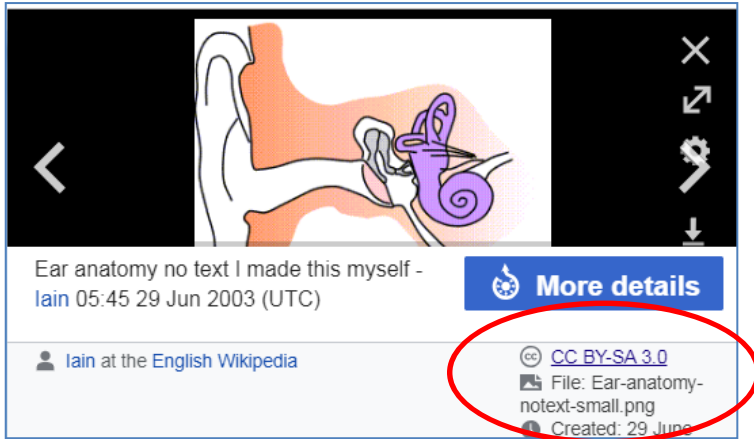


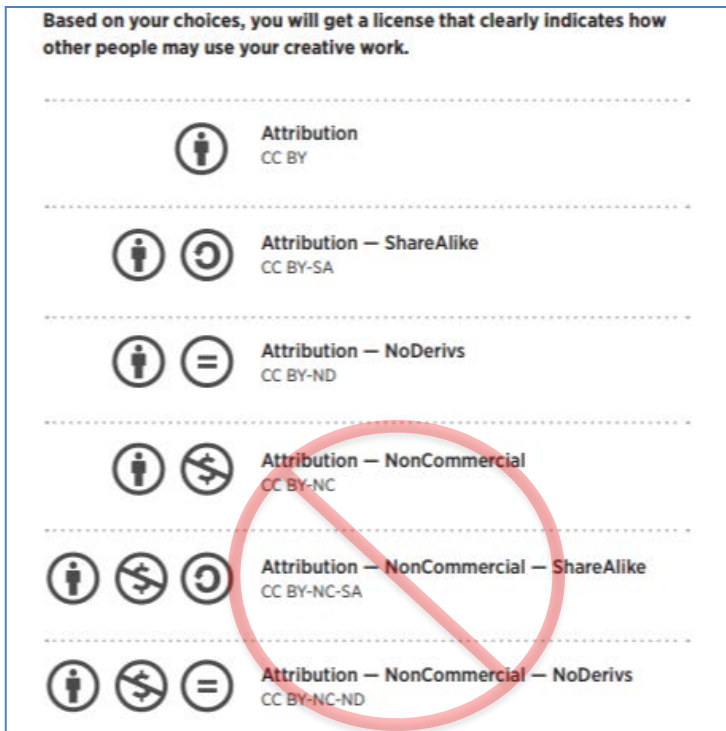
## Using Images in Commercial Online Presentations

<p><b>Options for restricted images</b></p>	<p>For images you do not have license or permission to publish online for commercial purposes, follow these best practices when delivering a presentation in for a one-time virtual conference. For publication of enduring materials on OPEN Pediatrics, see <a href="#">OPEN PEDIATRICS Guidelines for Using Images in enduring materials</a>.</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><b>If...</b></p> <p>The image is NOT essential for communicating presentation content (e.g. decorative images, comics)</p> <p>Image is essential to the substance of your presentation</p> </td> <td style="width: 50%; vertical-align: top;"> <p><b>...Then</b></p> <p>Remove image from your presentation.</p> <ul style="list-style-type: none"> <li>• Work with DME to find or create a substitute image</li> <li>• Try and obtain permission for use from copyright holder, or</li> </ul> </td> </tr> </table>	<p><b>If...</b></p> <p>The image is NOT essential for communicating presentation content (e.g. decorative images, comics)</p> <p>Image is essential to the substance of your presentation</p>	<p><b>...Then</b></p> <p>Remove image from your presentation.</p> <ul style="list-style-type: none"> <li>• Work with DME to find or create a substitute image</li> <li>• Try and obtain permission for use from copyright holder, or</li> </ul>
<p><b>If...</b></p> <p>The image is NOT essential for communicating presentation content (e.g. decorative images, comics)</p> <p>Image is essential to the substance of your presentation</p>	<p><b>...Then</b></p> <p>Remove image from your presentation.</p> <ul style="list-style-type: none"> <li>• Work with DME to find or create a substitute image</li> <li>• Try and obtain permission for use from copyright holder, or</li> </ul>		
<p><b>Images created in the course of clinical work</b></p>	<p>Images that you or a BCH colleague create as part of your work for BCH are do not need copyright approval (technically BCH owns them).</p> <ul style="list-style-type: none"> <li>• Images may not contain PII</li> <li>• Patient photos or videos require consent from parent or guardian.</li> <li>• Note that if you have published the image in a journal or book chapter, you may no longer own the copyright. Publishers often ask authors to sign over copyright upon acceptance of their as a condition of publication. Check your contract.</li> </ul>		
<p><b>Exceptions: images NOT subject to copyright</b></p>	<ul style="list-style-type: none"> <li>• Diagnostic imagery (output from monitors, radiological images, sonograms, scopes etc.)             <ul style="list-style-type: none"> <li>– <b>PHI must be removed.</b></li> </ul> </li> <li>• Representations of plain data that has not been creatively enhanced. Plain bar charts, pie charts, scatter plots and other presentations of data may be OK to include.</li> <li>• Public domain images</li> </ul>		

