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1.0 Background

MSI Asia Pacific (“MSIAP”), its partners, are specialist sexual and reproductive health, non-governmental organisations (NGO) working in Asia and the Pacific to improve the sexual and reproductive health and rights (SRHR) of all people.

Our mission is **children by choice, not chance**.

When a woman is able to control when, or whether she has children, her opportunities for education, to work, or to spend time with the children she already has increases. This policy defines the principles and objectives of MSIAP’s development approach to support local communities where MSI works and operates, through the provision of sexual and reproductive health, and family planning services.

2.0 Purpose

The purpose of this policy is to guide the communication activities of MSI Asia Pacific (MSIAP). Effective communication is critical to the success of MSIAP, and we strive to maintain clear, accurate and timely communication with all stakeholders, including donors, partners, beneficiaries, team, and the public.

This policy outlines the principles and guidelines for communications activities to ensure compliance with our internal and external safeguarding requirements.

This policy applies to all MSIAP employees, board members, interns, volunteers, consultants, contractors, partners, or visitors who are sourcing, collecting, or using content for MSIAP.

It covers still (photographs) and moving (video) imagery, recorded, transcribed, or written interviews, and direct quotes, whether collected by MSIAP or from third parties. It applies to information, stories, and images collected for research, evaluation, donor, supporter, and public engagement purposes and all material published by MSIAP regardless of format.

3.0 Principles

MSIAP and its partners are not-for-profit NGOs, with no political or religious affiliations. We work for the improvement of the health and quality of life of women, men, and their families, helping them to exercise their right to enjoy reproductive health, and have children by choice, not by chance.

MSIAP and its partners are committed to saving lives through reproductive health care and do this through:

- Providing high-quality, confidential, client-centred reproductive and family planning services
- Sustainable service provision
- Advocacy

Transparency

MSIAP and its partners seek to be guided by a principle of transparency in communication when engaging stakeholders and the community at large. We are committed to accurate and truthful depictions of our organisation and its work.

Accountability

MSIAP will be accountable for the public materials describing our organisation and its work, aligning with the principles and guidelines in the ACFID Code of Conduct.

Privacy

MSIAP is committed to maintaining the privacy of its clients and beneficiaries, as outlined in our Privacy Policy, which is publicly available here: [MSIAP Privacy Policy](#)

Confidentiality

MSIAP shall not disclose the following kinds of information:

- We recognise that our team and clients have a right to Privacy and will not disclose any personal information about them without their consent.
- Intellectual property or other information that has been disclosed or provided to MSIAP under any obligation of confidentiality or which is subject to legal disclosure restrictions unless consent of such disclosure has been obtained from the owner of such intellectual property.
- Personal details of any individuals portrayed in our communications materials.

4.0 Scope

The scope of our communications policy are as follows:

1. To ensure that all communication activities align with the values and mission of MSI Asia Pacific, in accordance with the ACFID Code of Conduct and the ACFID Fundraising Charter.
2. We ensure that communications materials accurately describe the organisation and its work and have organisational protocols for the approval of public materials.
3. MSIAP's communication activities portray the people and communities we work with respect, dignity, and accuracy.
4. Given the sensitive and often stigmatized nature of MSIAP's work, all communications activities — including the collection, use, and dissemination of information — must prioritise the safety, security, and wellbeing of all individuals associated with the organisation. This includes clients, staff, and other stakeholders. Under no circumstances should communications practices compromise the dignity or safety of any person interacting with MSIAP or its broader network.
4. To build and maintain positive relationships with stakeholders, including donors, other NGOs, partners, beneficiaries, teams, and the public.
5. To promote transparency and accountability in our activities.
6. To ensure that images and stories are collected, sourced, and used honestly and ethically, according to MSIAP's ethical content guidelines, our fundraising, legal, ethical and compliance obligations and our brand values.

