The use of imagery in AMR: what's gone wrong

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HICs vs LMICS – what imagery in global health tells us about hegemony

Experience with WHO…

A request for slide set on ‘behaviour change in antimicrobial stewardship’ for West Africa

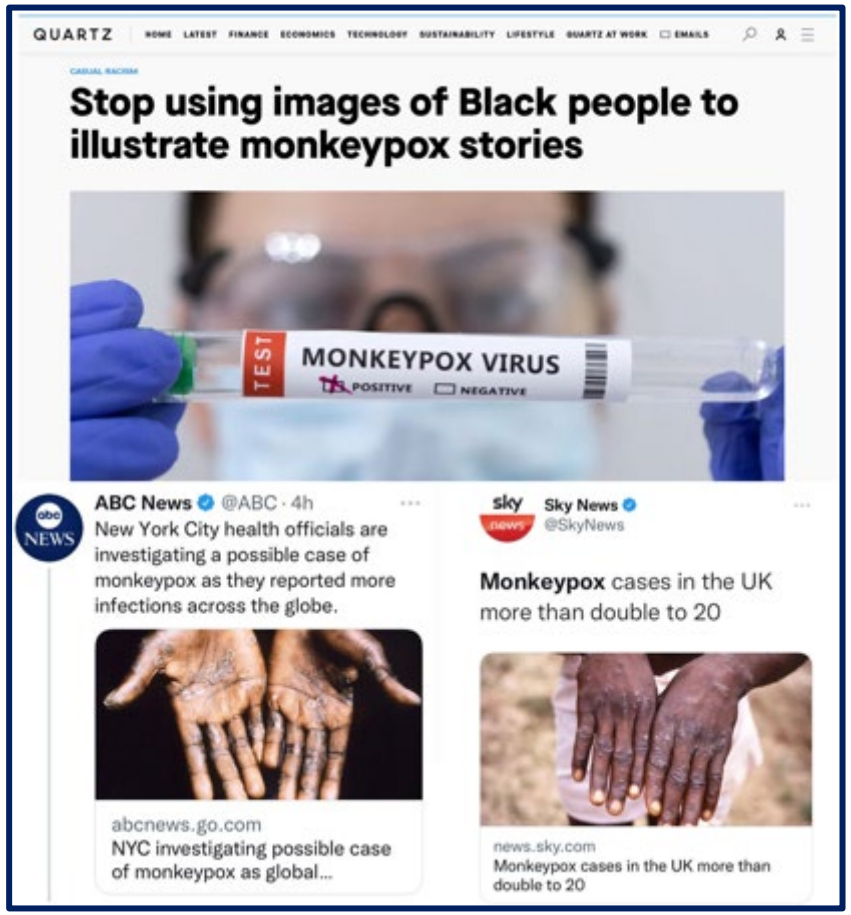
Where are the African collaborators?

