

Center to
Advance
Palliative Care

capc

**PHOTOGRAPHY
GUIDELINES**

APPROPRIATE IMAGES

Messaging matters when marketing palliative care. Images are a key element of effective palliative care messaging. They must reflect that palliative care is improving quality of life and providing support and relief for patients living with a serious illness, and their families.

According to public opinion research, the most compelling visuals to use when messaging palliative care are images that show a patient and family feeling positive and happy about their care.

APPROPRIATE IMAGES

THESE IMAGES TESTED WELL WITH THE GENERAL PUBLIC.

THEY USED THE CORRESPONDING LANGUAGE TO COMMUNICATE HOW THEY FELT WHEN VIEWING THESE IMAGES.

- 1 Love, support, happiness, compassion, bonding, caring
- 2 Understanding, love, explaining the situation, caring, familiar situation
- 3 Happiness, love, understanding, bonding, support, hope, familiar situation



APPROPRIATE IMAGES



INAPPROPRIATE IMAGES

DO NOT USE IMAGES THAT REPRESENT NEGATIVE EMOTIONS OR EVOKE END OF LIFE.

STUDIES SHOW THAT THESE ARE VERY OFF-PUTTING TO PATIENTS AND FAMILIES.



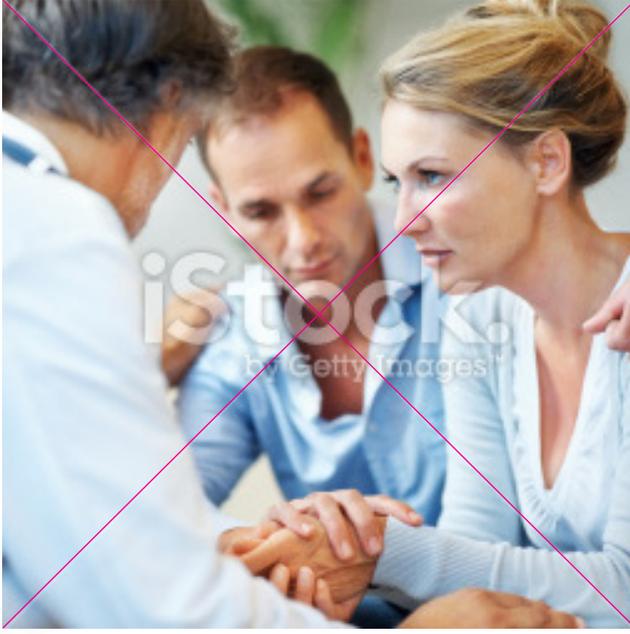
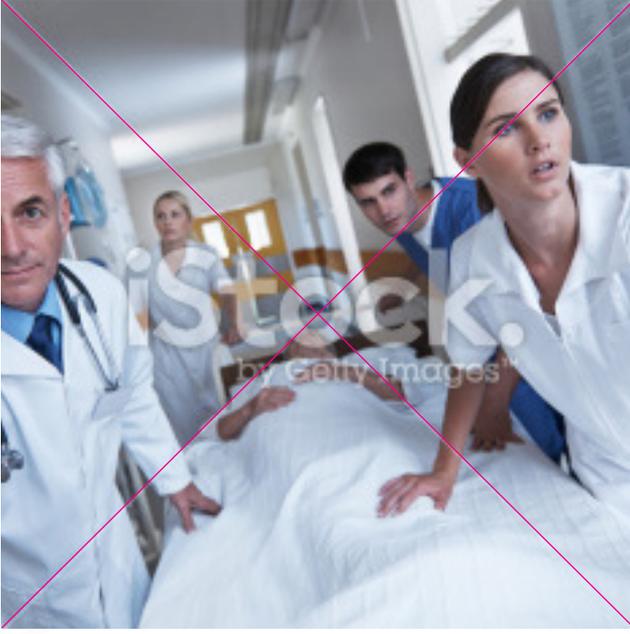
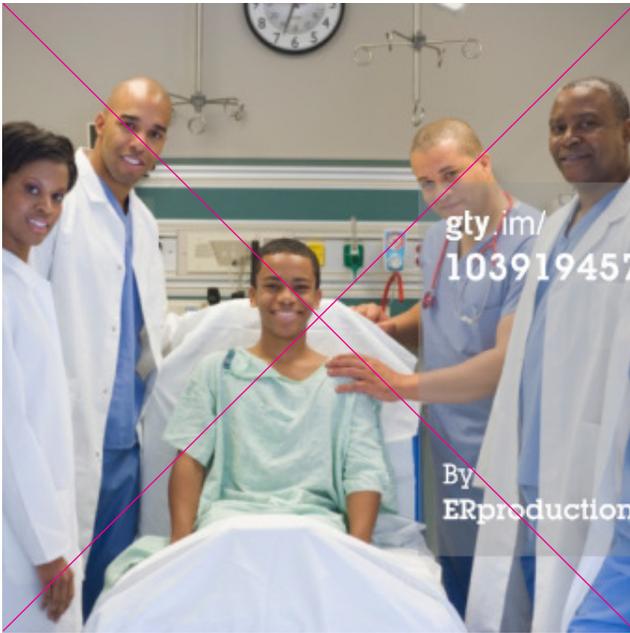
INAPPROPRIATE IMAGES

DO NOT USE IMAGES THAT TRADITIONALLY REPRESENT HOSPICE OR DEATH / DYING.

- 1 Daisies
- 2 Two hands holding
- 3 Butterflies
- 4 Bridges



INAPPROPRIATE IMAGES



**CENTER TO ADVANCE
PALLIATIVE CARE**

55 West 125th Street
Suite 1302
New York, NY 10027

212-201-2670
capc.org