5.0 Definitions

- a. **Images** – means still (photographs and illustrations) and moving (video and animation).
- b. **Child** – is an individual below the age of 18 years.
- c. **Stories** – the direct quotes, facts and personal details obtained during an interview and used in messaging, case studies, reports, and communications.
- d. **Content** — videos, photos, stories, and interviews that may be used to illustrate any aspect of MSIAP's work, activities, and functions.
- e. **Informed consent** — a person understands why their image, story and/or personal details are being collected; where and how they will be used and over what period; that their participation is entirely voluntary; the potential risks and consequences of their image, name and words being published; and then agrees to MSIAP collecting the content.
- f. **Adequately clothed** — no full nudity; no genitals, nipples, or naked bottoms visible.

6.0 Standards of Implementation

All communication materials and activities should align with the principles and procedures outlined in this document. Approval of communications materials should follow the approval guidance included in this document. All case studies, photographs and other communication materials will comply with this policy.

6.1 Compliance with governmental and donor style guides

Appropriate attribution and recognition of donor support are required. When preparing marketing or promotional materials for DFAT-funded projects, adhere to the DFAT Branding and Logo Style Guide. [_](#)

Adherence to other donor branding and logo style guides may be applicable in other situations. These may include the ANCP Brand Guidelines (outlined in Section 8 of the [ANCP Manual](#)), the AUSPNG Brand Guidelines, and others. Appropriate attribution and recognition will be outlined in the partnership agreements with relevant implementing partners and monitored via routine checks. Matrices with explicit instructions for acknowledgements are routinely shared and updated for Country Partners.

6.2 Transparency of information

MSIAP and its entities believe that timely, accessible, and accurate information is essential for ensuring accountability to our stakeholders and encouraging learning, trust, and good performance.

As such, communications materials must meet the following requirements, subject to reasonable endeavour:

- They must be truthful, accurately representing organisational activities without significant omissions.
- It must recognise any partners or other bodies when the communication has referred to that source.

MSI acknowledges the NGO sector's commitment to principles of fairness and cooperation. Negative reputational issues affect the sector as a whole. MSI is

committed to not making statements about other ACFID members to create a reputational advantage for MSI.

6.3 Ethical communications

Case studies, stories and images can be solicited from numerous sources, including but not limited to:

- Individuals interviewed by the MSIAP team in writing, video, or audio
- Photographs taken by the MSI team or contractors

Our Ethical Decision-Making Framework verifies the collection and sharing of communications material.

All incidents of communications materials requiring extra discussion or decision-making are logged in a Communications Issues [Register](#).

Compliance with the following codes and policies are required:

- ACFID Code of Conduct, including Quality Principle 6. Communication_
- MSIAP Privacy Policy_
- ACFID Fundraising Charter_
- DFAT Child Protection Policy_
- MSIAP Child Safeguarding Policy_
- MSIAP Adult Safeguarding and PSEAH Policy_

MSIAP will periodically review all communication materials to ensure that images and messages respect the dignity, values, history, religion, and culture of the people portrayed.

MSIAP will commit to:

- Presenting photographs, films, videos, and messages of everyone in a respectful manner, honestly portraying their personal experience and context and as partners in the development process
- Not using images or messages that manipulate the story to portray people in a pitiful way or that embellish/exaggerate the impact of your organisation's work.
- Not creating images of children where they are not adequately clothed and in poses that could be seen as sexually suggestive, in alignment with the MSIAP Child Safeguarding Policy.
- Ensuring images are honest representations of the context and facts
- Portraying participants in activities that reflect their daily lives
- Conveying the context and complexity of the situations in which local people live. Images of people in vulnerable situations should focus more on the reasons for and the context of a problem rather than on an individual's suffering.
- Honestly portraying the diversity of local people, including age, disability, and other marginalised groups
- Informing key persons in images of what the image is being used for, where the image will be used and over what period.
- Ensuring that the identification of or use of images of local people will not bring them into any danger
- When photographing or filming a person, identifying and seeking to comply with local traditions or restrictions for reproducing personal images
- Ensuring those whose situation is being represented have the opportunity to communicate their stories themselves. Consider using local spokespersons to

show that local people are actively involved in development or humanitarian work

- Use of stock or AI images will be kept to a minimum and only in circumstances where the photos accurately represent the location or situation of the actual beneficiaries
- Using images and messages to diversify voices, perspectives, and representations in our public communications, including critical reflection from partners and communities and examining our organisation's values.
- Quoting people accurately – without doctoring, manipulating, or altering quotes to suit communications.

