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Purpose and Scope

This policy sets out Orthopaedic Outreach policy regarding ethical stories and images.

ACFID Quality Principle and Commitment

Quality Principle:

1. Rights, Protection and Inclusion

Commitments:

- 1.4 We advance the safeguarding of children.

1.4.1 Members demonstrate their organisational commitment to the safeguarding of children.

1.4.2 Members have a code of conduct that advances child safeguarding behaviours and applies to all personnel, partners and project visitors.

1.4.3 Members have a documented child safeguarding incident reporting procedure and complaints handling procedure that aligns with principles of privacy and promotes safety and dignity.

References

OO-PO-08	Complaints Handling Policy
OO-PO-11	Human Resources Policy

Legislative Framework and Standards

Australian Council of International Development (ACFID) Code of Conduct. Orthopaedic Outreach is a signatory to the code and is therefore committed to meeting the quality principles and commitments within that Code as it relates to the way that Orthopaedic Outreach portrays local people that benefit from Orthopaedic Outreach programs in the Asia-Pacific region, in communications about its work.

Policy Statement

Orthopaedic Outreach communicates about its Orthopaedic Outreach programs and their impact to a range of stakeholders, for reporting and promotional purposes. This includes the production and distribution of communications materials through Orthopaedic Outreach publications, external publications, intranet and internet sites, social media platforms, television and radio interviews, and podcasts.

The purpose of this policy is to ensure that images and stories collected by staff, volunteers and other contributors to Orthopaedic Outreach program activities are collected, sourced and used honestly and ethically, according to Orthopaedic Outreach values, and safeguarding and compliance



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obligations. All stories and images collected and used must portray the people and communities, with whom Orthopaedic Outreach works, with respect, dignity and accuracy. This policy is part of Orthopaedic Outreach accountability to its local partners and patients whose stories and images it shares, to ensure that their rights, safety, dignity, privacy, cultural and religious beliefs are respected and protected.

This policy **covers both still (photographs) and moving (video) imagery and recorded, transcribed or written interviews and direct quotes**, collected by Orthopaedic Outreach people (as defined above). It applies to information, stories and images collected for research, evaluation, donor, supporter and public engagement purposes and all material published by Orthopaedic Outreach about its Orthopaedic Outreach-related activities regardless of format.

These requirements on the obtaining and use of children's images align with the ACFID Code of Conduct. Any individual who is taking or using photos or stories of children related to an Orthopaedic Outreach initiative will adhere to these principles.

All stories, photos and film published or disseminated by Orthopaedic Outreach 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 individuals 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;
- De-identify the person where possible
- Members on trip visits hand over collateral to OO for storage.
- Approval process for posting information on personal social media. People who post without approval will be held to account. Part of pre-briefing for visit.

Procedure

Orthopaedic Outreach people will collect and use content ethically in line with the following minimum standards.

Stories and images collected from adult and children by Orthopaedic Outreach people will:

- Depict people and their issues, experiences and lives respectfully and truthfully, retaining the intended meaning of the information they provide and ensuring honest visual portrayals.
- Protect the privacy and safety of people and their information by identifying people by first name only and in the case of children, not using their name (or using a pseudonym). All content will be accurately credited and captioned while also protecting people's privacy and safety;
- Present people in a respectful rather than vulnerable or demeaning way. This includes ensuring that images are taken of people that are adequately clothed;



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- Respect people’s self-worth, values, history, religion, language and culture, protects their rights and ensure they are portrayed with dignity and strength as active partners in their own development, with the ability to change. People will not be portrayed as victims or presented in a dehumanised manner;
- Authentically represent the environment, context, situation and people — the need, the proposed solutions, and the impact of Orthopaedic Outreach work. This will be done without embellishment, exaggeration, material omissions, manipulation or significant alteration to mislead audiences or to alter meaning, facts, concept or context;
- Be gathered in a respectful and sensitive way that does not exacerbate people’s trauma, and respects cultural differences and local traditions, laws and restrictions; and
- Provide people, with whom Orthopaedic Outreach works, with an opportunity to communicate their stories to Orthopaedic Outreach, in their own words, without prejudice, judgement or fear of retribution, and also have the opportunity to seek information from Orthopaedic Outreach about any aspect of the collection and use of content involving them.

