

A large, colorful maze graphic in the background, composed of thick lines in yellow, blue, red, green, and purple, creating a complex path that leads towards the text.

**MAKE
AFRICA'S
HEARTBEAT
STRONGER**

A photograph of a woman with dark skin and hair, looking thoughtfully to the side. She is holding a young child who is resting their head against her. The lighting is soft and focused on their faces.

Knowledge session | 14 April 2026

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Achan Becky holds baby Ajuma in South Sudan. Amref health Africa/Steve Kagia/2024

1. Informed consent at Amref

Amref Health Africa: African-led, African-based, Africa-centred non-profit, working in over 40 countries to create lasting health change in Africa

Not a tick-box exercise. A people-centred process of dignity, choice and accountability.

At Amref, informed consent is part of ethical commitment: putting respect for the rights, preferences and well-being of the people we work with above everything else.

Our message:

Telling someone else’s story is a privilege.

That privilege comes with a responsibility to do no harm, give people meaningful choice, and keep them connected to how their story is used.

People-centred

We explain purpose, channels, risks and the real option to say no.

Power-conscious

We look through the lens of power and rely on project officers and local colleagues to build trust.

Accountable over time

Consent stays linked to images, use and expiry, not just the moment of signature.

2. How our consent production cycle works

Our process follows the content lifecycle: planning, production, post-production and dissemination.

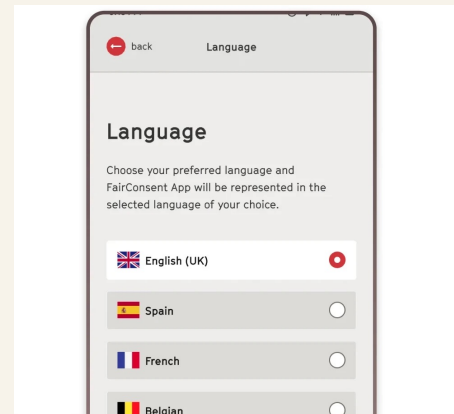
1. Pre-production (planning)

- Where possible, do **pre-visits**: introductions, trust-building and context checks before any camera appears.
- **Project officers and local colleagues** help identify contributors, explain the process in the right language, and make clear they can say no.

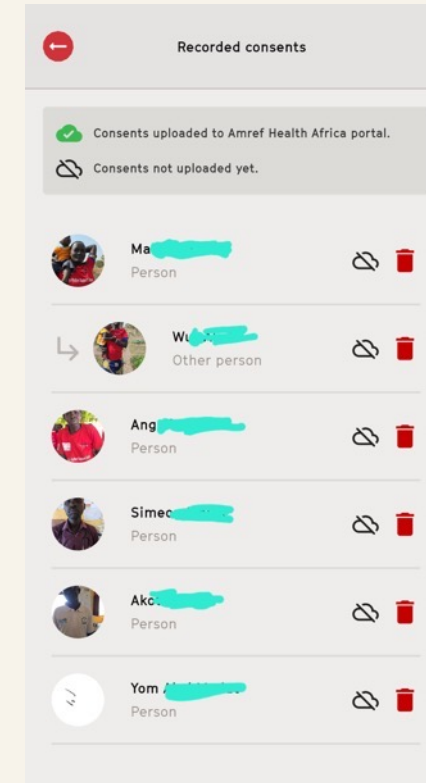
Project officers and local colleagues are key enablers across the whole process: access, translation, trust and follow-up.

2. Production

- Reconfirm consent on location.
- Explain why we are gathering the story, where it may appear, who may see it, and the right to withdraw.
- Trialling Consent supports phone-first, multilingual capture, links face to consent, and works offline before later sync.



