



Visual images policy: the use of visual imagery and case studies

Film footage, photography and case studies are essential elements in portraying the work of Family Alliance, enabling us to raise funds and awareness. Family Alliance has a duty of care to the children who feature in all visual and written material and at all times must put their interests first. Any portrayal of children and their experiences must protect their identity, preserve their dignity and be accurate, balanced and fair.

The Family Alliance will rely heavily on its partners and grantees to provide visual images and case studies from their work. Partners should obtain informed consent from those featured and follow the guidance below.

Permission

- Fully informed verbal consent (in their first language) must be obtained from parents/guardians or carers and the children before taking and using photographs, film footage, audio recordings or personal histories. If there are no adults present, you can obtain consent from the children if they are of sufficient age and understanding.
- Where possible obtain written informed consent from the parents/guardians or carers.
- Where possible please make it clear to the individual that their image might be used not only nationally but internationally. Family Alliance will provide an information sheet to help explain where, when and how images might be used to promote our work.
- Where possible show the individual their photo (e.g. on a digital camera) or quotes to confirm consent.
- Never take pictures, film or record individuals who do not want to take part, or who are unable to give informed consent.
- Do not coerce an individual into giving consent out of respect/duty felt for the adult/authority figure.

Identification

- Partners who submit photos to Family Alliance for potential publication should ensure that the specific location of children cannot be identified - either from the imagery or accompanying captions/text.
- Family Alliance will also endeavor not to publish any personal or physical information which identifies the location of a child or family on publicity materials, websites or other communications.
- Family Alliance will obscure the visual identity of any child if dissemination of the image could make the child vulnerable to stigma, discrimination, abuse, violence or exploitation.

- The names of children and adults should be changed by the submitting partner in both photograph captions and case studies.

Respect and honesty

- Portrayals of children should be accurate and balanced, with emphasis upon their dignity. A child's strengths, capabilities and what they have achieved should be highlighted wherever possible.
- Children should not be portrayed as passive victims.
- Do not manipulate in a way which distorts the reality of the situation. Avoid sensationalism and mis-representation. For example, children who are not street-involved children should not be portrayed as such.
- Materials must be authentic – photos sent with case studies should be of the actual child in the story; a case study must be one person's experience and not a compilation of many stories.
- Photos which may be interpreted ambiguously should be captioned appropriately to avoid them being taken out of context.
- Please ensure that children are appropriately clothed in images and not in poses that could be deemed sexually provocative.
- Images and case studies should respect religious or cultural sensitivities.

Disasters and Emergencies

- In any publicity material dealing with disasters, Family Alliance will follow the policy in the Code of Conduct of the International Committee of the Red Cross information: "In our information, publicity and advertising activities, we shall recognise disaster victims as dignified humans, not hopeless objects."
- In doing this, Family Alliance shall portray an objective image of disasters, in which the capacities and aspirations of those affected are highlighted, not just their vulnerabilities and fears.
- We will not lose respect for those affected, but treat them as equal partners in action.

Third party use of images

If an image or case study is to be used by another organization or media outlet permission must be sought from Family Alliance. The image must be credited to the photographer/ partner with an appropriate caption when possible.