Button Battery Safety 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 the dangers of button batteries. These guidelines are limited to this specific topic. Please contact Prevent Child Injury (info@preventchildinjury.org) with any questions.

**DO:**
- Show batteries being stored out of sight and reach of children.
- Show products and toys with a secure battery compartment.
- Check the background of the photo for other injury hazards (such as hanging blinds, access to stairs, etc.).

**DON’T**
- Do not show children holding or playing with batteries.
- Do not show batteries in any place where they are in sight or reach of children (such as loose batteries in a drawer).
- Do not show products and toys taped closed. (*While this talking point appears in many sets of recommendations about button batteries, our experts believe that using tape gives a false sense of security and might in fact draw the child to the object.*)