Free, prior and informed consent of people will be obtained before collecting and using their personal information, stories and images:

- Before stories and photos are collected, Orthopaedic Outreach people will obtain free, prior and informed consent from the person being photographed, filmed or interviewed using the Orthopaedic Outreach Consent Form. For children in all circumstances, consent must be obtained from the child’s parent and guardian. Where appropriate and possible consent must also be obtained from the child;
- The consent process will be explained clearly in the local language of the person whose consent is being obtained to ensure that their consent (if provided) is informed;
- Informed consent must be acknowledged in writing by the subjects if possible, and where not possible in writing by the Orthopaedic Outreach person to indicate that verbal informed consent has been received.
- Orthopaedic Outreach will respect a person’s right to refuse to be interviewed, photographed or filmed. If Orthopaedic Outreach people sense any reluctance or confusion, they should refrain from continuing the interview or taking the photo or video;
- Orthopaedic Outreach will not provide payment or any other form of compensation to local people in exchange for their photograph or film to be taken or their information collected, and story told;
- Orthopaedic Outreach will ensure that the content being used, and the associated permissions, are current and consistent with the terms of consent provided; and
- Orthopaedic Outreach will stop using content when requested by the subjects to remove the content from circulation.

Stories and images will be stored securely:

- All images and video will be securely stored, and only approved content published;



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- All content developed will be approved by the Orthopaedic Outreach Operational Manager or their nominated representative prior to publication; and
- All stories and images that are collected by Orthopaedic Outreach volunteers will be handed over to Orthopaedic Outreach staff at the end of a program activity and all information and images deleted from devices on which they are stored. Orthopaedic Outreach volunteers will not share stories and images gained during an Orthopaedic Outreach program activity for personal use on social media or in public presentations without organisation consent.

Additional standards relating to children:

In addition, when collecting stories or images of children, Orthopaedic Outreach people must adhere to standards outlined in the Child Safeguarding Policy to ensure children are portrayed in a respectful, appropriate and consensual manner at all times. This means that when collecting children's stories and images must:

- Ensure that local traditions or restrictions for reproducing personal images are adhered to before photographing or filming a child;
- Obtain informed consent from the child's parent/guardian/caretaker of the child in all circumstances, and the child where appropriate and possible, before photographing, filming a child or using their personal information. At a minimum, informed consent means explaining to the parent/guardian/caretaker and child the implication, purpose and potential uses of the photograph, film or personal information. This consent should be documented using the Orthopaedic Outreach Consent Form;
- Ensure that children are represented in a dignified and respectful manner (i.e. adequately clothed and depicted in a manner which is not vulnerable, submissive or sexually suggestive) in all photographs, films, videos and DVDs;
- Ensure that images of children are honest and factual representations of the context in which they were taken;
- Ensure that file labels, meta data or text descriptions do not reveal identifying information about a child (such as a child's name, village or hospital/clinic name) when sending images electronically or publishing images in any form; and
- Obtain Orthopaedic Outreach consent before storing, transferring or using any images for medical research, education, promotional and/or fundraising purposes.

Orthopaedic Outreach is committed to keeping children safe when collecting and using their images and personal information. Detailed guidelines on Taking and Using Visual Images and Personal Information of Children are outlined in the Child Safeguarding Manual.



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Governance

This policy is reviewed by the Board on an annual basis to ensure it continues to reflect legislative requirements and Orthopaedic Outreach internal operations.

Compliance and Performance Indicators

See OO-ST-02 Key Performance Indicators

Communication

The Ethical Stories and Images Policy is communicated on the organisational website.

Risk Management

See OO-RM-02 Risk Management and Assessment

Training

All staff and active members are required to be trained in this policy

See OO-PO-21 Human Resources Policy