



MEDIA GUIDELINES

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About Catalysts for Social Action

Catalysts for Social Action (CSA) is an Indian NGO that works towards creating and ensuring a brighter future for every child under institutional care. We strive to ensure a better future for children in need of care and protection which pays attention to their physical, emotional, personal, spiritual wellbeing and learning. We believe that every child needs family or family-like care in a well-managed institution.

We have been working since 2002 as catalysts by leveraging existing institutions and empowering them to improve child outcomes and enhance the quality of care to children. This is achieved by partnering with like-minded child care institutions, individuals and corporates. Over the last 20 years, we have been enabled by our generous donors, supporting partners and volunteers to create a visible impact in the lives of 20000+ children.

Our Vision

To build a nation where children in need of care and protection are nurtured into happy and contributing members of society.

Our Mission

We believe that every child needs family or family-like care in a well-managed institution. With this objective we work towards:

- Increasing adoptions and support to adoptive
- Maintaining higher standards in child care homes
- Supporting children in their transition into independent living and secure livelihood
- Supporting Government policies and their implementation
- Our role is not only to provide direct services but also to act as a catalyst for systemic and sustainable change.

Our Values

- Every Child Matters
- Holistic Approach
- Sustainable Change
- Best Management Practices

Our Work

Through our institutional care channels and the tireless efforts of our team and your support, we ensure family-like care for our children. This ensures access to healthy living conditions, good education, personal development resources along with an identified path to independent living with dignity for the young adults from our Aftercare program.

Guiding principles for capturing, storing and usage of children's pictures in communications and publications of the organization.

While pictures and videos are an effective medium of conveying information and impact of the work being carried out by any organization, it is important that special precautions are taken when using pictures, videos, audios, and other identifiable information of children in the interest of their safety and privacy. An even greater degree of care needs to be taken when the organization works with children in difficult circumstances. Irresponsible practices with respect to capturing, storing and dissemination of pictures, videos, audios, and other identifiable information of children can place children at risk of retribution or stigmatization.

These guiding principles have been framed by Catalysts for Social Action (CSA) for its own use by referring to provisions of the law, industry standards, and guidelines and good practices followed by other organizations working in a similar domain. The objective of these guidelines is to bring clarity on the DOs and DONTs and to support team members involved in reporting to ensure information is captured and disseminated in a sensitive manner without compromising on the rights and best interests of children. The term 'children' is to be construed as any person who has not attained the age of 18 years.

It is the responsibility of respective Location Heads and team leaders to ensure that all team members are familiar with these principles, understand its contents, and act in compliance with the same. These principles specifically address the usage of pictures, videos, audios, and other identifiable information for the organization's communications and publications, and are not meant to override any provision of the organization's Child Protection Policy and other policies governing the behaviour of staff, volunteers, etc.

Guiding Principles

1. The dignity and rights of every child are to be respected in every circumstance. Children must be represented in a dignified, respectful manner.
2. When conducting an interview of a child or reporting on specific issues about a child or group of children, special attention needs to be given to ensure each child's right to privacy and confidentiality, to have their opinions heard, to have them participate in decisions affecting them and to be protected from harm and retribution.
3. Children have the right to participate in decisions affecting them, with their views given due weight in accordance with their age and maturity.
4. The use of stereotypes in imagery, both negative and positive, should be avoided.
5. Applicable law must be adhered to.

DOs and DON'Ts

1. No identifying information or picture may be captured, stored, shared or published of any child who is (a) a child in conflict with the law, (b) a witness or victim of a crime, (c) a victim of sexual abuse or trafficking, (d) a victim of child marriage, or (e) a child who is HIV positive or living with AIDS in a child care institution (CCI).
2. The term identifying information in point number 1 above includes name, address, village/town/city, school, distinctive buildings or landmarks, or any particular which may lead to the identification of the child. Publication of information or pictures of any such child as mentioned in point number 1 may be permitted only when written permission for the same has been obtained from the respective Juvenile Justice Board or Child Welfare Committee responsible for holding inquiry of the child.
3. Where a child's circumstances make him/her especially vulnerable (e.g. due to poverty, homelessness, parent or sibling's HIV status, being an orphan, child soldier or refugee), care must be taken to ensure the publication of their picture or story does not cause further harm, trauma, distress, humiliation, embarrassment, grief or expose them to danger.
4. Communication materials about children should use pictures that are decent and respectful and do not portray children as victims. Images and stories should provide a balanced depiction of the child's life and circumstances.
5. Before capturing the picture, children and their guardian or the chief functionary of the CCI ('trustee') where they are residing should be informed about the purpose of taking pictures and where the picture is intended to be used. Permission from the child and his or her guardian or CCI trustee must be obtained for all interviews, videotaping and photographs, and for further disseminating and publishing such information. When possible and appropriate, permission should be in writing.
6. Permission must be obtained in circumstances that ensure that the child and guardian are not coerced in any way and that they understand that they are part of a story that might be disseminated locally and globally. This is usually only ensured if the permission is obtained in the child's language and if the decision is made in consultation with an adult the child trusts.

