



## NPHI CHILD MEDIA POLICY

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### FOR ALL LOCAL AND INTERNATIONAL MEDIA, VISITORS, VOLUNTEERS AND STAFF

**Any NPH media or any marketing materials should:** Not stigmatize any child; avoid categorizations or descriptions that expose a child to negative reprisals - including additional physical or psychological harm, discrimination or rejection by their local communities.

Always provide an accurate context for the child's story or image.

Be sensitive about the privacy of the child's family: do not give details on the death, disease or mental state of family members.

For children under 18-years of age, always use the child alias name.

For youths over 18-years of age, always ask permission to use their real name and offer as an option to use an alias name.

Obscure the visual identity of any child who is identified as:

- a. victim of sexual, physical abuse or exploitation
- b. child slavery or "restavek" in Haitian creole
- b. HIV positive, or living with AIDS

Confirm the accuracy of what the child has to say, with the local Communication Officer, an adult caregiver, social worker, or other staff.

When in doubt about whether a child is at risk, report on the general situation for children rather than on an individual child, no matter how newsworthy the story.

All children must be fully clothed when being photographed or filmed.

**For visiting journalists:** Photos, video and interviews must be conducted with the approval and knowledge of the NPHI Director of Communications, and/or the respective National Director or the local Communication Officer in the respective country. Make sure the Media Visit Collaboration Form process has been followed prior to any visit. At the beginning of any visit, journalists will meet with the local Communication Officer and develop an agenda for the visit and review local media restrictions. The visitor/ journalist may not be alone with the children under any circumstances.

**NPH staff, fundraising office staff, short and long-term volunteers, visitors, or journalists,** who are taking photos or video of any NPH program, are requested to photograph only children that are in custody of NPH, unless prior authorization is approved. Do not take photos of children or adults of any community outreach program. If specific photos are needed of any of our programs, the Communication Officer or NPHI Director of Communications can provide a gallery of approved photos available for use.

All NPH staff, fundraising office staff, short and long-term volunteers, visitors, are required to be cautious in sharing and publishing photos of NPH children online.

Do not use the real name of any minor (under 18 years old) in any NPH home or program when sharing or posting photos. For example, you can write, "My Godchild from NPH Honduras" or "a boy playing soccer".

No hand symbols are permitted in any media as they can be perceived as gang signs in many NPH countries.

All NPH and fundraising office staff, short and long-term volunteers, visitors, are required to be fully clothed and adhere to local dress code in the home and outside the home when on excursions with minors and youths. No beach/swimming photos can be published unless children/youths and visitors are fully clothed.

NPH has the right to request that any media of an NPH home, child or program, be removed from any social media/online platform (website, Facebook, Instagram, blogs, etc.)

NPH will not approve media that is for the personal gain only of the interested party. All projects should in some way benefit the children of NPH.

All NPH materials are protected by copyright, including text, photographs, logo, images and videos. Permission to reproduce any NPH material must be requested from the NPHI Director of Communications and will only be granted on condition that these principles and guidelines are adhered to.

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### REPORTING GUIDELINES TO PROTECT AT-RISK CHILDREN

Reporting on children and youths has its special challenges. In some instances, the act of reporting on children places them or other children at risk of retribution or stigmatization. NPH has developed these principles to assist any fundraising offices, staff in the homes, volunteers, visitors, journalists, photographers and videographers, as they report or document children living in our NPH homes or beneficiaries of our community outreach programs. They are guidelines that NPH believes will help media to cover children in an age-appropriate and sensitive manner, without compromising the rights of children.

#### I. Principles of any media coverage of NPH children or Community Outreach Beneficiaries

- The dignity and rights of every child are to be respected in every circumstance.
- In interviewing and reporting on children, special attention is needed to ensure each child's right to privacy and confidentiality, to be protected from harm and retribution.
- The best interests of each child are to be protected over any other consideration, including over advocacy for children's issues and the promotion of child rights.
- When trying to determine the best interests of a child, the child's right to have their views taken into account are to be given due weight in accordance with their age and maturity.
- Those closest to the child's situation and best able to assess it are to be consulted about the political, social and cultural ramifications of any reportage.
- Do not publish a story or an image, which might put the child, siblings or peers at risk even when identities are changed, obscured or not used.
- No information should be given out about children who are placed with NPH for protective custody (e.g. families who have been involved in gang violence/ massacres) other than NPH authorities and the local authorities who are handling the case.






#### II. Guidelines for interviewing children

- Do no harm to any child; do not use questions, attitudes or comments that are judgmental, insensitive to cultural values, that place a child in danger or expose a child to humiliation, or that reactivate a child's pain and grief from traumatic events.
- Do not discriminate in choosing children to interview because of sex, race, age, religion, status, educational background or physical abilities.
- No staging: Do not ask children to tell a story or take an action that is not part of their own history.
- Explain the purpose of the interview and its intended use.
- Pay attention to where and how the child is interviewed. Limit the number of interviewers and photographers. Try to make certain that children are comfortable and able to tell their story without outside pressure, including from the interviewer. In film, video and interviews, consider what the choice of visual or audio background might imply about the child and her or his life and story. Ensure that the child would not be endangered or adversely affected by showing their home, community or general whereabouts.

Sources: The Convention on the Rights of the Child; Child Rights and the Media (Guidelines for Journalists), International Federation of Journalists; Media and Children in Need of Special Protection, (internal document), UNICEF's Division of Communication; Second International Consultation on HIV/AIDS and Human Rights, United Nations Secretary-General. <http://www.ifj.org/assets/docs/247/254/cf73bf7-c75e9fe.pdf>

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Applies to all print, websites and social media

Country	Restriction(s)	Examples
Bolivia	Minors, under age 18, can only be photographed if their faces are not identifiable.	
El Salvador	There are currently 39 internal minors who have permission from their biological family to publish their photos for fundraising purposes. Fundraisers, please check the 'Child Protection NPH El Salvador' wiki page for guidelines. Visitors, we kindly request that you not publish photos of any children if their faces are identifiable, given these restrictions.	
Guatemala	Minors, under age 18, can only be photographed if their faces are not identifiable, external community students can be photographed.	
Mexico	Minors, under age 18, can only be photographed if their faces are not identifiable for children located in Matamoros; some specific children cannot be photographed due to privacy concerns.	
Peru	Minors, under age 18, can only be photographed if their faces are not identifiable.	

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