Global Health Photography Ethics
for Field Epidemiology Training Programs: Module 1
Ethics, Images, & TEPHINET

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GOALS & STRUCTURE OF THIS COURSE

• This course is aimed to:
  • Improve photographic skills, including:
    • Creation
    • Composition
    • Lighting
    • Photographic Narrative
    • Storage and Photographic Management
    • Captions
  • Improve ethical epidemiological image engagements
    • Consent
    • Power Dynamics
    • Image Creation
    • Photo Editing
    • Captions
    • Image Publication and Use
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- Anthropologist, Emory University Institute for the Liberal Arts
- Research focused on humanitarian / global health photography and ethics
- Freelance photographer and media consultant
- Work focused in the Democratic Republic of the Congo and Sub-Saharan Africa

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Why Visual Representations Matter

- TEPHINET is ever expanding:
  - More than 14,000 graduates
  - 71 member programs globally

THOUSANDS OF PHOTOGRAPHS TAKEN ANNUALLY
TEPHINET Images

• TEPHINET’s visual goal is to use the visually compelling medium of photography to increase visibility and understanding of field epidemiology and its importance to global health security.

• TEPHINET maintains a database of photos submitted by FETP trainees and graduates for use in communications materials designed to explain and promote the work of FETPs and of TEPHINET.
Common Uses of TEPHINET Images

TEPHINET prioritizes vibrant, well-composed images that show ethical engagement in the field, engage equitable power dynamics between participants and epidemiologists, and show the action and impact of the FETP programs.

- Most of the images TEPHINET has from FETP trainees and graduates were obtained through photo contests.
- TEPHINET stores these in their Flickr gallery (<https://www.flickr.com/photos/tephinet/>).
- TEPHINET asks all photo contest entrants to submit a consent form so that they can use their images. This form asks the entrant to acknowledge that their photos were obtained ethically.
- Common uses of the submitted images:
  - Social media graphics
  - Digital and print publications
  - Informational materials (flyers, presentations, videos)

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How FETPs Use Images

• Similar to TEPHINET, FETPs rely on visuals to help tell stories about their work to relevant stakeholders.

• Programs use photos taken by their trainees/graduates in:
  • Presentations
  • Posters
  • Flyers
  • Publications
  • Websites
  • Videos
  • Other miscellaneous communications materials

• These images are also used on social media, at conferences and in articles, and for donors, where the visuals help to show the impact, “show the faces,” and help explain the work completed

• FETPs differ in their photographic content based on the programs and regional cultural norms
Visual Ethics Overview

• Definition
  • Global Health Ethics implies “...avoiding the risks of doing harm and encouraging individuals to do what is best given a particular set of circumstances and constraints” (Pinto and Upshur 2013, p. 11).

• Images and Ethics
  • Engaging ethics and equitable action that avoids harm and encourages best practice throughout the PROCESS of photography
Photography as Process

- Photographs are more than just OBJECTS
- Images are crafted from relationships
- Ethics apply to these images when:
  - The image assignment or moment is identified
  - The photograph is created
  - The image is selected for editing and publication
  - The photo is edited
  - The caption is written
  - The image is published and circulated
Ethics & Images: An Overview

Decisive Moment

Subjects

Photographer expectations / actions / interaction

Local Partners & Facilitators

Agency planning / consultation with photographer / team / participants

Project Team & Staff

Bystanders

Anticipated Audience & goals

Selection of images

Editing: Cropping & Color

Captioning / Consistency of narrative / integration with text

Use / Publication & Circulation

Idea of the image / assignment

Consent

Power Dynamics

Interactions with the image process

Interactions with images in the past

Expectations of the image / photographer / agency / subject
Up Next: Composition

Photographic Ethics: Module 2
Composition for Compelling, Ethical Images