

CLAN Guideline for Public Materials

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1. Introduction

CLAN is a not for profit, non-government incorporated association and its vision, mission and goals are based on the health and well-being needs of children in resource-poor countries and who require support due to poverty and inequity. CLAN is committed to building relationships and working with partners within the resource poor country and advancing the participation and contribution of primary stakeholders in order to promote sustainable health strategies and strengthen community involvement to support children with Non-Communicable Disorders (NCD's) and their families. Principles of humanity, impartiality, independence and neutrality provide direction and guidance to CLAN's programs.

2. Purpose

These guidelines underpin decisions about information to be made public and to ensure the production and publication of high-quality communication materials related to CLAN's mission, vision and values.

Communications may include, but are not limited to:

- 1 internal and external communications
- 2 those made by phone, email, or on website, Twitter, other
- 3 liaisons with other entities
- 4 website management, e-learning
- 5 major events planning and delivery, information seminars
- 6 delivery of CLAN programs with stakeholders, events
- 7 annual reports, CLAN publications, presentations
- 8 signage
- 9 media releases, images, stories
- 10 information presented by stakeholders on behalf of CLAN
- 11 labelling
- 12 donor and support programs.

3. Application, approval and review

CLAN's governing body will appoint staff to review each situation where public materials are to be used in CLAN's work. Materials to be published will be approved by CLAN's executive prior to publication. Training provided where deemed relevant.

Materials for publication will meet the following general requirements as well as any specific requirements related to a particular activity or program. Information and materials to be made public will:

- i. be accurate, truthful, respectful, transparent and ethical
- ii. not harm CLAN or any people or environment associated with CLAN programs
- iii. protect the privacy, dignity, safety and rights of people and children, especially from sexual exploitation, abuse and harassment
- iv. be authentic to the context and persons involved
- v. be consistent with CLAN policies, procedures, guidelines and legislation, for example, fundraising
- vi. require free, prior and informed consent and encourage contribution and feedback in the development of information for dissemination
- vii. acknowledge people's right to information, and in local languages where relevant
- viii. provide copies to be shared with primary stakeholders where relevant
- ix. be respectful to other non-government organisations, in particular other organisations signatory to the ACFID Code of Conduct.

Clan will regularly review communications practices and outcomes relevant to CLAN programs or activities to assess outcomes and effectiveness of materials made public. CLAN will apply the Ethical Decision Making Framework in Communications when considering the dissemination on information into the public forum.

Other Relevant Documents

CLAN Communications Policy and Ethical Decision-Making Framework in Communications

CLAN Privacy and Disclosure Policy

CLAN Transparency Policy