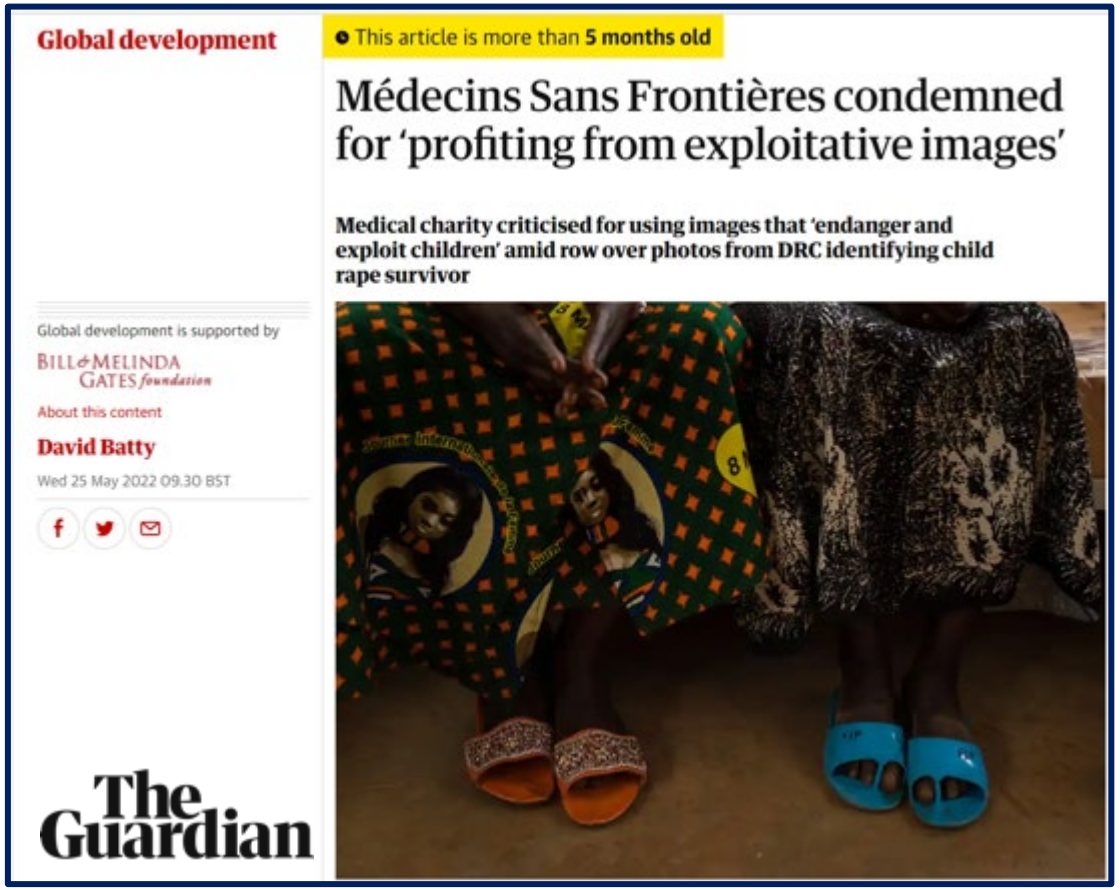
‘We need to add our WHO branding on your slides…’

What image would you have chosen for that slide set?

HICs vs LMICS – what imagery in global health tells us about hegemony

Images are stories





Study Aims

To review **imagery use** in public-facing grey literature related to infectious diseases to deliver insight into how imagery use can be made equitable, respectful, and relevant.

Study Design

1 Search

Keywords:
vaccination and AMR

Actors: WHO, Bill & Mellinda Gates Foundation, Wellcome Trust, UNICEF, GAVI, World Bank

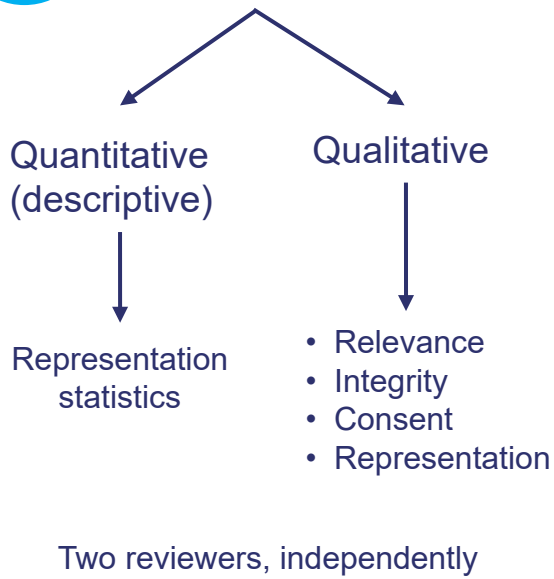
Inclusion:
- At least one image containing human subject
- Published between 2015 - 2022

2 Framework development

Guidelines consulted

- Photographers Without Borders
- CONCORD Code of Conduct on Images and Messages
- National Press Photographers Association