FairConsent in the field



3. Post-production & use

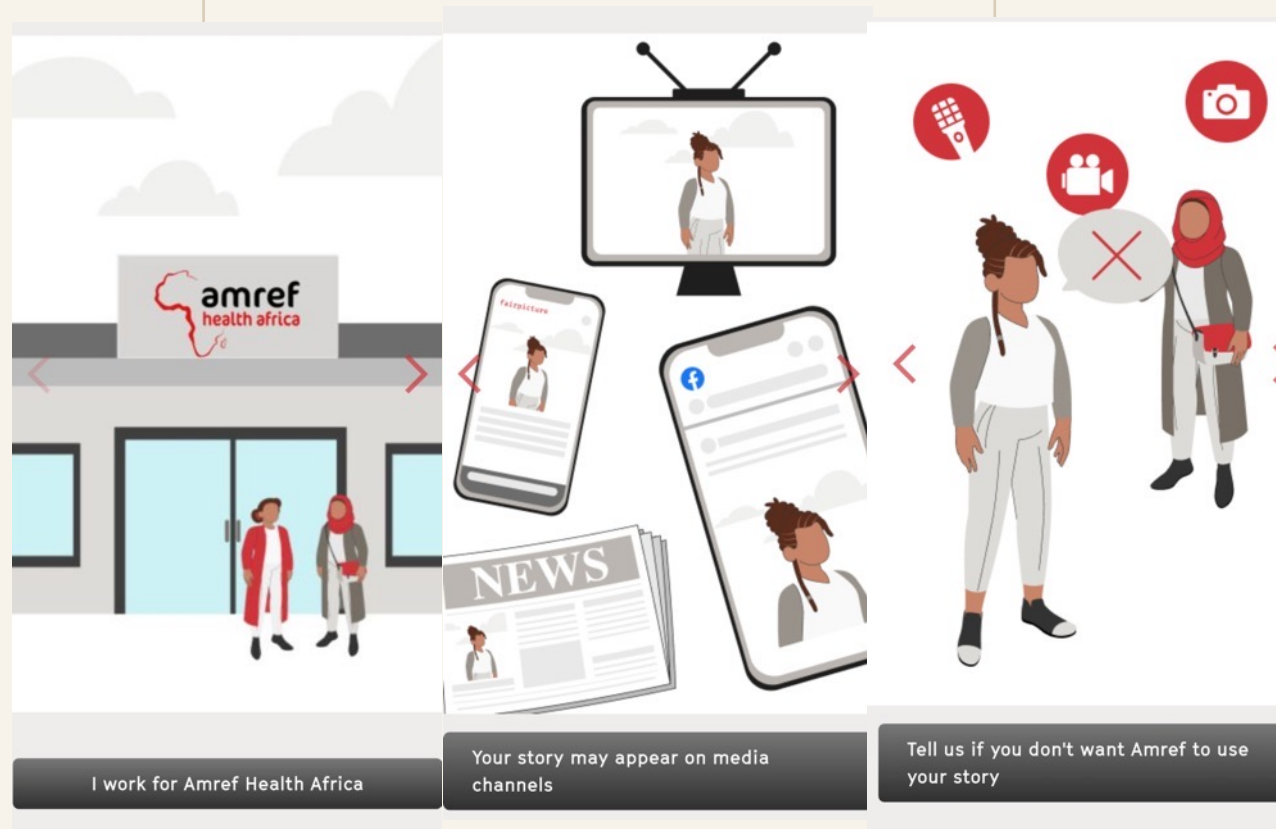
- in practice, we aim to keep the image and form connected in **AssetBank**.
- **Close the loop** by sending images back digitally or as prints so contributors see the outcome.
- Track **lifespan and renewal** needs: current practice is five years for adults and three years for children.

3. What makes the process strong



Strong tools help, but **trust, reciprocity and local leadership** matter most.

- Pre-visits can be costly, but they create rapport, allow questions, and help contributors make a more meaningful choice.
- Showing people how images may be used, on social, web or print, reduces abstraction and builds trust.
- Illustration, live explanation, audio and examples of image use help bridge gaps in understanding.



Whenever possible sending images back, digitally or as hard copies, is part of closing the loop.



Our principle: put respect for rights, preferences and wellbeing above everything else, and make it easy for contributors to understand, choose and stay connected.

