

Northern Healthy Communities Partnership

Photo Use Guidelines



The Northern Healthy Communities Partnership (NHCP) invests in and maintains a stock of high quality photographs of northern Saskatchewan people and places for use in its health promotion projects and resources and those of its partner organizations. Investments in these photos were made to fulfill the need to have high quality photographs to create the regionally-tailored and professional population health promotion resources and initiatives of the partnership in a context where existing for-purchase stock photographs do not reflect the region.

Photo Use Guidelines

1. Above all, remember that all photos are of real northern Saskatchewan residents. This means the individuals depicted are likely to be identifiable to the target audience for the materials which the photos are being used to help create. Only use the images in ways that will reflect positively on the members of our communities who have generously agreed to allow us to use their pictures in our work.
2. NHCP retains commercial copyright for all of the photos in its collection.
3. Photos may be used by the Northern Healthy Communities Partnership (NHCP) or by NHCP Partner Organizations (listed below). NHCP Partner Organizations permitted to use NHCP photos are granted limited non-commercial, non-exclusive, non-transferrable license for use of the photos. Photos may only be used for the specific project and in the manner for which use was requested and granted.
 - Photos you have received from NHCP may **not** be forwarded to other partners, organizations or project teams for their use. Photos received for one project may not be used by the same organization for another project without seeking additional permission from NHCP.
 - Where photo release agreements from models are time limited or include restrictions on use, the NHCP Coordinator will advise the partner organization of these restrictions. Existing materials at the time of photo release expiry may continue to be used, distributed and reprinted. Significant revisions to existing materials after photo release expiry requires the replacement of expired photos or additional express, written consent from all identifiable individuals in any photo used.
 - Following completion of the project for which photo use was granted, NHCP photos not incorporated into materials produced by the NHCP Partner Organization should be destroyed, unless otherwise indicated by the NHCP Coordinator.
4. All requests for NHCP photos should be directed to the NHCP Coordinator at nhcp@pophealthnorthsask.ca, who can share the photos directly and ensure that the photo use guidelines are reviewed and understood at that time.
5. Photos may **not** be used by other organizations or individuals who are not partners of NHCP.
6. The photos are intended primarily for health promotion projects and initiatives. They are not intended for the promotion of health care treatment or services. Photos may be used for primary prevention

projects or initiatives on a case-by-case basis following consultation with and permission from the NHCP Coordinator.

7. Photos may be incorporated into any media now existing or yet to be developed which is then displayed publicly, distributed and/or reproduced. The tone and messaging of the material into which the photos are incorporated should be positive (i.e. depicting things one should do, as opposed to things one should not do).
8. Photos may **not** be used in a way that implies the person depicted has been diagnosed with or received treatment or care for any particular illness, disease, condition or health care issue.
9. Photos may **not** be used in materials that refer specifically to a particular disease or illness which is associated with stigma or discrimination, even if the tone of the message is positive, unless additional express, written consent is received from all identifiable individuals in any photo used. For example, express written consent is required prior to using photos in promotional materials relating to “HIV: Know your status.”
10. Acknowledgement that photos were provided by the Northern Healthy Communities Partnership **must** be included in any materials produced by NHCP Partner Organizations in which the photos are incorporated.
11. If you have any questions, or are unsure if NHCP stock photos are appropriate for your project or initiative, contact the NHCP Coordinator at (306) 425-8520.

NHCP Partner Organizations Include:

- Athabasca Health Authority
- Keewatin Yatthé Health Region
- Kelsey Trail Health Region
- KidsFirst North
- Lac La Ronge Indian Band
- Mamawetan Churchill River Health Region
- Meadow Lake Tribal Council
- Ministry of Justice
- Northern Human Services Partnership
- Northern Inter-Tribal Health Authority
- Northern Lights School Division #113
- Northern Saskatchewan Population Health Unit
- Northern Sport, Culture & Recreation District
- Peter Ballantyne Cree Nation
- Prince Albert Grand Council
- Saskatchewan Cancer Agency
- Saskatchewan Heart and Stroke Foundation
- Saskatchewan Prevention Institute

