



# Terms of use of images

– FROM THE DANISH NATIONAL  
CENTER FOR OBESITY'S IMAGE BANK

# Terms of use of images

Thank you for wanting to use images from the Danish National Center for Obesity's image bank. By doing so, you contribute to counteracting bias through a respectful portrayal of people with obesity. We are pleased to provide this free resource.

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## Getting started

Before you can download any images, you need to read our terms of use and accept them. This will happen through a pop-up-window the first time you try to download an image. You will also need to enter your e-mail address. We ask for your e-mail partly to ensure serious use of the images and partly to be able to send you information, such as when new images are added to the image bank, when there are new guidelines or other relevant updates.

To avoid having to enter your e-mail every time you want to download an image, we place a cookie on your computer to remember you as a user. If you delete your cookies or switch computer, you

will be asked to accept our terms and enter your e-mail once again. We will only send you information related to the image bank, and you can always unsubscribe. If you wish to download new images again later, you simply need to enter your e-mail again.

## Terms of use

The terms are designed to support you in the proper use of the images and how to credit any use of the images. All images are free of charge and can be freely used for all non-commercial purposes. However, we ask you to read and adhere to the terms below and find inspiration in our '[Guidelines for Respectful Language and Image Use](#)' when using images from the image bank.



# Terms

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- » The Danish National Center for Obesity holds the usage rights to the images for five years (from 1<sup>st</sup> July 2023 to 1<sup>st</sup> July 2028), and the copyright belongs to the photographers. The copyrights of the images must not be transferred or resold to others. Copying or selling the images from the image bank violates copyright law.
  - » You may not redistribute or forward the images from the image bank to others. If you want to share our images, please share the link to the image bank, [www.ncfo.dk/imagebank](http://www.ncfo.dk/imagebank), so that other users can download images themselves.
  - » The images may not be used for commercial purposes. This means that the images may not be used for sale or advertisement of products or services that results in financial benefits/profit for the sender. In other words, the images may not be used on websites, brochures, advertisements (online and print), social media, and the like in a commercial context. This applies to all types of media and platforms - current and future.
  - » The images may be freely used for non-commercial purposes by for example students, teachers/instructors, municipalities, regions, governmental organizations, NGOs, patient associations, researchers, and more when the subject of the information is obesity. If in doubt, please contact us at: [ncfo@ncfo.dk](mailto:ncfo@ncfo.dk).
  - » The images may be used for editorial purposes when the subject is related to obesity in newspapers, magazines, social media, and similar outlets.
  - » The images can be used on websites, in brochures, on social media, in presentations, in reports, campaigns, etc., as well as on all types of media and platforms - current and future - in relation to non-commercial purposes.
  - » When using an image from the image bank, it must be credited as follows: **“Photo: The Danish National Center for Obesity. Photographer: photographer’s name.”** The photographer’s name is provided under each image in the image bank. The credit should be placed as close to the image as possible. If the image is used online, the text: “The Danish National Center for Obesity” may instead be an active link directly leading to the image bank: [www.ncfo.dk/imagebank](http://www.ncfo.dk/imagebank).
  - » After 1<sup>st</sup> July 2028, the images may no longer be used unless usage rights are extended with the models. This information will be available on the image bank.
  - » Any use of the images that could promote bias or be harmful to the individuals depicted in the images is not allowed.
- You will receive these terms as well as “Guidelines for Respectful Language and Image Use” by e-mail the first time you download an image. You will also find the documents under each image in the image bank.
- If you have any questions concerning the image bank, the images, or their usage, please feel free to write to: [ncfo@ncfo.dk](mailto:ncfo@ncfo.dk).**



# Purpose and background of the image bank

The long-term purpose of the image bank is to contribute to a general shift in attitude towards obesity, promoting a more dignified, unbiased, and non-stigmatizing view of children, adolescents, and adults with obesity. The aim is to provide respectful images of people with overweight and obesity, and for Danes with obesity to see themselves reflected respectfully in the images they encounter in articles, reports, and other contexts when the topic is obesity.

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The media and others who communicate about and depict 'obesity' play a central role in shaping the public's understanding and attitudes towards the subject, thus influencing the perception of individuals with obesity through language and images.

It became clear to the Danish National Center for Obesity (NCFO), established as a knowledge center in 2020, that the way people with obesity are portrayed in the media and many other contexts can contribute to perpetuating negative bias. Often, only a belly is shown with a measuring tape around it or the whole person engaged in a stereotypical activity like eating junk food, spilling food, watching TV, playing computer games, and the like. A quick examination of various Danish media revealed that most of them use images that can be stigmatizing when the subject is obesity.

Moreover, as a knowledge center, it was difficult for us to find respectful images that we could use for various purposes, depicting the everyday lives of people with obesity. There are other image banks with diverse, non-stigmatizing images, but their images rarely have a Nordic character. For instance, they might depict mountains in the background, palm trees on the beach, and the like. Therefore, we wanted to develop a Danish image bank with dignified images to contribute to

changing the narrative about and perception of people with obesity through images.

We began searching for funding for the image bank, and in early 2023, we succeeded in obtaining funds from the alliance 'Børnevægt i balance,' administratively serviced by the Novo Nordisk Foundation, for the development of the image bank. The image bank opened in 2023. NCFO has been responsible for the development - from idea to launch. Our hope is that the images can contribute to a different understanding of individuals with obesity, thereby reducing weight stigma.

## **About weight stigma**

Weight stigma can have negative consequences for the mental, social, and physical health of both children, adolescents, and adults living with obesity. Among other things, it can lead to low self-esteem, depression, anxiety, increased food intake, reduced physical activity, and subsequent weight gain. Therefore, it is important to work towards reducing stigmatization of individuals with obesity through education about the complexity of obesity and the consequences of weight stigma. Hopefully, this will increase well-being, reduce feelings of guilt and shame, and create a respectful tone when the topic is obesity. The way we communicate, talk about, and depict obesity can

shape and perpetuate our thoughts and biases about people with obesity. This is why dignified images are important in the fight against weight stigma. Read more about weight stigma [on our website](#) (in Danish).

### **Obesity is a complex condition**

Many hold the mistaken belief that obesity is a simple result of what you eat and how much you exercise. This notion contributes to the idea that weight is something individuals can and should have complete control over. Consequently, people with obesity are often seen as lacking self-control, self-discipline, willpower, backbone, and other biases. People develop obesity due to a complex interplay of many different factors - from genetic,

biological, and psychological to social, cultural, and environmental. Factors that to a greater or lesser extent lie beyond the individual's control.

Learn more about and gain insight into the complexity of obesity [on our website](#) (in Danish).

Our hope is that with increased knowledge about the complexity of obesity and the consequences of stigmatization, we can contribute to reducing the prevalence of weight stigma. So, our clear call to you, who want to communicate about obesity, is: be open, curious, and empathetic. Use neutral language and stay informed about obesity-related knowledge.



Thank you for wanting to use images from the Danish National Center for Obesity's image bank. You are contributing to important work towards less weight stigma. Thank for reading along and staying updated.