



CACHA PHOTO & VIDEO POLICY

1. Introduction

Volunteers participating in CACHA medical missions and project visits are often eager to capture and share their experiences. However, it is essential to do so responsibly, respecting the privacy, dignity, and cultural sensitivities of the communities we serve. This policy is designed to ensure that all photographs and videos taken of locals during missions and project visits adhere to ethical standards and align with CACHA's values and CACHA's Code of Conduct for CACHA Missions and Projects (<https://cacha.ca/code-of-ethics/>)

Appendix A to this policy contains guiding principles and best practices, similar to those followed by Global Affairs Canada. Two columns labeled "Do" and "Don't" will help you determine what is appropriate or not given a particular situation. To be clear, the document is intended for guidance. Since every situation will be unique, good judgment will need to be exercised in each situation to ensure that the spirit of the policy and the principles that underlie the policy are honoured.

Appendix B to this policy contains consent forms, referred to in various articles of this policy.

The following articles together with Appendices A and B constitute CACHA's Photo & Video Policy.

2. Explicit Consent Requirement

Explicit consent should be obtained from individuals before taking their photographs or videoing. Explicit consent is obtained when the individual(s) being photographed/videoed have given an express statement indicating that they agree to have their image recorded in a photo or a video. An express statement can come in the form of an oral or a written statement. In order for explicit consent to be effective, it must be evident that the individuals are aware that they are being photographed/videoed and for what purpose.



Ask for permission and clearly explain how the visuals may be used. Inform individual(s) whether the photos/videos will be for your personal use or for distribution either to your personal social media or for publication on CACHA website or social media. This is critical for personal use and mandatory for images/videos intended for CACHA website or social media.

Consent, whether written or oral should be in the primary language of the individual(s) photographed/videoed and explained if they are unable to read. Engage the assistance of a translator as required.

Include the names of the people featured in images and videos in the captions as much as possible, to ensure that they are depicted as real people, not symbols for a cause.

Appendix B includes the consent form in English (*other languages to follow*).

Obtaining consent does not discount the need to adhere to the guidelines and ethical principles described in Appendix A.

3. Minors

Where the individual is a minor, take particular care to ensure that parental consent is well understood and obtained when obtaining visual images that feature children in private settings.

4. Patients Receiving Medical Treatment

Where the individual is receiving medical treatment, written consent must be obtained for photos/videos.

5. Vulnerable Patients and Patients in Distress

Do not attempt to obtain consent in any form from patients who appear to be vulnerable or in distress, as their capacity to give effective consent could be cast into doubt.

6. Photos/Videos of Groups

Where the photo/video is of a group, with faces shown, inform the group explaining the intended use(s), consonant with the policy. Consent can be obtained orally and individuals would have the requisite awareness that their photo will be taken and used



for the purposes explained. Non consenting individuals can separate themselves from the group.

7. Avoiding Misrepresentation

Ensure images accurately represent the work and impact of CACHA without sensationalizing or misrepresenting the conditions or individuals depicted.

Images that portray extreme poverty or suffering to elicit sympathy or encourage donations are not to be captured. Such images require careful context and should not be used to exploit the subjects' circumstances.

8. Cultural Sensitivity

Local customs, traditions, and norms must be respected. Photos/videos that may be considered disrespectful or inappropriate in the local context are not to be taken.

9. Content Review and Publication

Review Process

All images submitted for publication will be reviewed by the CACHA Communications team to ensure they are in line with all CACHA's policies, suitable for sharing on social media and the CACHA website.

CACHA Photo and Video Policy including Appendices A & B was approved by CACHA's Board of Directors on July 10, 2024.



Appendix A

GUIDING PRINCIPLES AND ETHICAL PRACTICES:

By adhering to these guiding principles, volunteers can ensure that their photographs and videos are taken and shared responsibly, ethically, and in a manner that upholds the values and mission of the Canada Africa Community Health Alliance.

