'How We Age' Image Gallery: User Guidance

Institute of Public Health

About the 'How We Age' Image Gallery

The Institute of Public Health (IPH) informs public policy to promote health and wellbeing and reduce health inequalities in Ireland and Northern Ireland.

This gallery is the culmination of an all-island **'How We Age'** photography competition launched by IPH in April 2022 to reframe how older people are portrayed in Ireland and Northern Ireland.

From the competition more than 30 images have been selected to form an open-access **'How We Age'** gallery of images for use as a resource by partner organisations and other stakeholders working in the area of ageing and older people.

All photos of individuals featured in the '**How We Age'** gallery are compliant with GDPR - all individuals featured in each image have signed consent forms, permitting the re-use of images.

The '**How We Age'** gallery was launched in advance of International Day of Older Persons on 1 October 2022 and positive ageing month, which is celebrated in October.

Guidance on use of images

These are the terms and conditions or rules that apply to the use of images in the **How We Age** gallery – these rules may be altered or changed by IPH at any time.

All images are published under Creative Commons 1.0 Universal (CC0 1.0), which allows for free usage as follows:

- Images are free to use by IPH and other organisations and stakeholders that work with or represent older people in Ireland and Northern Ireland.
- Images can be copied, modified, or distributed without asking permission from the creator / photographer.
- Images can be used in any and all media formats – print, online, social.
- Images may be used for commercial or non-commercial purposes.
- Attribution to IPH is not required but is appreciated - please credit the **How We Age** gallery where possible.
- There is no obligation to credit the photographer but, where possible, crediting each photographer is encouraged.

Other considerations

It is also important to think about how images will be used, so please consider the following:

- Consider the context for how the image is used and any associated headlines / content.
- Do not use images in a negative context that could show the individual(s) or IPH in a negative light.
- Do not use images to imply that the individual featured or IPH supports a certain belief or position.

Downloading images

All images are password protected. To download an image please email communications@publichealth.ie to obtain the password and access images.

Further information: Please direct all queries about the **'How We Age'** gallery and the use of images to communications@publichealth.ie.