Shopping Cart 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 shopping cart safety specifically. These guidelines are limited to this specific topic. Please contact Prevent Child Injury (info@preventchildinjury.org) with any questions.

**BEST PHOTOS:**

- Show two adults shopping with one adult supervising the child.
- Show a parent leaving their child in a supervised play area inside the store.
- Show a parent carrying a child in a front carrier while pushing a cart.
- Show an older child walking next to the cart.
- Show a parent shopping alone.

**OKAY PHOTOS:**

- Show a child in the seat in front of the cart that is low to the ground. These seats often look like a car on the front of the cart.
- Show a child seated in the seat of the cart, with both legs through the leg holes, and strapped in using the safety belt or harness.

**DON’T SHOW:**

- Don’t show a cart that is broken or missing a safety belt or harness.
- Don’t show a child alone in a shopping cart.
- Don’t show a child carrier resting on the top of the shopping cart.
- Don’t show a child seated in the basket of the cart.
- Don’t show a child standing in the cart.
- Don’t show a child standing on the outside of the cart and hanging on.
- Don’t show children or teens playing in shopping carts.
- Don’t show a child leaning to one side in the shopping cart.
- Don’t show a child or teen pushing the cart.