Where communications materials represent projects undertaken in partnership with the government, other NGOs, and other bodies, MSIAP will ensure acknowledgements are included with appropriate identifiers.

For anyone under 18 (“**child**”), all photographs, videos, and recordings of children must adhere to standards arising from MSIAP’s Child Safeguarding Policy. Before photographing or filming a child, the team or contractors must obtain informed consent from the child and a parent and explain how the image or video will be used. In addition:

- Before photographing or filming a child, assess and comply with local laws, traditions, or restrictions for reproducing personal images
- Ensure photographs and recordings present children in a dignified and respectful manner and not in a vulnerable or submissive manner. Children should be adequately clothed and not in poses that could be seen as sexually suggestive
- All images or stories of children must be anonymised.
- Do not interview anyone aged under 16. Photographs or video recordings are allowed, contingent on the above conditions.

6.4 Accessible information and stakeholder engagement

MSIAP will keep supporters and the broader community informed of its activities via:

- MSIAP’s website
- Regular e-newsletters and email engagement
- Social media
- Brochures and flyers
- Annual reports. The MSIAP Annual Report will be prepared in accordance with the ACFID Code of Conduct guidelines and published and shared publicly on the MSIAP website.
- Annual Reviews, newsletters and other marketing collateral.

All fundraising proposals and other communications activities will be prepared to reflect this policy and will describe MSIAP’s work and operations with honesty, integrity, and accountability.

Fundraising documentation will also clearly state the purpose for which funds are being raised, how an amount will be spent, and any other information as required. Our fundraising practices follow the ACFID Fundraising Charter, including regular training with the Fundraising Institute of Australia.

All information will be current at the time of posting, and any printed documents will be up to date at the time of publication.

Where information is unavailable on the website, MSIAP, within the limits of its resources, will also send information as requested (as per this policy) in electronic or printed form to an authentic address of the person or the organisation requesting information. Anonymous requests for information will not be responded to.

7.0 Procedures

7.1 Communications materials collection

All materials collected require the following procedures:

1. MSI team members or approved contractors must share consent forms in the local language before any photography or interviews occur and explain and obtain free, prior, and informed consent, acknowledging people's right to information. This must clearly indicate to the individual the intended use of the material.
2. The person being interviewed signs the consent form.
3. The MSI team member or approved contractor conducts the interview or photography session.
4. The MSI team member or approved contractor takes a photo of the person holding their signed consent form. This ensures proof of consent and allows for easy identification when logging consent forms.

Exceptions to written consent:

- In large group settings, where written consent from each individual is challenging, the person collecting the communications materials must explain to the group why, how and where images will be used and offer every individual the opportunity to move away from the camera if they do not want to be on film. The photographer or interviewer can then sign the consent form. Another MSI team member should also witness this.
- If a client is illiterate or feels uncomfortable signing the form, the MSI team member or approved contractor must read out the consent form and ensure the person being photographed or interviewed fully understands it. The photographer or interviewer can then sign the consent form, which should also be witnessed by another MSI team member.
- In images with no identifiable features, such as generic landscapes.

In all instances of verbal consent, the content gatherer or an MSI team member must sign a form confirming that verbal consent was sought and voluntarily given.

Where possible, copies of communication or fundraising materials that use images or stories of primary stakeholders are provided to those stakeholders.

MSI staff will not visually alter images or significantly change/edit direct quotes after they have been obtained to modify meaning and context.

MSIAP staff will seek advice from local partners and overseas teams on risks related to using images and case studies

7.2 Communications material storage

MSIAP stores images in the Global Asset Library and the MSIAP Stockpress Library, with secure access to limited team members.

