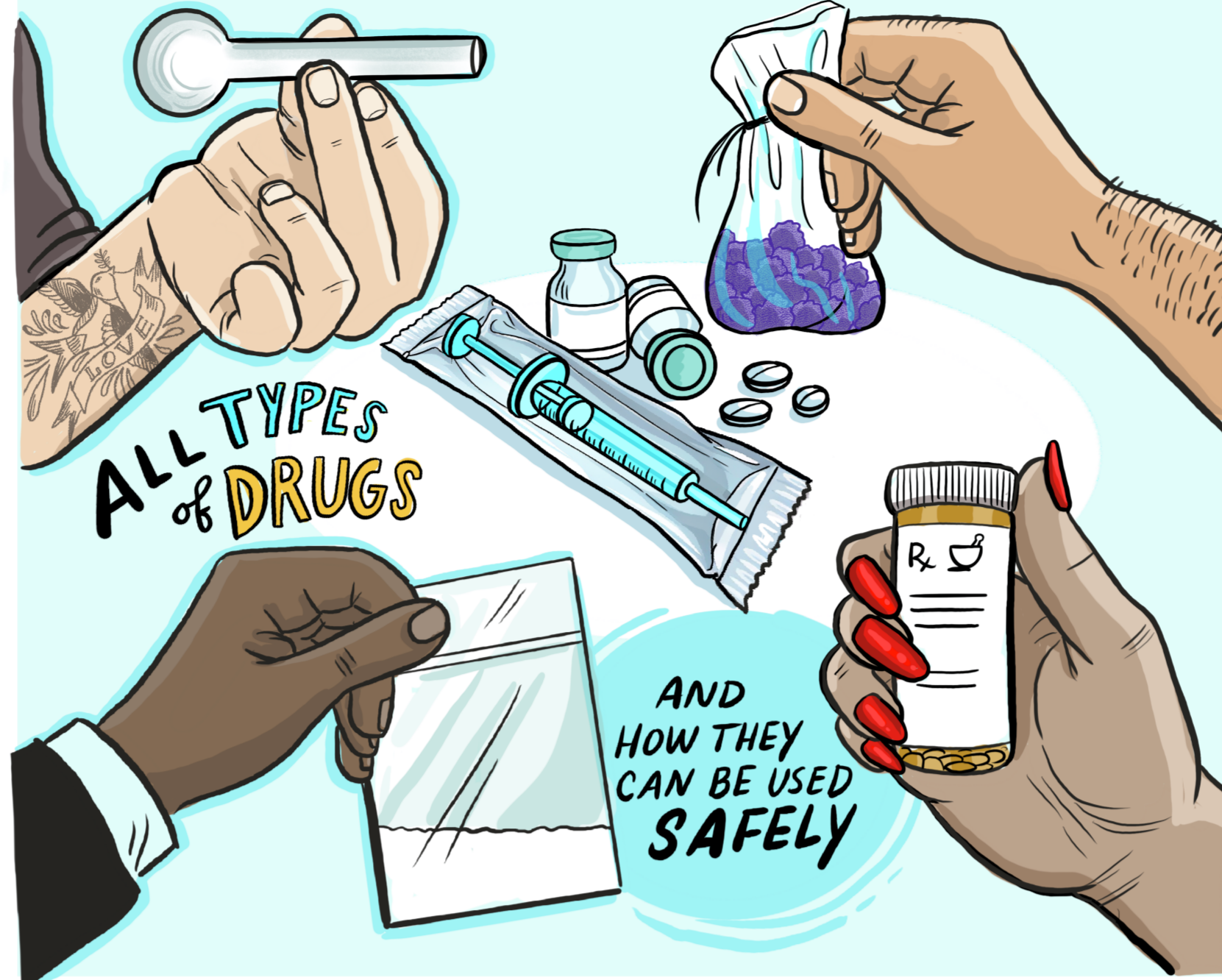


1 Photos should tell the RIGHT STORY

How a photo is chosen to represent people can be stigmatizing. Choose photos that represent to community as a whole.



