



Communicating your Partnership: Ethical Considerations



Content

- Context of ESTHER Ireland Communications
- Ethical Considerations
 - Consent
 - Accurate representation and context
 - Challenging stereotypes & power asymmetries
 - Language
- Resources



The partnership approach aims to make a significant contribution to health outcomes in the global south through addressing inequities in access and coverage, while improving quality of services

ESTHER Support

Technical:

- Learning events
- Technical support by ESTHER Ireland team

Small Grants Fund

Networking & Learning:

- Connecting ESTHER health partnerships and sharing learning & resources

Our Reach



ESTHER Ireland

- 1,000 newsletter subscribers
- Average of 3,000 annual visitors to website over last 3 years




Irish Global Health Network

- 11,000+ combined social media followers across Twitter, Instagram, LinkedIn, Facebook, and YouTube
- 3,000+ newsletter subscribers

Health Partnerships Communications



- Imagery, messages, and language used to portray people, places and situations in the global South have had an enormous impact on perceptions and attitudes
- Our communications either challenge or maintain the systems of power in global health that have led to health inequities (e.g. local agency or ‘white savior’)



**SAMMEN SKAL VI
REDDE LIV SOM ELLERS
VILLE GÅTT TAPT.**

TV-AKSJONEN 2006
LEGER UTEN GRENSER
22. okt



Health equity/inequity



Challenge/maintain the structures



Influence the debate



Shape people's perceptions



Communications Content



What do you want to achieve through communication? e.g. raising awareness of issues, fundraising, promoting your work...



Who is your audience?

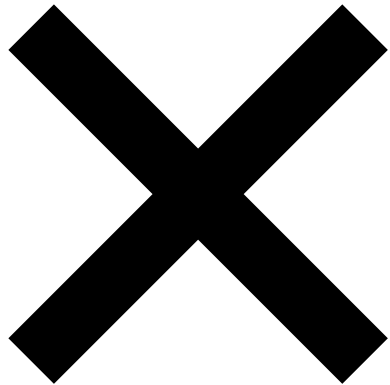
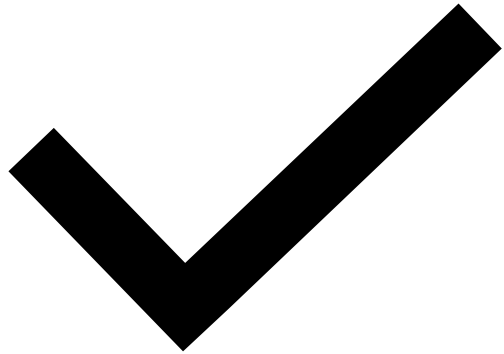


What is your message?



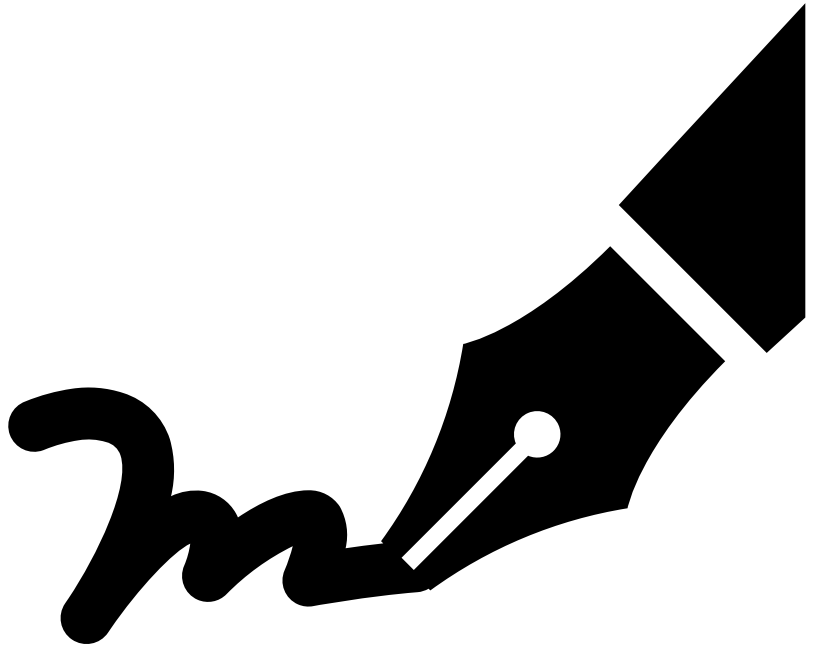
What are the best channels to communicate those messages?

Promoting Your ESTHER Partnership - Considerations



Ethical Checklist

- Are both sides of the partnership involved in the communication of the project?
- Does the material respect the dignity of content contributors?
- Are we aware of the power dynamics in the process of gathering the content?
- What dynamic is the message communicating?
- Whose voice are we amplifying?
- Do we have informed consent from the subjects of our communication?



Informed Consent

- Take time to establish rapport with the people being interviewed, photographed or filmed. Through dialogue you can be more confident that consent is meaningful
- Ensure participants understand where and how the material will be used
- Establish whether participants wish to be named



Accurate Representation and Context

- Allow for people to choose and tell their own stories
- Describe the broader context of situations beyond immediate challenges
- Show nuance and complexity
- Underlying causes and effects

Include captions with images as a rule!

