EmpathyLens.org

Free realistic and humanizing photos of substance use-related community services and the people who use them

Other collections

The Gender Spectrum Collection
genderspectrum.vice.com

Sexual Health & Liberation Photo Collection
bhocpartners.org/health-photos

Disabled and Here Collection
affecttheverb.com/collection

Alcohol, Tobacco, and Other Drug Public Domain Photo Database
jsad.com/photos

Accurate info on substance use

UW Addictions, Drug & Alcohol Institute
adai.uw.edu

LearnAboutTreatment.org
learnabouttreatment.org

LearnAboutCannabisWA.org
learnaboutcannabiswa.org

Medline Plus
medlineplus.gov

Tips for selecting non-stigmatizing images

1. **Watch out for misinformation**: Make sure images don't spread false ideas about drug use.

2. **Avoid triggering images:** Stay away from pictures of drugs or drug supplies unless you need them to explain something specific. Instead, consider neutral images (ex. a dictionary page).

3. **Show different kinds of people:** Use images of people from different races, genders, ages, etc. to represent people who use drugs and those who help them.

4. **Keep it positive and simple:** Avoid dramatic, sad-looking, or dark and scary images. Show everyday people in normal, supportive situations.

5. **Make it humanizing:** Avoid pictures where a person's face is hidden with only their drugs in focus. Instead, use images that show them as full people, not just as drug users.

Empathy Lens: Humanizing Images & Education for Reducing Stigma Against People Who Use Drugs
UW Addictions, Drug & Alcohol Institute | May 2025