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:


February 2023