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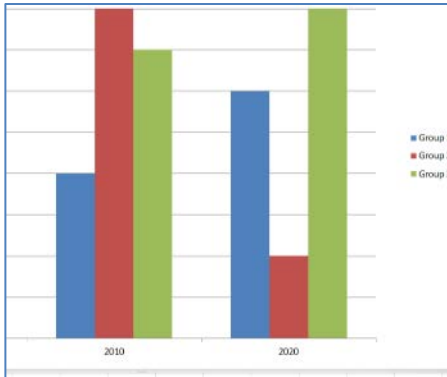
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	Proportional reduction in deaths before			Relative reduction in prevalence of starting at			Millions (%) of DALYs averted at
	12 months	24 months	36 months	12 months	24 months	36 months	
General nutrition interventions	14.8%	13.3%	13.4%	21.7%	17.8%	15.5%	33.8 (13.3%)
Micro-nutrient interventions	10.0%	11.3%	12.1%	30.3%	15.9%	17.4%	33.3 (13.2%)
Disease control interventions	3.0%	2.7%	2.6%	3.7%	2.9%	2.7%	6.6 (2.6%)

Table 14: Effect of combinations of nutrition related interventions on mortality and starting in 36 countries (93% coverage)

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	Proportional reduction in deaths before			Relative reduction in prevalence of starting at			Millions (%) of DALYs averted at
	12 months	24 months	36 months	12 months	24 months	36 months	
99% coverage with all interventions	24.0%	24.4%	24.7%	35.3%	35.8%	35.5%	62.4 (25.1%)
90% coverage with all interventions	22.0%	22.2%	22.4%	31.3%	31.4%	31.3%	57.5 (22.7%)
75% coverage with all interventions	17.3%	17.3%	17.3%	22.7%	24.2%	24.6%	44.3 (17.5%)

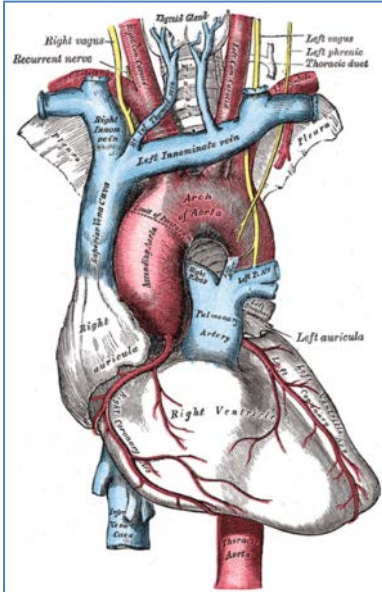
Table 15: Effect of all nutrition related interventions on mortality and starting in 36 countries, by coverage level



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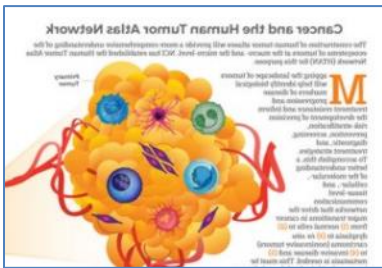
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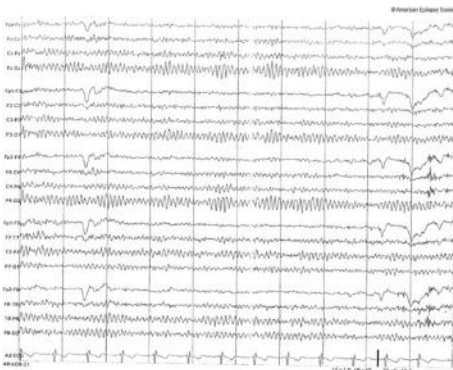
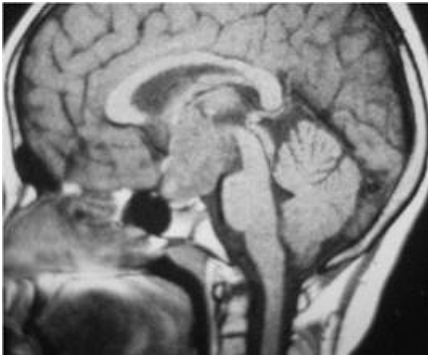
*I grant anyone the right to use this work **for any purpose**, without any condit*