3.1 What makes the process strong , and where the work remains

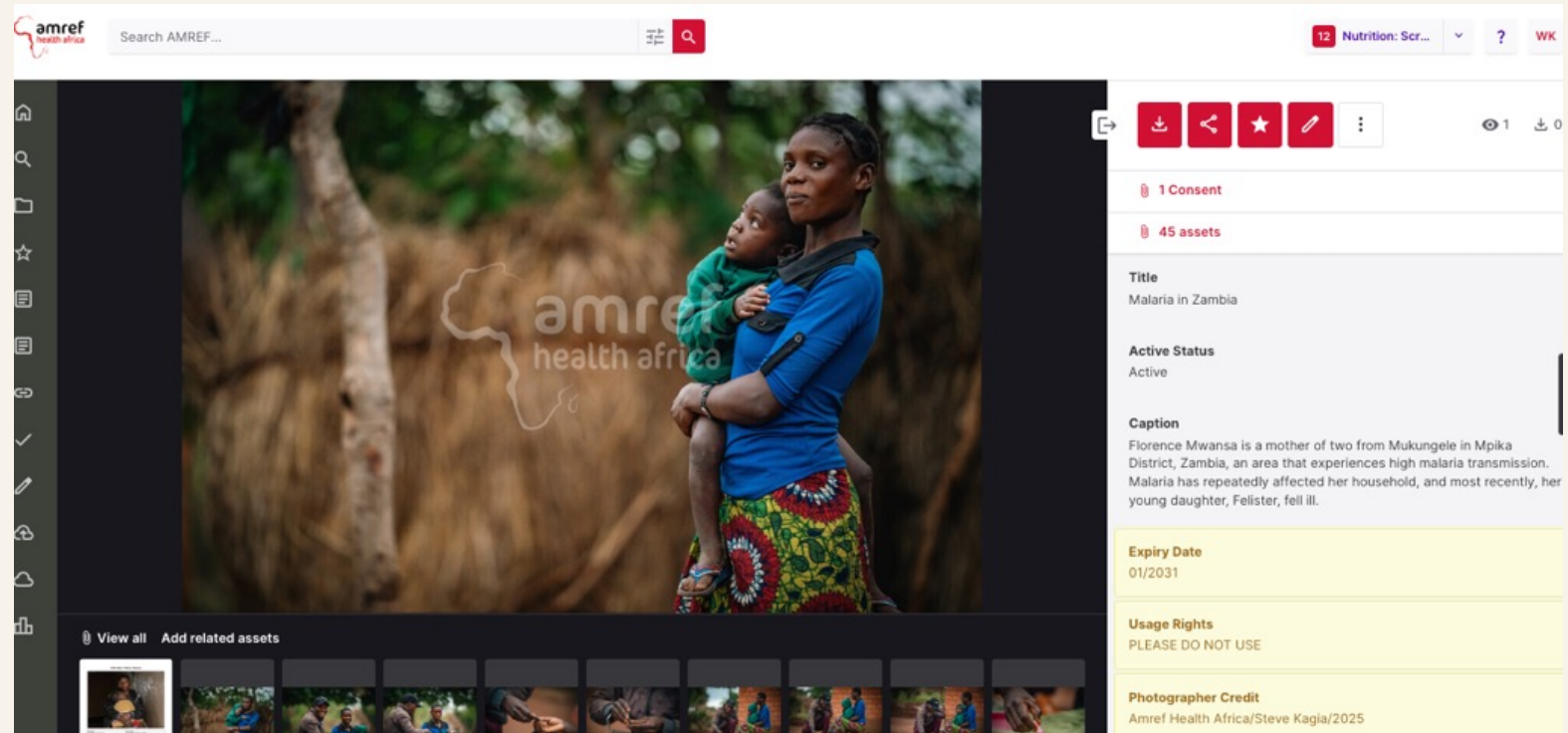


Tooling & governance

- Consent is ongoing: context, comfort or risk can change, so follow-up and expiry management matter.
- Expiry Date: We try to link every image to its consent form in AssetBank, with expiry dates set so assets are retired when consent lapses.
- Feedback: If a person changes their mind, how soon do we receive that information?

Challenges we actively navigate

- Africa’s linguistic diversity means translation alone is not always enough; some languages are small, and formal resources are limited.
- Not always possible to show people the final photos/results.
- Early phase of using FairConsent, and so lots of mindset shift needed



Thank you!