Putting children's health in the frame
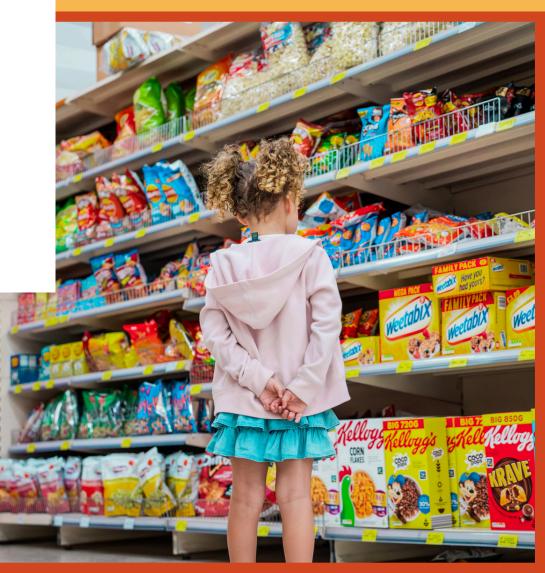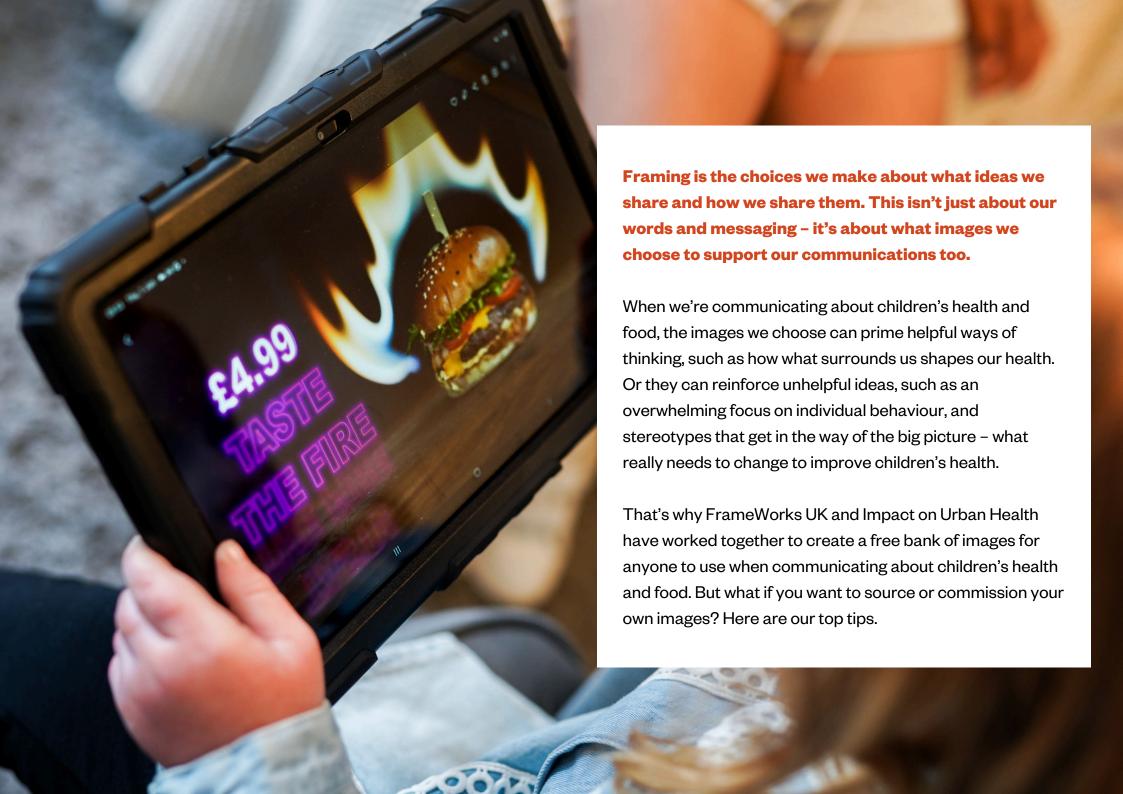
Selecting and creating images for children's health and food

FRAME WORKS UK

Impact on Urban Health

Framing is the choices we make about what ideas we share and how we share them. This isn't just about our words and messaging – it's about what images we choose to support our communications too.

When we're communicating about children's health and food, the images we choose can prime helpful ways of thinking, such as how what surrounds us shapes our health. Or they can reinforce unhelpful ideas, such as an overwhelming focus on individual behaviour, and stereotypes that get in the way of the big picture – what really needs to change to improve children's health.

That's why FrameWorks UK and Impact on Urban Health have worked together to create a free bank of images for anyone to use when communicating about children's health and food. But what if you want to source or commission your own images? Here are our top tips.

Aim for images that...

- **Highlight the problems that surround us and shape children's health** – from how unhealthy food is advertised and colourfully packaged to target children, to how our highstreets are often flooded with junk food outlets, with barely a trickle of affordable healthy options.
- **Show the solutions that are needed** – such as accessible healthy food in our high streets, supermarkets and schools, and spaces for children to run and play.
- **Show a range of body shapes** – to reinforce the idea that this is a case of improving all children's health.

Avoid images that...

- **Create a sense of 'othering' or dehumanise children** – such as photos which are cropped or blurred to remove faces, or which just focus on body parts such as measuring tapes around tummies or feet on scales.
- **Zero in on children who look overweight** – this narrow focus obscures the many ways that food impacts children's health, and how this is an issue that matters for all children.
- **Reinforce harmful stereotypes** – such as depicting children as lazy, exclusively eating junk food, or being given unhealthy food by their parents.

Find free-to-use images on our <u>image bank</u>.

For more guidance on how to frame children's health and food, <u>visit our toolkit</u>.