DO	DON'T
Show people actively engaged in our missions/projects interacting with their families or in a work context in their communities.	Consistently use simple portraiture as it is passive and often provides limited context
Be mindful that there are risks associated with portraying people living in extreme poverty through imagery that seems hopeless, helpless, or undignified.	Use imagery where people are not fully clothed; where people are experiencing trauma, extreme hunger or famine; where people are dirty, bloodied, or where flies are visible; and where people are crying, screaming, or otherwise in physical or emotional distress.
Include visuals depicting people of diverse ages, genders, ethnicities, abilities, and intersectional identities across the spectrum of our communications products.	Overuse imagery and stories featuring young, African children and mothers. This plays into negative, stereotypical portrayals of Black women and children as perpetually vulnerable.
When producing stories that depict people in situations of personal distress, humanitarian emergencies, or other difficult circumstances, pause and reflect... would we want to be captured this way, at a time when we were made	Use imagery of identifiable people experiencing personal distress, humanitarian emergencies, or other difficult circumstances that does not seem respectful or dignified.



vulnerable by circumstances beyond our control?	
DO	DON'T
Seek out imagery that portrays people with a range of emotion and facial expressions.	Depict people who participate in international assistance projects as though they experience only misery or joy, but nothing in-between
Take care to include images of children with their families, friends or community members	Rely often on imagery of young children who are framed alone, because this can create inaccurate perceptions of isolation and abandonment.
Be mindful of how camera angles body positions and facial expression can exaggerate isolation or vulnerability.	Use angles that look down on someone because this can create a greater sense of vulnerability, need or sadness.
Be mindful that cropping, blurred backgrounds, and other forms of editing should be used with integrity and care.	Use editing or graphic design techniques to remove the context from images in a way that oversimplifies or misrepresents the situation.
Seek out images that are of high quality.	Use images that are grainy, drab, poorly lit, or have no clear subject as they may negatively impact the storytelling.
Be conscious of personal perspectives and biases, and how the imagery created reflects on CACHA.	Hesitate to ask questions and get feedback from colleagues to ensure that photos, videos, illustrations and graphics are inclusive and respectful.
Take special care that imagery does not depict a power imbalance between often	Create or use imagery that puts civil society leaders, government officials, or mission/project leads front-and-centre at



white CACHA volunteers and often racialized local participants.	the expense of local people, perpetuating a white saviour narrative.



Appendix B

CACHA PHOTO AND VIDEO CONSENT FORM

Section 1: Personal Information

Name: _____

Age: _____

Gender: _____

Contact Information (optional): _____

Section 2: Consent Details

Description of Image(s): (e.g., group photo, individual portrait, medical consultation, etc.)

Date and Location of Photography/Video: _____

Section 3: Usage Agreement

I, the undersigned, consent to the following:

1. Purpose of Use:

The photographs or videos may be used by CACHA for:

- Social media posts
- Website content
- Promotional materials (brochures, flyers, etc.)
- Annual reports
- Educational and informational presentations

2. Duration of Use:

This consent is granted for an indefinite period unless revoked in writing.



3. Rights and Revocation:

I understand that I can revoke my consent at any time by contacting CACHA at ed@cacha.ca. Upon revocation, CACHA will cease any future use of my images.

4. Privacy and Confidentiality:

CACHA will ensure that my privacy is respected and that images are used in a manner that maintains my dignity and respects cultural sensitivities.

I understand that my name and personal details will not be used alongside the images unless explicit permission is granted.

5. Non-Commercial Use:

I understand that the images will not be sold or used for commercial purposes.

Section 4: Consent Declaration

I hereby grant permission to the Canada Africa Community Health Alliance (CACHA) to take and use photographs or videos of me as outlined above.

- Signature: _____

- Date: _____

- Printed Name: _____

- Witness Name (if applicable): _____

- Witness Signature: _____

Note to Volunteers:

Ensure that the individual (or their guardian, if the individual is a minor) fully understands the contents of this form. If necessary, provide translation assistance in explaining the terms. Maintain a copy of the signed consent form and submit to the CACHA office for their records.