3 Analysis



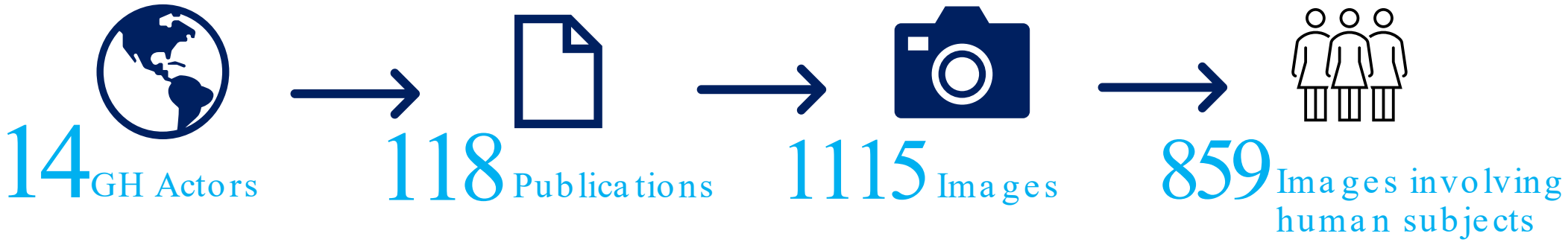
Two reviewers, independently

Assessment criteria

Relevance	Integrity	Consent	Representation
1) Does the image have immediate **relevance to the subject matter** of the report or to the immediate discussion of the portion in which it was placed? 2) What is the image serving to **illustrate**? What is its **setting**? 3) If there is no **professionally relevant activity** taking place, is there reasonable **contextualisation** of the image (e.g. via a caption)? 4) Is a **local culture being depicted**? In what light?	1) Does the image align with fundamental **principles of respect and dignity** for those it portrays? 2) Is the image sufficiently upholding the subject's **dignity and privacy**? 3) Does the image comply with **local traditions or restrictions on photography**? 4) Is the image significantly **staged or manipulated**?	1) Is there good practice to ensure images used are **consensual** and acknowledging of the benefit/privilege of the image **subject's contribution**? 2) Is there any mention of how the images used were obtained and whether **informed consent** was received? 3) Are workers, particularly those outside of the author organisation, being **appropriately acknowledged/credited**? 4) Are those photographed likely to **face stigma or persecution** if identified in relation to the subject matter? If so, have **measures been taken to protect/anonymise them**?	1) Do the images **accurately represent the reality** of what has been photographed? 2) Is there any **clear imbalance in the demographics** of those represented as vulnerable or with less power as compared to those represented as those with power?

