

## **1. Purpose of this Policy**

Interplast Australia & New Zealand (Interplast) recognises the importance and value in illustrating the work it does through story-telling, photographs and film. The purpose of this policy is to equip Interplast's personnel with the knowledge to ethically and professionally document the work Interplast does throughout the Asia Pacific region. It also serves as a guideline to ensure the rights and dignity of people whose images are used in Interplast's publications are protected.

This policy is supported by a more detailed and practical Case Study and Photography Guide, together with the Interplast Fundraising, Marketing and Communications Manual and the Volunteer Team Manual.

This policy is closely associated with Interplast's Child Protection Policy and Privacy Policy and should be read in conjunction with these policies.

## **2. Scope of the Policy**

This policy applies to the following:

- Interplast staff members, contractors and consultants;
- Interplast volunteers<sup>1</sup>;
- Interplast Board of Directors;
- Partner organisations<sup>2</sup> during an Interplast program; and
- Observers/visitors accompanying an Interplast activity.

These people are collectively referred to as Interplast personnel for the purposes of this policy.

## **3. Definitions**

Interplast defines the key terms in this policy as follows:

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<sup>1</sup> Volunteers include medical volunteers (surgeons, anaesthetists, nurses and allied therapists) undertaking an activity overseas or participating in professional development in their own country or overseas and non-medical volunteers, such as those in administrative, promotional or fundraising roles.

**Case Study:** a qualitative, descriptive story that looks at individuals, a small group of participants, or a group as a whole and is grounded in data collected about participants using participant and direct observations, interviews and other techniques.

#### **4. Legislative Framework and Standards**

As a signatory to the ACFID Code of Conduct, Interplast is committed to meeting the quality principles and commitments within that Code that relates to the portrayal of people in partner countries (***Principle 1: Rights, Protection and Inclusion; Principle 2, Participation, Empowerment and Local Ownership; Principle 6: Communication; and Principle 9: People and Culture;***).

As an organisational member of the Fundraising Institute of Australia (FIA), Interplast is bound by this FIA Code of Conduct and accompanying FIA Ethical Principles of Fundraising.

Interplast personnel also comply with the Interplast Child Protection Policy and the specific commitments in that policy relating to the portrayal of children (Section 8.8: Child Photo and Story Requirements)

#### **5. Related Policies and Other Documents:**

Interplast's Case Study and Photography Policy forms part of Interplast's broader suite of safeguarding policies and other documents. In particular, this includes:

- Interplast Child Protection Policy
- Interplast Privacy Policy
- Case Study and Photography Guidelines
- Codes of Conduct for all personnel, including staff, program activity participants, consultants and office volunteers.

#### **6. Policy Statement**

When developing stories and taking images and film depicting Interplast's program partners and direct beneficiaries, all Interplast personnel defined in this policy are guided by the following principles:

- a. all stories, photos and film published or disseminated by Interplast must:
  - respect human dignity and ensure the rights, safety and wellbeing of the person or people being portrayed;
  - be culturally and politically sensitive, and avoid social stigmatisation of individuals;
  - protect the identity and privacy of patients and their families or carers by identifying people by first name only;
  - be used ethically, which means that they should be accurate in terms of content, captioning and attribution, and used in the correct context;
- b. for all stories, photos and films that are intended to be used, published or disseminated by Interplast (e.g. through electronic and printed publications/communications, social

media and presentations to external groups,) Interplast personnel must first obtain:

- informed consent from the individual(s) portrayed. This includes patients and their families, and overseas medical personnel and trainees. Informed consent ensures respect for the individual's autonomy and privacy, ensures they understand the implications, purpose and potential use of their story, photo or film, and avoids harming the individual through the inappropriate publication of their story or image. As part of this process Interplast personnel must explain how the photograph or film will be used, where possible, showing examples of these (such as past newsletters);
  - as part of program participation, Interplast volunteers agree to photo use; and
  - approval from Interplast's Communications Coordinator and/or CEO
- c. stories, photos and films that are collected by Interplast personnel in the course of any Interplast activity can only be used for personal communications (including social media or other public presentations) when consent has been obtained and materials comply with appropriate Interplast standards.
- d. stories, photos and film specifically relating to children must adhere to standards in the Interplast Child Protection Policy to ensure children are portrayed in a respectful, appropriate and consensual manner at all times. This means that Interplast personnel prior to photographing or filming a child for work-related purposes must:
- assess and endeavour to comply with local traditions or restrictions for reproducing personal images;
  - obtain and note consent from the child (where they are 16 years and older) or a parent or guardian of the child (if they are younger than 16 years old). As part of this they must explain how the photograph or film will be used;
  - ensure photographs, films, videos and audio files present children in a dignified and respectful manner and not in a vulnerable or submissive manner. Children should be adequately clothed and not in poses that could be seen as sexually suggestive;
  - adhere to all other Interplast requirements relating to the publication of images;

## **7. Policy in Practice**

This policy will be embedded within Interplast's organisational culture and practices in the following ways:

- all Interplast personnel will be briefed on the Case Study and Photography Policy together with a detailed Case Study and Photography Guide, and the Interplast Child Protection Policy, given their central importance in the work of Interplast and their close relationship to each other; and
- the Interplast Case Study and Photography Policy and Guide and the Interplast Child Protection Policy will be included in the Volunteer Team Manual and in the briefing of volunteers, Interplast personnel and other observers/visitors participating in program visits;

- All Interplast staff utilising or distributing stories/images must ensure that relevant donors are appropriately recognised. Requirements will vary between donors. All Australian Government supported programs (ANCP) must be recognised in accordance with Interplast's ANCP Manual.
- The Communications Coordinator will confirm with the relevant Program Activities Coordinator that documented informed consent has been obtained prior to approving the use of any materials.
- All Interplast staff utilising or distributing stories/images will ensure that this use/distribution is in alignment with the *Internal Photo Use Guidelines*.
- The Communications Coordinator will work in collaboration with the relevant Programs staff members in the drafting of stories to ensure that they are factually accurate, and the messaging is in line with Interplast's objectives and compliance requirements and reflect specific local nuances.

## **8. Monitoring and Review of Policy**

- This policy will be monitored and reviewed in line with the process outlined in the Policy Framework. The Deputy Chief Executive Officer in consultation with the Communications Coordinator is accountable to the CEO and Board for managing and maintaining this policy.
- Where compliance issues are surfaced, the Deputy Chief Executive Officer and Communications Coordinator will work with staff and other relevant stakeholders to address these issues promptly. All staff members are accountable for understanding and adhering to this policy in their day-to-day work.
- Any updates and revisions to this policy must be endorsed by the Chief Executive Officer before being submitted to the Interplast Board for its approval.