



Child Safeguarding and Communications

The Global Partnership to End Violence Against Children is committed to the rights of all children as defined by the UN Convention on the Rights of the Child. We must consider the best of interests of children in everything that we do.

Communication and reporting within the context of this paper refers to all images, sound recordings and text, including case studies, quotes from children and use of children's details in media.

These guidelines apply to all associates of End Violence. For external journalists or other media and communications partners hired by End Violence, these guidelines are to be shared with them and they are required to comply.

At End Violence, we do not take photos of a child or vulnerable adult that reveal their identity without their knowledge. Below, you will find our requirements for when and how consent must be obtained. For any material used for public purposes (websites, social media channels or other publications), consent is required. More information about consent can be found below.

All End Violence Partnership communication and reporting on children must adhere to the following guidelines:

1. Represent children with dignity and respect

All children have the right to be treated with respect and dignity. At all times, we will take steps to meet our obligations for the best interest of the child.

2. Do no harm

Questions, attitudes and comments that are judgmental, insensitive to cultural values, cause embarrassment or humiliation, or that reactivate trauma for a child must be avoided. Involving children in a story that puts them at risk of familial, community or political backlash must be avoided. The best interests of the child are to be protected over any other consideration (including advocacy for children's issues).

“For the very first time, the dignity of children and their right to live free from violence and from fear is recognized as a distinct priority on the international development agenda. This is a historic achievement. Together, we can transform this unique momentum into an unstoppable movement towards a world free from fear and from violence.”

- Ms Marta Santos Pais,
former Special Representative of
the Secretary-General on Violence
Against Children

3. Privacy and confidentiality

For the security of the child, use of the child's full name or information that identifies the child's place of residence are not permitted. If the child is known to be a victim of abuse, their face cannot be shown. If a young person is over 18 and wishes to have their identifying information shared, we must take all precautions to ensure this is an informed decision. Children's wishes not to have something reported must be respected and complied with. Children's right to participate should also be taken into consideration. However, the best interest of the child should take precedence.



When sending images electronically to outside parties, file labels must not reveal identifying information about a child.

4. Consent

The child and the child's parent or guardian must give permission for images or text about the child/family to be used and explanation of the intended purpose explained (see Annex A/to come). Children and parents/guardians must never be coerced into providing consent.

Group photos: As with individual photographs, it should be explained to the group of adults and/or children what the photographs will be used for and consent should come from individuals in the group. Any individual who does not wish to be part of the photo, should be able to opt out, without it negatively impacting their participation in the event.

General Photos: When using images of children in crowd scenes where it may be difficult or impossible to get consent, please consider:

- Would they expect their photograph or video to be taken at the event? Is it a public space/event?
- Is it unlikely that anyone would object to the photo or video being taken?

When taking photos or video at a planned event, please let people know in advance that this will happen and how the images will be used so that they can opt out of the event or notify the organizers that they do not want their image used.

5. Authenticity

Images and text should accurately portray the child in their environment. 'Staging' of stories is not acceptable (where children/community members are asked to adopt a contrived, artificial position/stance or tell a story that is not their own).

Communications should seek to understand and present the child's reality and context. Accurate captions should accompany all photos. (Please note, guidelines for taking quality photos are listed in the Communications Guidelines.)

When taking a photo, please consider that images can be cropped.

6. Empowerment

Communications should aim to give as much control as possible to the children. Children's views about their situation and their direct quotes should be used as much as possible. Practices that give control over production of the story to children are encouraged; for example, children to record images in the way they choose, children acting as journalists, youth as paid reporters, etc.

Reporting back to children after the story or photo or video has been published is strongly encouraged as a mark of respect and to increase children's understanding about how their input has been used.

7. Storage of images

Images taken by staff for work purposes of children or vulnerable adults should be shared only through password protected sites viewable only by staff.



Field Content-Gathering Checklist

On and off the field, the protection of children is our first priority. Any written, recorded, or multimedia content should retain children's privacy and present them in a dignified way. Please ensure that content and/or captions include none of the following information.

- For content and captions, do not include any of the following:
 - Last name
 - Medical information
 - Location information (nothing more specific than city)
 - School details (including name of school)
 - Any identifying personal information
- For images, do not include any of the following:
 - Any identifying information in the background (including the name of a school, hospital, village, etc.) or in the child's hands
 - Any identifying information on the subject's clothes
- Please ensure that:
 - ✓ The subject appropriately clothed
 - ✓ There no naked people in the background or foreground
 - ✓ There no genitals or private body parts exposed
 - ✓ Subjects are not posed sexually
 - ✓ Subjects are not asked to show any wound or disability
- The image or video also cannot contain any inappropriate matter in the subject or in the background including children holding a gun, person threatening a child, inappropriate words on clothing, children with flies on faces, or humans defecating/urinating.

Is the subject of this content sensitive and does it include a child or adult who has experienced any of the following: HIV or AIDS, child marriage, child labour, sexual exploitation, trafficking, domestic violence, corporal punishment, child soldier, children in conflict with the law?

If so, you must ensure the following requirements, in addition to the above, are met:

- Image/video has been captured in a way that naturally obscures visual identity through silhouetting, shadows, obscuring the face, creative use of focus. Obscuring the face in post-processing is not acceptable.
- The first name only is used, or the name is changed to a culturally appropriate pseudonym, to be decided based on the best interest of the child.
- Beyond the consent given, an adult closest to the story has considered any potential harm to the person and has approved the sharing of the story, and/or noted any limitations in sharing the story.