Charani et al., Lancet Global Health, 2022

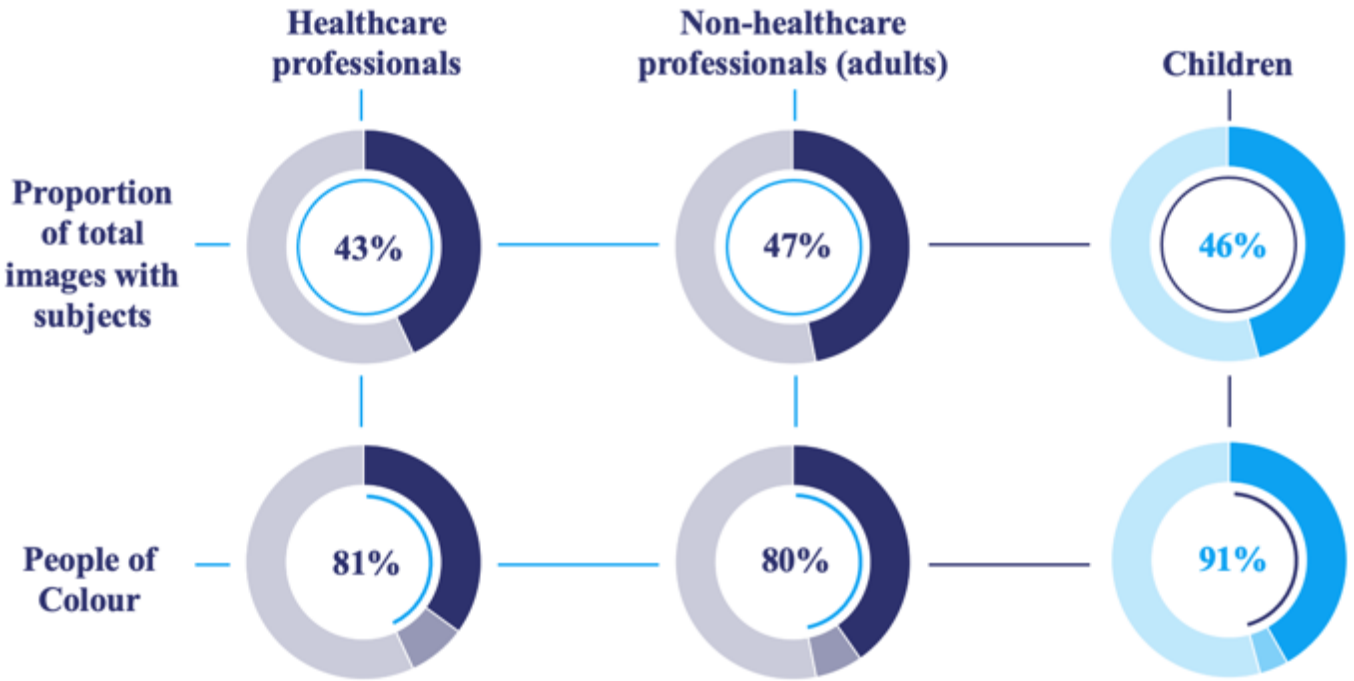
Representation and Relevance



Charani et al., Lancet Global Health, 2022

Representation and Relevance

14 GH Actors → 118 Publications → 1115 Images → 859 Images involving human subjects



Charani et al., Lancet Global Health, 2022

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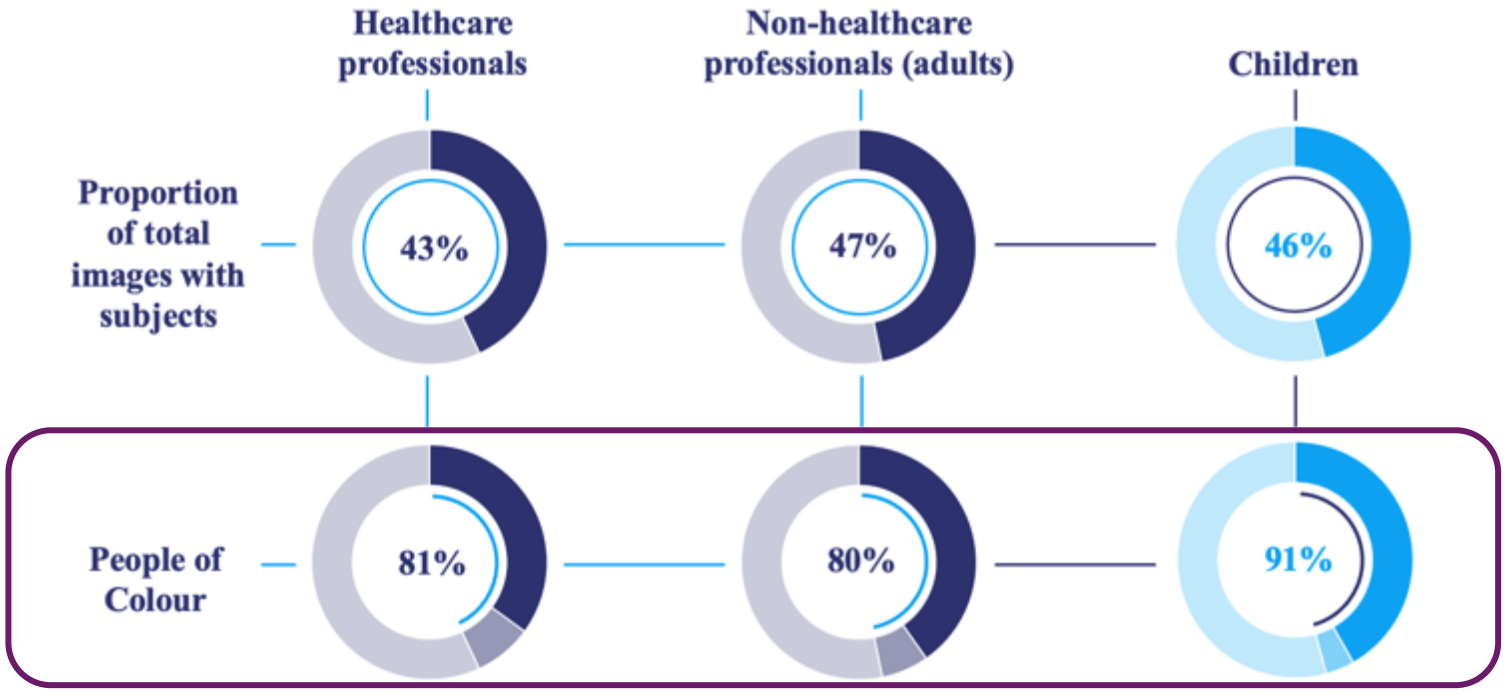
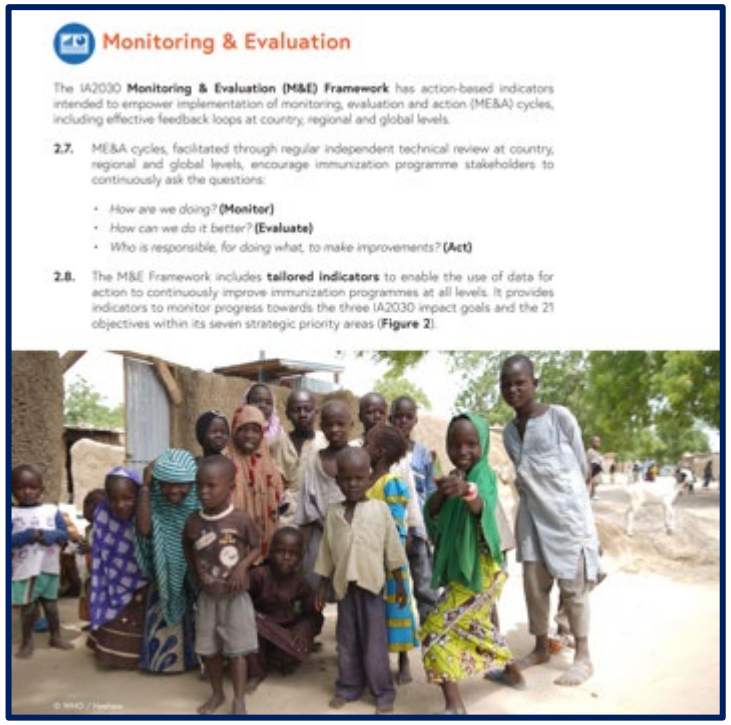