## Examples: Diagnostic Images



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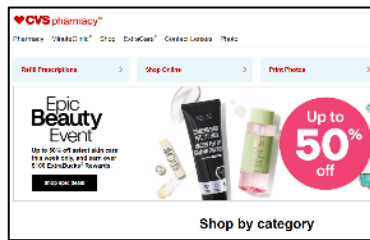
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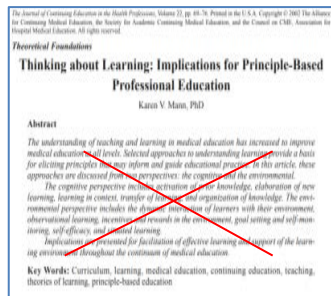
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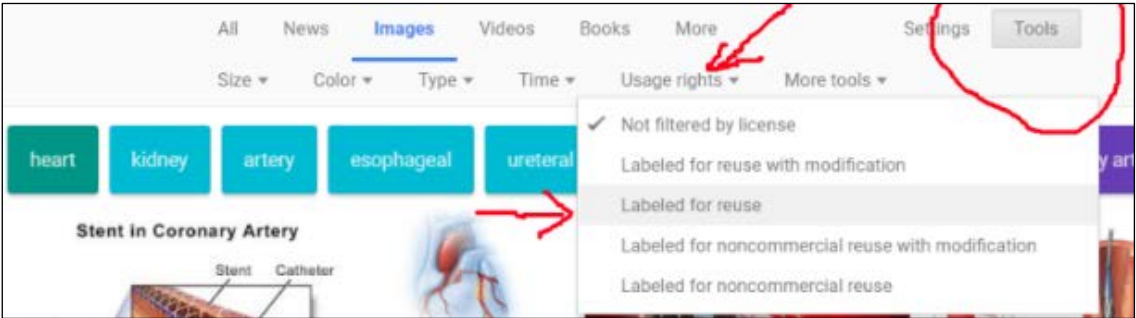


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Resource	Type	Description	Access
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Creative Commons search	Search tool	Filter images by Creative Commons license type including commercial usage; browse collections by museums and other organization.	<a href="https://search.creativecommons.org">https://search.creativecommons.org</a> Then check box at bottom "I want something I can use for commercial purposes" before entering search terms
Wikicommons	Image database	Extension of Wikipedia which includes images in the public domain, or with Creative Commons	<a href="https://commons.wikimedia.org/">https://commons.wikimedia.org/</a>

		license that allows for commercial use.	
Flickr	Image database	The user generated image database has Creative Commons licensing.	<a href="https://www.flickr.com/search/advanced/">https://www.flickr.com/search/advanced/</a>  Use advanced Flickr search to find images OK for commercial use.  Click "Any License" near top left to drop down options list. Then choose "Commercial use allowed" or "Commercial use & mods allowed" as appropriate.
Stanford Medical Library	Search tool	Filter by usage restrictions. Displays results in 4 groups, from broadest reuse rights, to most restrictive.	<a href="http://lane.stanford.edu">http://lane.stanford.edu</a>  Enter search term then click images search. " <a href="#">Maximum Reuse Rights</a> " options would all be OK to use.  Only some of the " <a href="#">Broad Reuse Rights</a> " images are usable as many limit to non-commercial use only.
CDC Public Health Image Library (PHIL)	Image Database	Images mostly (though not all) government owned and public domain.	<a href="http://phil.cdc.gov/Phil/home.asp">http://phil.cdc.gov/Phil/home.asp</a>  <a href="#">*Most images are in the public domain and free of copyright restrictions</a>  <a href="#">*Copyrighted images include "copyright protected" statement in which case you will have to contact content owner to obtain permission.</a>
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National Library of Medicine & History of Medicine	Image Database	Contains public domain content as well as copyrighted content	<a href="https://collections.nlm.nih.gov/">https://collections.nlm.nih.gov/</a>  *Enter search term *On results page, under "copyright" use just public domain items. Or for "copyright may apply" ites, need to make a copyright determination.



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