ATV 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 all-terrain vehicles (ATVs) specifically, not all off-highway or motorized recreational vehicles (such as golf carts). These guidelines are limited to this specific topic. Please contact Prevent Child Injury (info@preventchildinjury.org) with any questions.

**DO:**

- Show children ages 6-15 years using an age-appropriate youth ATV model.
- Show all drivers and passengers wearing closed-face helmets. Other recommended safety gear includes long pants and sleeves, boots, gloves, and eye protection.
- Show ATVs being used on off-road terrain.
- Show one person per ATV.
- Check the background of the photo for other injury hazards.

**DON’T**

- Do not show children driving adult ATVs.
- Do not show passengers riding on ATVs.
- Never show children younger than 6 years using ATVs.
- Do not show anyone driving or riding without helmets.
- Do not show anyone using ATVs on paved surfaces or public roads of any type.