Teen Pedestrian Safety: Crossing the Street
Photo Selection Guide

Photos are important pieces of any good outreach campaign. Photos can help make your audience believe that the information you are presenting applies to them. They also show correct behavior, which means that you need to know both your audience and the message that you want to send before choosing or shooting photos.

For this toolkit, we are focusing on teens and older children and are emphasizing the need for caution when crossing the street. These guidelines are limited to this specific topic. There are other pedestrian safety topics that are not covered by this guide. Please contact Prevent Child Injury (info@preventchildinjury.org) with any questions.

**DO:**

- Choose teens/older children who reflect the audience you’re reaching.
- Show correct behavior:
  - walking on sidewalks or paths
  - crossing only at crosswalks
  - obeying traffic signals (check crosswalk signal to make sure it’s on “walk”)
  - traffic is clear or stopped
- Avoid distractions:
  - headphones, phones, and other electronics are down
  - eyes and head are up
  - person is paying attention to surroundings

**DON’T**

- Don’t show distractions, like looking at a screen, listening to headphones, keeping head or eyes down, or daydreaming.
- Don’t use photos that are out-of-date or are showing the wrong demographic (i.e. don’t show children on a farm when you’re trying to reach children in suburban or urban settings).
- Don’t show other injury-prone behavior, such as a motorcyclist without a helmet or driver not wearing a seat belt, even if you can only see it in the background.