



## COMMUNICATION PROCEDURE

### **Principles**

#### **1. We will respect a child's dignity.**

We will always ask for permission when photographing or filming children. Consent to photography and the use of photos and case studies will be sought from parents and those who perform parental duties - guardians, or directly from children if they are of an age where they understand the situation.

Special attention is paid to photos that show children with disabilities, refugees or children in a situation of war conflict or natural disaster, in order to accurately show the context and preserve their dignity.

Whenever possible, we will explain to the subject the possible uses of the photographs.

We will never photograph children who say that they do not want to be photographed.

#### **2. We will not exploit a child.**

We will not manipulate children in a way that distorts the picture of reality (e.g. we will not ask them to cry in front of the camera).

If it is necessary to protect privacy, the names of children and families will be changed. A child's full name or contact information will never be released.

#### **3. Our goal is to provide a balanced representation of the reality of the developing world.**

We will avoid stereotypes. We aim to show people helping and working for themselves, not people as victims.

#### **4. We will use images in a truthful way.**

We will not invent case histories/descriptions, although we may adapt or edit them to preserve the subject's dignity and privacy.

We will not use pictures of one situation and describe or imply that it is a picture of something else (e.g. we will not use photos from one project to illustrate work on another project.)

When possible, we will use balanced images (e.g. positive and negative) to show the reality of the situation.

If we use an image in a general way (e.g. to illustrate a project similar to the one being described), we



will clearly state this in the caption or description of the image.

We will not use an image that deliberately misinterprets the real situation.

If an image represents an emergency situation, we will not use it in a way that suggests that it is a normal situation.

Our goal is to be sure that, to the best of our knowledge, the subject considers the image and its use to be correct.

**5. We will maintain standards of decency and good taste consistent with our values and those of our supporters.**

We will not use images that are erotic, pornographic or obscene.

Photographs of naked or dead bodies will only be used in exceptional cases. We will not use images of extreme suffering unjustifiably.

**6. We will respect the insights of our field staff and partner organizations.**

We will be more attentive to the concerns and advice of our staff in the field, as well as partner organizations when collecting and using visual material.

**7. In natural disaster situations, we will treat the people we help in a positive way.**

In any public material dealing with natural disasters, we will follow the procedure of the International Committee of the Red Cross Code of Conduct: "In all our information, advertising and marketing activities, victims of natural disasters will be portrayed as human beings with dignity, not helpless objects." In this way, we will present an objective picture of natural disasters, in which the capacities and aspirations of those affected by the disaster are highlighted, not only their weaknesses and fear.

We will not lose respect for those affected by disasters, but treat them as equals in action.

We will work with the media to improve public response, but will not allow external or internal requests for publicity to take precedence.

**8. We will maintain high technical standards.**

We aim to use only high quality images.



We can use digital image processing for creative or iconic effects, but never in a way that deliberately misrepresents the reality of the situation being photographed.

We will not cut off parts of the image (crop) in a way that misrepresents the reality of the situation.

We will not use video editing in a way that misrepresents the reality of the situation.

### **9. We will maintain a proper photo library.**

Images will be current and adequate.

All images will be stored in one central place with full documentation.

Old pictures will be archived.

### **Guidelines for obtaining communication material:**

- Discuss the use of communication materials with children and communities at the beginning of a program or project – do not wait until you actually need the materials.
- Ensure general consent to collect communication material at the beginning of the program or project, and make an agreement with children and communities on the general message and type of images that will be appropriate.
- Provide images and all other personal information necessary for the publishing process in a secure and confidential manner.
- Children should be prepared for specific interviews before being interviewed.
- Pictures of children should always be decent and respectful.
- All children must be dressed appropriately, according to their country of origin. In countries where children wear only a few pieces of clothing, special care should be taken when selecting the photos to be used.
- Pictures taken should focus on the activities, and when possible, should show a group of children rather than an individual child.
- Make sure that persons taking photographs and filming are not allowed to spend time alone with children or have unsupervised access to children.
- Permissions for photography should be requested before the event. Children for whom we do not have consent to be photographed must not be included in group or individual photographs. When possible, event pictures should be taken in a group setting or at a pre-arranged time.
- Any complaints or concerns regarding inappropriate and intrusive images should be reported and documented, as should all other child protection issues.



### **Information disclosure guidelines:**

- Use only the child's first name. Be careful not to reveal too many details about where he/she lives, what school he/she goes to, what his/her hobbies are, etc.
- Ask children and parents for permission to use their photos.
- Get parental/guardian consent, and make sure everyone understands how and where the images will be used. (See **Annex 6 Consent Form**).
- When there is a high risk of harm or stigma, take steps to reduce those risks: e.g. covering one's face, using pseudonyms and general geographic designations, not disclosing personal information (for example, HIV status).
- Try to take photos that show a wide range of children - boys and girls of different ages, physical abilities and ethnic backgrounds.
- When using photos on websites, make sure that the images are not tagged with the child's location.
- Individuals and organizations requesting the use of material featuring children, including personal information, videos and photographs, must sign an appropriate use agreement. Failure to comply with the terms of the agreement may result in further denial of consent and return of materials.
- Children's images, materials and personal information should be stored in secure areas where possible, with all possible precautions being taken to ensure the security of the information.
- Access to these materials must be through special authorizations.