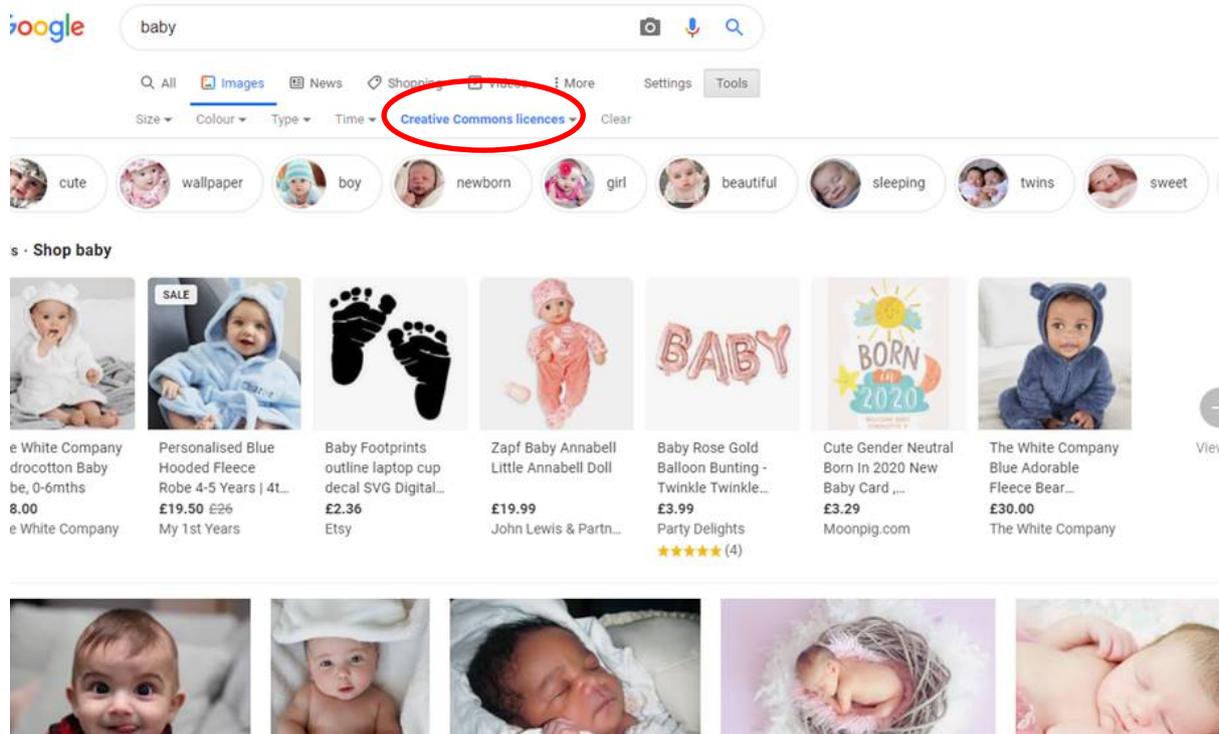


Using images in Patient Information Leaflets FAQ

Only use images in patient information leaflets if they are increasing the patient's understanding of the topic. There is no need to include clipart or images to break up text or fill in spaces.

Can I use any image I find on the Internet?

No, you need to have permission to use it, or it needs to be available under a Creative Commons licence. If you do a Google image search and choose 'Creative Commons licences' often these images are reproducible if you credit the original person and don't change anything (you do need to check the licence for each image).



Are there any websites where I can get free to use images?

[A guide to the best free sites for cc0 art and stock photography](https://www.ned-potter.com/blog/a-guide-to-the-best-free-sites-for-cc0-art-and-stock-photography)

<https://www.ned-potter.com/blog/a-guide-to-the-best-free-sites-for-cc0-art-and-stock-photography>

Can I use my own photos or images from Medical Photography?

Yes. You must have permission from the owner of the photograph and, if the photograph has a person in it, they will also need to have given their consent for the image to be used for this purpose. Such images are particularly useful if featuring equipment or exercises, as you can demonstrate exactly what the leaflet says. Medical Photography & Illustration can advise on photographs or other illustrations where these are necessary. Telephone Ext. 26153.

Where else can I get images from?

If you find an image that you think would be particularly useful, e.g. from a charity, medical association etc., you should e-mail them and ask permission to use the image in our leaflets. This is easier than it sounds and usually doesn't take long to get a response.

An example e-mail:

I work at UHCW NHS Trust and am currently creating a patient information leaflet on Carpal Tunnel Surgery options. The image on page 3 of this leaflet <https://orthoinfo.aaos.org/globalassets/pdfs/carpel-tunnel-syndrome.pdf> would be very useful for our patients. Would you be able to grant permission for UHCW to use this image in our patient information leaflets? Full credit and reference will be given.

Check the organisation's 'Contact us' page to see if they have a dedicated permissions e-mail address: see example from AAOS below. If not, send to the generic feedback e-mail and ask to be forwarded to the permissions/copyright/content department.

For individuals or organizations requesting permissions: To request permission to reprint *OrthoInfo* content or images, please contact us at: OrthoInfoRequests@aaos.org

Please note that requests to reprint *OrthoInfo* images must include the following information: a copy of the image, the title of the *OrthoInfo* article it appears in, the caption and credit line (if applicable), and details on how you intend to use the image.

Cochrane have produced an excellent guide on [Choosing images for sharing evidence](#) that gives more information.

If you have any questions, please e-mail health.information@uhcw.nhs.uk