The Single Story

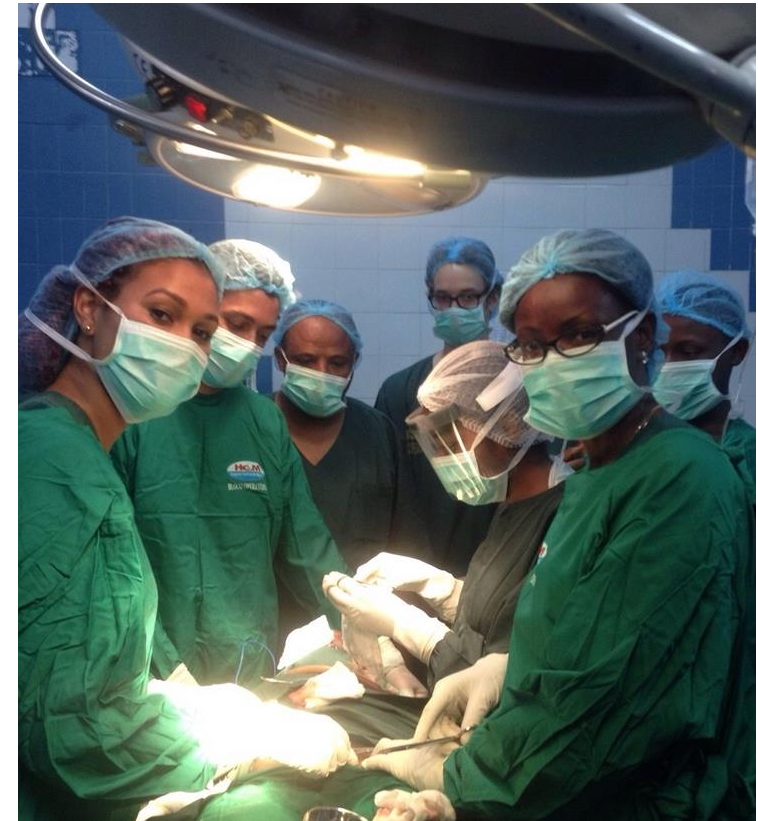
“If you show a people as one thing over and over again this is what they become... If all we see is how poor people are it becomes impossible to imagine them as anything else, their poverty becomes the single story... The single story creates stereotypes, and the problem with stereotypes is not that they are untrue, but that they are incomplete. They make one story become the only story”

Chimamanda Ngozi Adichie (2009) from her TED talk, The danger of a single story.



Stereotypes and Power Asymmetries

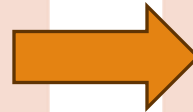
- Portray diverse voices and perspectives in your communications
- Show the equality in your partnerships (Northern-partner learning)
- Avoid putting international efforts to the forefront



Language

WORDS OR PHRASES WE SHOULD BE AVOIDING

- Third World, First World, Developing Countries, Developed Countries
- Local Language, local people, local population, local knowledge, local staff
- Vulnerable people, vulnerable women, vulnerable men

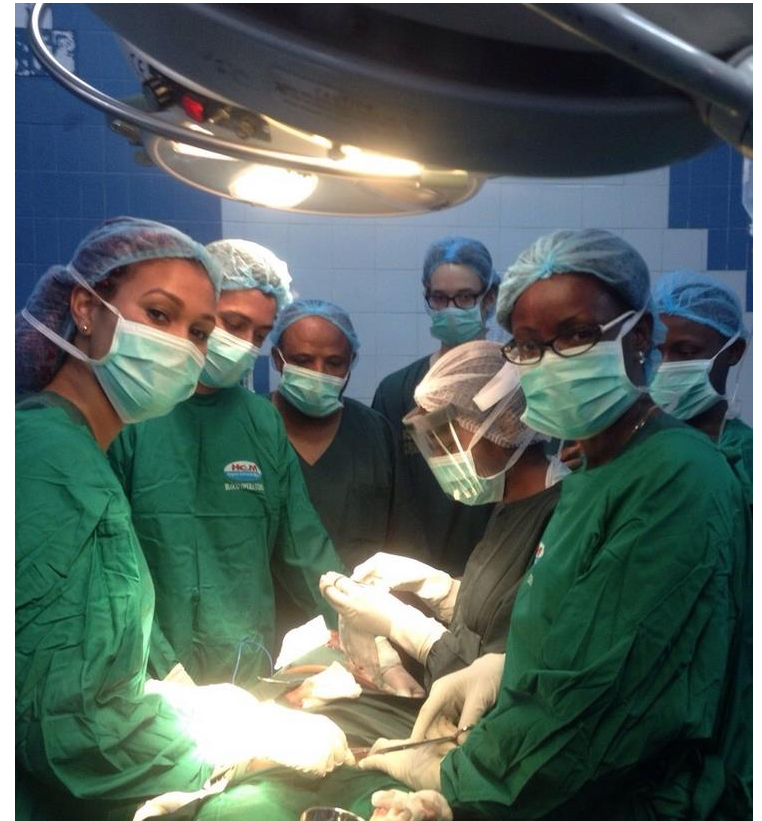


MORE APPROPRIATE TERMINOLOGY

- Global South, Global North
- Name the specific country, language, ethnic group or nationality
- People facing social exclusion, political exclusion, economic exclusion, men/women made vulnerable by...

In other words...

- We are here to support your partnerships and to communicate the impact of your work
- Communications, when done well, is a powerful tool to contribute to our goal of health equity



Resources



Inclusive Language Guide; Oxfam International, March 2023

Dóchas Guide to Ethical Communications, 2023