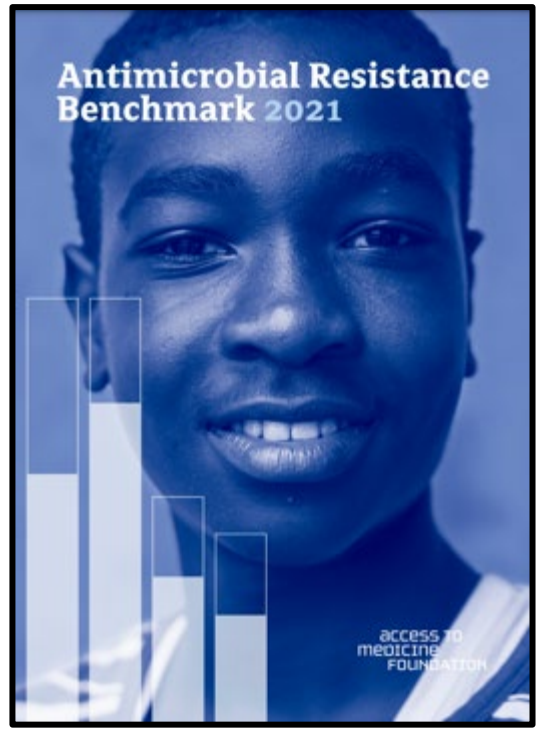
Charani et al., Lancet Global Health, 2022

Representation and Relevance



(7)

(8)

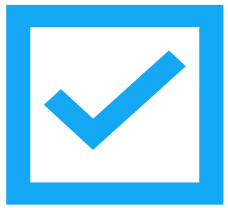


(9)

Tendency to overrepresent people of colour without clear link to health topic or due contextualisation.

