

Guidelines for Public Relations on Child Protection

These guidelines apply to all written, oral, visual, and audio-visual public communication by Childaid Network. They also apply to anyone who publishes material about Childaid Network, its projects and/or events.

Respectful Reporting

1. All depictions of children, young people, and other persons to be protected are based on the values of respect and equality and preserve the dignity of the persons depicted. They are portrayed as personalities with many facets, potentials and in their strength and authentic life context. Reduction to a victim or other stereotypical role is avoided.
2. The persons depicted must be appropriately dressed (in the context of their country of origin). Particular care should be taken in countries where traditionally only a few items of clothing are worn.
3. All recordings respect the privacy of the persons concerned. Image, sound, and film recordings that violate the personal space are excluded from publication.
4. In publications, only first names are used for the children depicted, if possible, pseudonyms. The places of residence, school, or work of those depicted must not be named or be identifiable.
5. Content published by Childaid Network is politically, ideologically, and religiously neutral.

Pictures and Films

6. Each person taking photographs or filming is committed to obtaining at least verbal consent when taking pictures or films of children in projects, at events and during other activities. They will be informed that photos and films may be published in order to generate donations and to inform the public. Publication may take place on the website, in other mediums or at a Childaid Network event. The recording can be objected to without negative consequences. An objection is also possible retrospectively. In the case of print products, it will be taken into account in a new edition. Consent to inclusion is documented in writing and the documentation is made available to Childaid Network.
7. If a photo or video recording is selected for publication, it must be approved
 - by the public relations department and the person responsible for the product, and
 - by the person who made the recording.
 - The child protection officer is involved if there are any uncertainties regarding child protection.
8. In the case of reports on individual children, the child and / or legal guardian depicted is informed in detail about the purpose and use of the material as well as the right to object.
9. When publishing film interviews, it is ensured that no political, religious, or other statements are made that could endanger the interviewees. This also includes ensuring that, for example, no original sound is played in the background in the case of written subtitles, the content of which could contain statements that could jeopardise the interviewees.
10. Copyrights are respected. Childaid Network only publishes authorised photos and films. The use of photos from the Childaid Network pool by others is only permitted with the authorisation of Childaid Network at info@childaid.net.
11. If images or videos contain geotagging data, these are removed before publication so that no conclusions can be drawn about the location of the persons concerned.

Archive and Publication

12. The use of images or videos already stored in the archives is analogous to the principles described above. However, it is not necessary to obtain subsequent consent from the persons photographed.
13. Childaid Network websites contain a disclaimer indicating where and how child protection concerns and suspected cases can be reported. The Childaid Network Child Protection Policy is published on the website and those responsible for it are named.

I commit myself to follow these Child Protection Guidelines of Childaid Network.

Place and Date

Signature