

# Language and Images Matter

When publishing about alcohol, pregnancy, and FASD, the images and graphics we use become a key part of the message. It is important to ensure that the images don't reinforce negative stereotypes about people with FASD or mothers using substances. Refrain from using fear-based images. Instead choose graphics that inspire hope and encourage positive change.

Using unnecessarily negative or stigmatizing images can have unintended consequences. Women who have used substances during pregnancy may be afraid to seek support or disclose their alcohol use out of fear of judgement. The images we use play a part in reducing stigma and encouraging women to seek supports in a way that is welcoming, non-judgmental and helpful.

**USE**

**Images of individuals with FASD living productive and meaningful lives**

**Images of healthy babies**

**Images of women with partners, friends and families to show that prevention is everyone's responsibility**

**Images that promote the dignity of the mother**

**Images that emphasize the health of both the mother and her child**

**AVOID**

**Images only of people with FASD in jail, homeless, or with mental health challenges**

**Images of babies drinking alcohol or a fetus drowning in alcohol**

**Images of women partying or drinking that imply mothers are uncaring or irresponsible**

**Images of women without clothing, as that can offend some people**

**Images of only pregnant bellies, which place a focus on the fetus**