Global Asset Library (GAL)

When communications materials are collected for brand awareness or marketing purposes, they are stored in the GAL using the following process.

1. Communications materials are collected using the processes outlined above.
2. All materials and associated consent forms are shared with the MSI Communications Co-ordinator.
3. Consent forms and materials are assigned a corresponding code in the Global Consent Form Log.
4. Images and case studies are uploaded and tagged in the GAL, removing geo-data or meta-data containing any identifying information.
5. Corresponding consent forms and the Global Consent Form Log are stored in a restricted folder in the GSO SharePoint. Only the GSO Comms team and the MSIAP Director of Fundraising and Communications have access.
6. All other versions of the communications materials are removed from team member's files. This ensures that only images with robust consent forms are used and stored.

Communications materials are stored in the GAL for a maximum of 5 years. All global MSI Communications teams have access to the GAL.

MSIAP Stockpress Library

When the country program team, MSIAP team or other relevant contractors collect communication materials for donor reporting, the materials and associated consent forms are stored using the following process:

1. Communications materials are collected using the processes outlined above.
2. All materials and associated consent forms are shared with the MSIAP Communications Officer.
3. Consent forms and materials are assigned a corresponding code in the Consent Form Log.
4. The Communications Officer uploads images and case studies to Stockpress and tagged with the relevant project, removing geo-data or meta-data containing any identifying information.
- 5.
5. Corresponding consent forms and the MSIAP Consent Form Log are stored in a restricted folder on the MSIAP SharePoint. Only MSIAP Comms team members have access.
6. All other versions of the communications materials are removed from team member's files. This ensures that only images with robust consent forms are used and stored.

Communications materials are stored in the MSIAP Stockpress Library for 5 years.

Anonymity

For clients who have requested that their name not be used, a pseudonym is assigned when the material is logged in the Consent Form Log and used on the relevant image library. This pseudonym is used consistently.

When logging in to the relevant image library, all individuals under the age of 18 will be anonymised and given a pseudonym.

7.3 Communications approval process

Quality assurance process

Adherence to the above principles and procedures is ensured via MSI's communications approvals processes, which outline the vetting and decision-making behind what communications MSI collects and shares. This is outlined in the MSIAP Communications Flowchart (see Appendix).

The questions in the communications flowchart are informed by an Ethical Decision-Making Framework, which underpins our approach to communications. Any particularly sensitive content or incidents of communications materials requiring extra discussion, approval or decision-making are logged in the Communications Issues Register.

Reviews by relevant team members must be in accordance with the Guidance Document for Communications Approvals. Guidance Document for Communications Approvals.

The flowchart in **Appendix 10.2** should be referenced to determine internal approval requirements for various communication channels.

8.0 Media

MSIAP provides sexual and reproductive health services, which are often subject to public scrutiny and debate. In the event of an incident, a change to public policy, or a community debate, the media may seek out our employees for comment. It is important that MSIAP's communication to the media is clear, consistent, and in line with our organisational goals. Opinions expressed by any MSIAP employee may be viewed by the media as an official MSIAP position.

MSIAP team should not comment, including personally held views and opinions, to the media about any issue relating to their work at MSIAP, their position on public policy or any other matter relating to the organisation without the permission of the Executive Officer or member of the Senior Management Team.

If you are authorised to speak to the media on a particular subject, please limit your comment to this subject area. Authorisation to speak on behalf of MSIAP about one or more issues or events is not an authority to talk about the company's behalf or other matters.

Staff should not comment directly to the media. If contacted by a journalist, please take a message and notify the Director of Fundraising and Communications.

