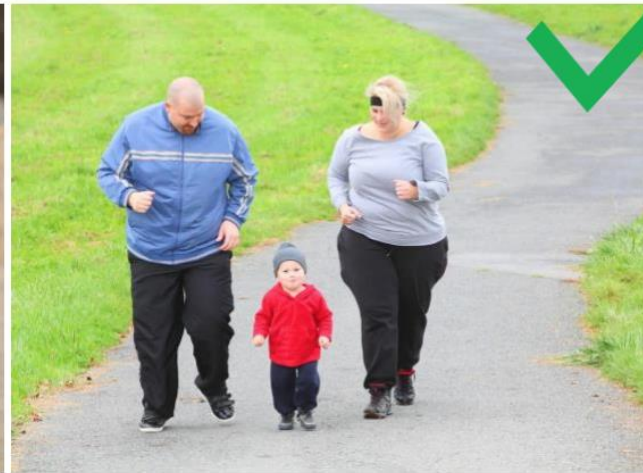- Is it relevant for your setting?
- Does it show best practice?

Item 11. Avoid images that stigmatize, reinforce stereotypes or are dehumanizing

Example: Cochrane Reviews on overweight or obesity

Item 12. Avoid images that could trigger unwanted feelings or behaviour

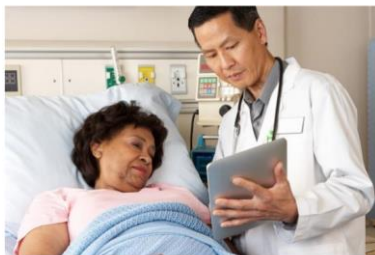Example: Cochrane Reviews on smoking cessation

"Traumatic brain injury: is decompressive surgery worth the risks?" – (Evidently Cochrane blog)

Operating theatre

Patient in bed and doctor

Surgeons operating

Surgeons using operating microscope

Doctor speaking with patient's relatives

"Traumatic brain injury: is decompressive surgery worth the risks?" – (Evidently Cochrane blog)

Hospital signage

Shoes and arrows

Footpaths

Seesaw

Take-home points

1) **Consider every detail of an image**
2) **Check with someone with relevant expertise if you have any doubts**
3) **Please explore and use the guide to choosing images**

Any questions?
Please type them in the chat