

# CARE Act Communications Toolkit for Counties - Stock Images Resources & Guidance

## STOCK IMAGES RESOURCES & GUIDANCE

### Overview

The following stock image considerations are intended to support your creative development of CARE Act materials.

### Resources

We encourage you to use the [CARE Act Communications Toolkit for Counties](#) for strategic communication recommendations, best practices, and resources to support your efforts. The following sites offer additional free stock imagery:

- [Affect the Verb \(photographer credit required\)](#)
- [Unsplash](#)
- [Pexels](#)

### Images

**To request stock images, please contact your county liaison or email [info@CARE-Act.org](mailto:info@CARE-Act.org).** Stock images are available in the following categories.

- Behavioral health
- California landscape
- Housing / community support
- Judicial

## Alternative Text

- All images have file names that support alt text.
- Include alt text whenever possible (e.g., newsletters, website, PDF remediation, captions).
- If an image doesn't add information to the content of a page, mark the object as decorative.
- Tips if writing your own alt text:
  - Screen readers automatically announce an image as an image so no need to include "image of" in the title.
  - When a screen reader comes across non-existent alt text, it will completely skip over the image, without announcing its presence.
  - The most popular screen readers cut off alt text at around 125 characters.
  - Do not assume race or gender in the description of an individual.

## Photo Credit

- Images were selected from Unsplash and Pexels. A photographer credit is not required; however, it's appreciated when possible.
- The name of the photographer is included in the file name if you would like to feature it in a caption.

## Sensitive Use Disclaimer

All stock photography websites (e.g., Unsplash, Pexels, istock, Shutterstock) have a sensitive use disclaimer. This means that if you use content that features models or property in connection with a subject that would be unflattering or unduly controversial to a reasonable person (e.g., sexually transmitted diseases), you must indicate: (1) that the content is being used for illustrative purposes only, and (2) any person depicted in the content is a model. Consider use of the example "Stock photo. Posed by model." if the photo is of a person where you can clearly see their face and the caption says, "Individuals with Schizophrenia in California."