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7. No picture or story of a child may be captured, stored, shared or published if the child and/or the CCI trustee/guardian expressly denies consent for the same for whatever reason.
 8. No child should be asked to tell a story, take an action or pose in a manner that is unrelated to them or does not depict their reality. As far as possible, accurate content for the child's story or image should be provided.
 9. Questions, comments or actions 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 should be avoided.
 10. Images of children must not show them in states of undress or in inappropriate poses.
 11. Pictures, case studies, interviews, and any identifying information of children should be stored in secure facilities to which a limited number of people have access. Access to external service providers should be limited and granted only for the period during which it is required.

References

1. <https://www.unicef.org/media/reporting-guidelines>
2. https://ec.europa.eu/info/sites/default/files/standards_child_protection_kcsc_en_1.pdf
3. <https://accountablejournalism.org/ethics-codes/empowering-children-in-the-media-editorial-guidelines-for-reporting-on-chil>
4. <https://archive.crin.org/en/guides/communications/media-toolkit/ngo-communications/using-images-children-media.html>
5. <https://www.cry.org/downloads/CRY%20Child%20Protection%20Policy.pdf>
6. http://www.cini-india.org/wp-content/uploads/2018/09/CINI-Child-Safeguarding-Policy-03_09_18.pdf
7. <https://inbreakthrough.org/policies/child-safeguarding-policy/>
8. Section 74 of the JJ Act, 2015.

ANNEXURE I

CONSENT FORM FOR THE USE OF FOOTAGE / PHOTOGRAPHS (CHILD CARE INSTITUTION / ANY ADULT)

I, _____ (name of person), aged _____ years, the _____ (designation, if applicable) of _____ (name of CCI / organization, if applicable) hereby grant permission to Catalysts for Social Action (CSA) to use the photograph(s) or video(s) as identified below / attached herewith in any presentation or publication of any kind whatsoever. CSA may edit, alter, copy, exhibit, publish, or distribute these photo(s) / video(s) for any lawful purpose. Additionally, I waive any right to royalties or other compensation arising or related to the use of the photo (s) / video(s).

I understand that I may revoke this authorization at any time by notifying CSA in writing. The revocation will not affect any actions taken before the receipt of this written notification. I acknowledge that all rights, title and interest, including copyrights, in the photograph(s) or video(s) shall be vested exclusively in CSA, and that CSA shall have the exclusive and perpetual right to use the photograph(s) or video(s) for any lawful purpose by any means or methods now known or hereafter devised for the full period of copyright. CSA may store the images as long as they are relevant and after that time destroy or archive them.

Name _____

Address _____

City _____ State _____ PIN _____

Phone _____ Email _____

Signature _____ Date _____

Image(s) Description

- 1.
- 2.
- 3.

ANNEXURE II

CONSENT FORM FOR THE USE OF FOOTAGE / PHOTOGRAPHS (PARENT / GUARDIAN OF A CHILD)

I, _____ (name of parent / guardian), aged _____ years, the _____ (relation with child such as father / mother / grandfather / grandmother / etc.) of _____ (name of the child) hereby grant permission to Catalysts for Social Action (CSA) to use the photograph(s) or video(s) as identified below / attached herewith in any presentation or publication of any kind whatsoever. CSA may edit, alter, copy, exhibit, publish, or distribute these photo(s) / video(s) for any lawful purpose. Additionally, I waive any right to royalties or other compensation arising or related to the use of the photo (s) / video(s).

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Address _____

City _____ State _____ PIN _____

Phone _____ Email _____

Signature _____ Date _____

Image(s) Description

- 1.
- 2.
- 3.