2 Represent Drug Use ACCURATELY



3 Portray the Community AUTHENTICALLY ...and not just for shock value



4 Cleanliness & Organization over Messiness & Chaos



5 Avoid Conveying SHAME



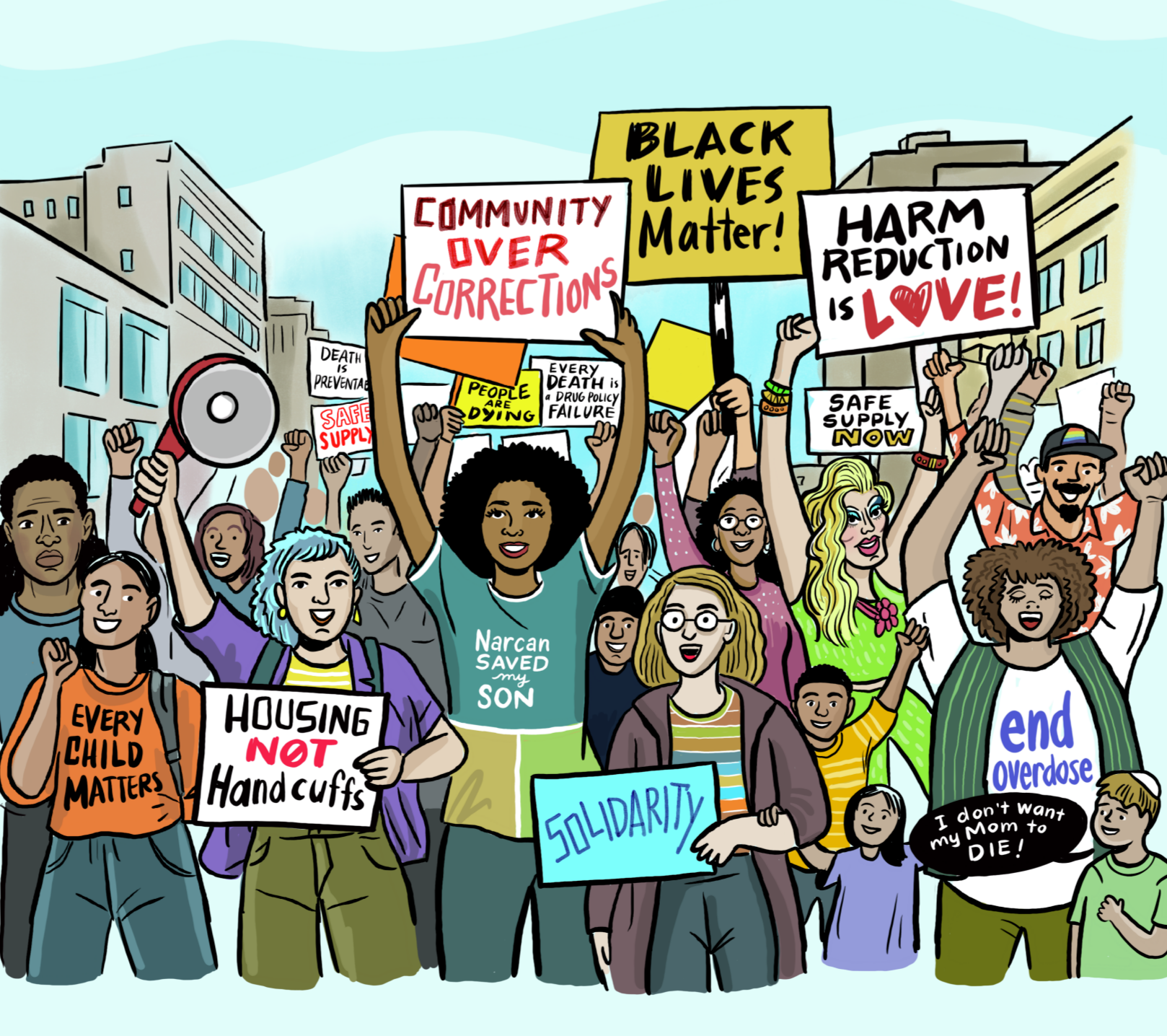
6 It's Okay to Show the GUT-WRENCHING SADNESS



7 COMMUNICATE the ROOT CAUSE



8 Promote ACTION



9 Reflect a SPECTRUM DRUG USE

