Repicturing Inclusivity and Mental Health

Discussions about diversity in the workplace often revolve around gender and race. Of course, both of these topics are incredibly important, but it’s also essential to be mindful of the diverse experiences of people with intellectual and developmental disabilities. According to Creative Spirit, who works with people with intellectual disabilities as a result, "Many online tools and resources can be harmful for people with intellectual disabilities, adding more stress to an already challenging situation."

As part of its launch, Creative Spirit created a series of visuals that have received absolutely positive reviews for being close to the hearts of people with intellectual disabilities. "We need serious, positive, and respectful visual content as a whole," said one of the clients featured in the campaign. "It’s not just about making them feel good, it’s about showing them how they can make our society a more inclusive one, too.

The way CAI changes the culture is through partnerships—"In May 2017, the Getty Images Gallery in London hosted an exhibition in partnership with CAI called ‘The Counter Photography Movement,’ which featured work that repurposed mental health imagery. The portfolio images were selected by a panel including advocates for the mental health community, and featured voices to represent mental health issues in a way that is respectful, accurate, and can positively influence the experience of mental illness.

"All too often images representing mental health conditions slip into narrow and stigmatized stereotypes," said Beth, a mental health advocate. "We need to make sure we are not perpetuating harmful stereotypes or misrepresenting issues that are incredibly important to individuals and communities around the world. Continued efforts in these fields are needed for creating more inclusive such environments— for everyone."

Break the silence