

Age-positive images

Guide and terms
to using our
image library

ageing-better.org.uk



1. How to use the image library

The image library is free for use by any individual or organisation that is struggling to produce or source photos related to ageing or of older people.

The image library is hosted on the Digital Asset Management software, ResourceSpace. Embedded on the [Ageing Better website](#) is a gallery that previews and directs users to the image library.

The below tips apply to ResourceSpace:

Simple search

On the right-hand side, you can use the simple search to find content; you can type in key words such as 'gardening', 'LGBT' or 'phone'.

You can filter by the type of content you're looking for or by the area of work.

You also have the choice to filter by 'People':

- Individual – only one person is in focus/identifiable

You can specify the gender of the person, and if they are from a minority ethnic background.

- Group (2+) – more than one person is in focus/identifiable

- Unidentifiable – only the person's hands or back of head, for example, is visible

- Abstract – the focus is on a specific object


- Landscape (scenery) – good for backgrounds or showing a location

You can customise how you view the content – there are options to order the resources by relevance, colour, popularity or date taken.

Advanced search

If you're looking for a more specific type of content, use the 'Advanced search' option found at the bottom of the simple search. This will allow you to select more than one option for 'People' and 'Area of work'.

Collections

Use the 'plus' button  to add images to a collection.

Collections are a way of storing a group of images in a single folder. This will appear towards the bottom of your screen.

Click on 'Actions' to download or share all photos contained within the collection.

Downloading images

When downloading an image, you can either download the full-size image for a high-resolution version or a much smaller file sized version of the image, which is much friendlier for use in presentations and social media.

Before downloading images, you'll be prompted for your email – this is so that we can get in touch should a subject remove their consent.



2. Terms of usage of the image library

All images are published under [CCO 1.0 Universal \(CCO 1.0\)](#)

This means:

- You can copy, modify, distribute and perform the work, even for commercial purposes, all without asking permission
- Attribution to the Centre for Ageing Better is not required but is appreciated
- When using or citing the work, you should not imply endorsement by the author

When using the images, consider the context and associated headlines. Don't use a person's likeness for stories on sensitive topics or to imply that Ageing Better or the individual supports a certain belief or position.

Do not use images in a way that defame or show either Ageing Better or the individual(s) in a negative or false light.

If you wish to also credit the photographer, this information is included below each photo.

All photos of individuals in the library are compliant with GDPR, and all individuals have signed consent forms that are kept by Ageing Better.

Individuals have the right to withdraw their consent at any moment. We will email you in the event that consent has been removed, asking you to stop using the relevant photo.

We may also get in touch with you via email for marketing purposes but only in relation to the image library. To opt out, [get in touch](#).



3. Capturing your own age-positive images

If you would like to capture your own photography or purchase stock images that avoid many of the stereotypes associated with older people, below we have set out some guidance:

1. Use realistic portrayals

- The most important thing to consider is using images that don't use unrealistically positive or negative depictions of people in later life
 - Avoid photos that caricature later life – for example, images of wrinkly hands clasped together in consternation is an all too common sight
- This also means thinking of situations that don't only focus on the frailty and decline associated with older people – including medical and social care environments, sad eyes, beige sofas etc.
 - 'Age-positive' doesn't mean showing older people only in a euphoric state or positive situation – the other extreme of older people skydiving or running marathons isn't very balanced either

2. Don't ignore diversity

- Like all age groups, those aged 50 and over are not a homogenous group of people. Depict a diverse range of people to ensure an accurate representation of the population
- This encompasses age, gender, race and ethnicity, religion, disability, sexual orientation, geography and more
- One in three workers in the UK are aged 50 and over. Older people contribute to society in a range of ways and 'ageing' can apply to many situations
- Think about different themes such as communities, work, healthy ageing, housing, travel and settings where people from multiple generations socialise

3. Consider the context

- Imagery, like verbal and written language, can strongly influence our attitudes and views
- Photos that rely on negative stereotypes aren't only offensive but give off the impression that we should see older people as the object of our pity, rather than people who are able to direct their own lives
- When selecting imagery, think about the context and what your photo is being used to portray. Be careful to not dehumanise or make insinuations with your choice of image when accompanying a news piece or blog for example

About us

The UK's population is undergoing a massive age shift. In less than 20 years, one in four people will be over 65.

The fact that many of us are living longer is a great achievement. But unless radical action is taken by government, business and others in society, millions of us risk missing out on enjoying those extra years.

At the Centre for Ageing Better we want everyone to enjoy later life. We create change in policy and practice informed by evidence and work with partners across England to improve employment, housing, health and communities.

We are a charitable foundation, funded by The National Lottery Community Fund, and part of the government's What Works Network.

We have launched the first free library showing 'positive and realistic' images of older people in a bid to challenge negative and stereotypical views of later life.

The [image library](#) follows our work on ageism and attitudes to ageing, including a recent report, 'An Old Age Problem?', which looked at depictions of later life across society.

The report found that stock image libraries often use unrealistically positive or negative depictions of people in later life, and recommended that in both words and pictures, the media should attempt to communicate a more diverse representation of what it means to be older without resorting to stereotype and caricature.

For more info, get in touch: digital@ageing-better.org.uk



Let's take action today for all our tomorrows.
Let's make ageing better.

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