Charani et al., Lancet Global Health, 2022

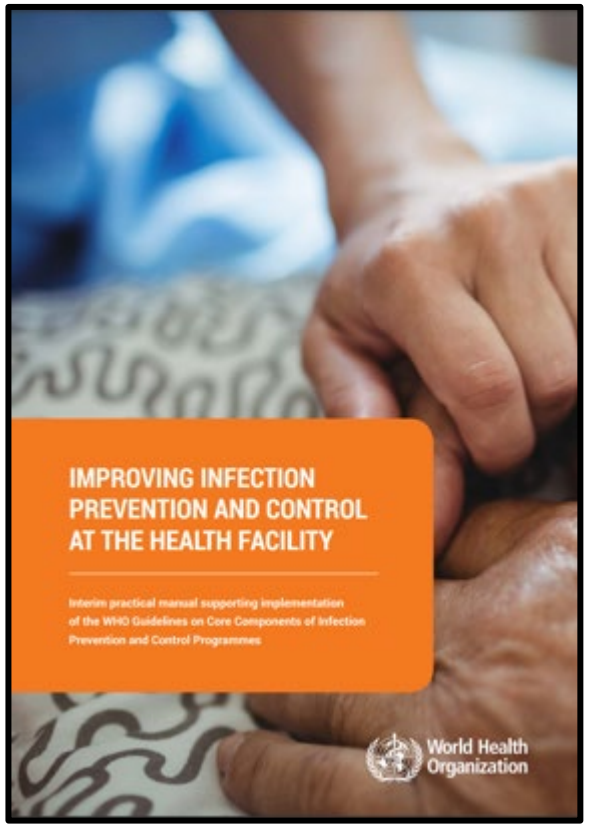
Representation and Relevance



Are images of patient populations relevant to the messaging of the report's content? Can this be clarified with contextual aids?

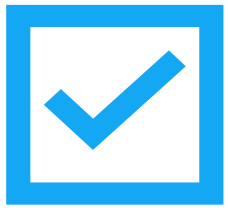
Charani et al., Lancet Global Health, 2022

Integrity



Depictions of vulnerability were gratuitous and failed to protect the dignity of the image subjects.

Integrity



Where image subjects are shown in a vulnerable state, has this been done sensitively and purposefully?

Charani et al., Lancet Global Health, 2022

Issues of **relevance**, **integrity**, **consent** and **representation** were revealed

Visual framing of global health and AMR

Speaking to colonialism

Othering of diseases

Reflecting policy agendas, interests of different actors and dealing with global health and AMR

Charani et al., Lancet Global Health, 2022

Images from WHO, World Bank, RCOG, UK Website

Consent

Children used as props in staged photographs

☑ **Is there clear evidence of informed consent from the image subjects (or their guardians if children)?**

Charani et al., Lancet Global Health, 2022

Ethical Framework

1) Assure the relevance of the image to the document it is presented in

Key considerations:

- ☐ Are there visual clues or captioning that contextualise the scene for a reader?
- ☐ Does the placement of the image in the document coordinate well with the surrounding text?

Benefits:

- ⊕ Cohesive and complete storytelling where images and text complement each other.
- ⊕ Due respect to the individuality and role of persons appearing in the photo.

Image includes multiple visual elements that link picture to health topic. (1)

Close up image with no caption to identify individuals or their relationship to the document's topic. (2)

2) Uphold the right to dignity and privacy of image subjects, especially children and vulnerable groups.

Key considerations:

- ☐ Are alteration practices like staging or digital manipulation being avoided?
- ☐ Where sensitive scenes have been depicted, is this purposeful and respectful?

Benefits:

- ⊕ Protection of subjects from having their image exploited for unwanted purposes.
- ⊕ Ensures that distressing or sensitive situations are not made worse by practice of photography.

Image shows subject in distress but a caption is used to contextualise the photo and clarify purpose. (3)

Image shows significant exposure without clear need. Could have been taken with more privacy. (4)

3) Informed consent from image subjects should be obtained through a robust process that is explicitly recorded and accessible

Key considerations:

- ☐ If a child is being photographed, is the photo in the best interests of the child? Has the parent/guardian agreed and been present when the photo was taken?
- ☐ Is there a clearly traceable documentation of consent from the image subjects?

Benefits:

- ⊕ Parents/guardians are able to intervene if child's best interests are being breached.
- ⊕ Ensures that subjects are actively aware and informed about photography. Gives subjects an opportunity to exercise legal rights and protect themselves.

Less likely for child to be exploited for photograph when consenting parent present. (5)

Staged image of child by himself to emotionally charge picture and engender pity. (6)

4) Representations of people across images should be equitable, accurate and serve to counter stereotypes

Key considerations:

- ☐ Is there a balanced representation of emotion, setting and activities for each population group shown?
- ☐ Is there an inclusion of diverse sets of ethnicities and genders across the images where possible and authentic?

Benefits:

- ⊕ Counters any tendency to view aid and progress as dependent on input from higher-income, global north nations or 'white saviourism'.
- ⊕ Allows appropriate recognition and celebration of groups carrying out the work being documented.

Representation of local women as leaders of health programs counters stereotypes. (3)

All white all male leadership photographs need to be balanced with photos of diverse workforces. (7)

Charani et al., Lancet Global Health, 2022