

1. Purpose

- 1.1 Stichting Health Action International (“HAI”) is committed to ensuring that use of imagery upholds our [core values](#) and respects the dignity of all the subjects depicted.
- 1.2 The appropriate use of imagery is a key pillar of HAI’s brand identity.
- 1.3 The principles described below shall apply to images used across HAI’s channels and publications, including but not limited to:
 - a. Social Media
 - b. Website
 - c. Reports
 - d. Policy Briefs
 - e. Funding Applications

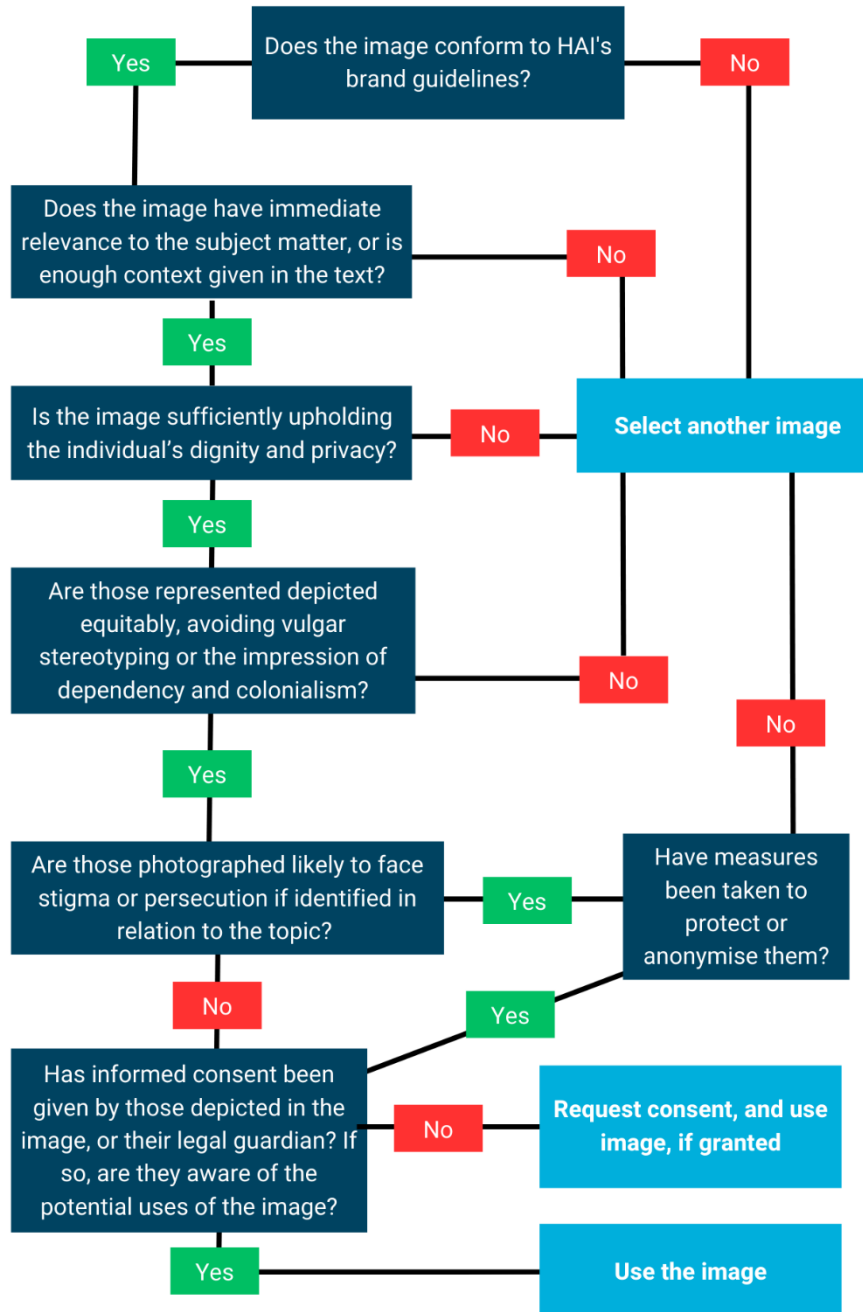
2. Ethical Principles

- 2.1 Images should uphold the right to dignity and privacy of individuals depicted; this is especially true for children and vulnerable groups.
- 2.2 Informed consent from all individuals depicted should be obtained through a robust process that is explicitly recorded and accessible; the same ethical safeguards should apply to all subjects, regardless of geographic location or socio-economic status.
- 2.3 Representations of people across images should be equitable, accurate, and serve to counter stereotypes.

3. Brand Considerations

- 3.1 Images should feature people (rather than pills).
- 3.2 Images should exude a positive, hopeful or optimistic sentiment.
- 3.3 Images should be emotional (but without stooping to ‘stereotype or poverty porn’).
- 3.4 Images should be bright and colourful.

On the following page is a decision tree to help guide members of staff in selecting (or commissioning) images for use on HAI materials.



This decision tree is based on the principles developed by:

Charani E, Shariq S, et al. *The use of imagery in global health: an analysis of infectious disease documents and a framework to guide practice.* Lancet Glob Health, 2023; 11: e155–64.