9.0 References

[MSIAP Privacy Policy](#)
[MSIAP Child Safeguarding Policy](#)
[MSIAP Adult Safeguarding and PSEAH Policy](#)
[MSIAP Social Media Policy](#)
[Ethical Decision-Making Framework](#)
[MSIAP Story-Gathering Toolkit](#)
[DFAT Child Protection Policy](#)
[DFAT Branding and Logo Style Guide](#)
[Communications Issues Register](#)
[Guidance Document for Communications Approvals](#)

[ACFID Code of Conduct, including Quality Principle 6. Communication](#)

[ACFID Fundraising Charter](#)

[MSI Consent Form](#)

10.0 Appendices

10.1 Consent form



Consent form for communications materials – client / member of the public

This form asks for consent to the use of your image/video/audio/story by MSI or any of its branches or subsidiaries as follows:

- Your photo, video, story, audio, information, whichever is applicable, may be used in internal and/or external marketing and communications materials. Examples of these materials may include website content, project reports, newsletters, annual reports, advocacy documents, social media, and promotional materials such as flyers and pamphlets.
- The purpose of collecting, using or sharing your photo, video, story, audio, information may vary, but may include to raise awareness about the benefits of sexual and reproductive healthcare, to build the profile of MSI and promote the organisation's work.
- You are not obligated to consent to the use of your name, story, video, audio, or information. You can choose to have your real name published with your story or remain anonymous (in which case, we will use a false name).
- MSI will keep your details (photo, video, story, audio, information) on file for five years, after which time it will be deleted. If you want your information removed before that time, you can do so at any point by sending a request to communications@msichoice.org or speak to your local MSI team.

Following my understanding of the above, I hereby agree to the following:

(please tick ✓ either YES or NO)

	YES	NO
My photo and video can be used	<input type="checkbox"/>	<input type="checkbox"/>
Audio of my voice can be used	<input type="checkbox"/>	<input type="checkbox"/>
My story (e.g. my background and experience) can be used	<input type="checkbox"/>	<input type="checkbox"/>
My personal data (e.g. my age, location, number of children) can be used	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for my real name to be used	<input type="checkbox"/>	<input type="checkbox"/>

Is there anything else that you would like us to take into account in using your data or story?

I hereby confirm that I am happy to give my permission for the purposes outlined and someone representing MSI has discussed the above with me:


Signature: Date:/...../.....

Full name: Country:

If under 18 (or over 18 but unable to physically sign for themselves):

Name of Parent/Guardian (or nominated person if over 18):

Signature: Date:/...../.....

Client's thumbprint (if illiterate)	For illiterate clients, the presence of a witness is required
	Full name of witness:
	Signature: Date:/...../.....



Consent form for communications materials – service providers / MSI staff

This form asks for consent to the use of your image/video/audio/story by MSI or any of its branches or subsidiaries as follows:

- Your photo, video, story, audio, information, whichever is applicable, may be used in internal and/or external marketing and communications materials. Examples of these materials may include website content, project reports, newsletters, annual reports, advocacy documents, social media, and promotional materials such as flyers and pamphlets.
- The purpose of collecting, using or sharing your photo, video, story, audio, information may vary, but may include to raise awareness about the benefits of sexual and reproductive healthcare, to build the profile of MSI and promote the organisation's work.
- You are not obligated to consent to the use of your name, story, video, audio or information. You can choose to have your real name published with your story or remain anonymous (in which case, we will use a false name).
- MSI will keep your details (photo, video, story, audio, information) on file for five years, after which time it will be deleted. If you want your information removed before that time, you can do so at any point by sending a request to communications@msichoices.org or speak to your local MSI team.

Following my understanding of the above, I hereby agree to the following:

(please tick ✓ either YES or NO)

	YES	NO
My photo and video can be used	<input type="checkbox"/>	<input type="checkbox"/>
Audio of my voice can be used	<input type="checkbox"/>	<input type="checkbox"/>
My story (e.g. my background and experience) can be used	<input type="checkbox"/>	<input type="checkbox"/>
My personal data (e.g. my age, location, number of children) can be used	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for my real name to be used	<input type="checkbox"/>	<input type="checkbox"/>

Is there anything else that you would like us to take into account in using your data or story?

I hereby confirm that I am happy to give my permission for the purposes outlined:

Signature:

Date:/...../.....

Full name:

Country:

10.2 Checklist for internal approval of communications channels

