

CAP Services' Code of Conduct on Images and Messages

-Adapted from CONCORD's Code of Conduct on Images and Messages-

Purpose

The purpose of this code is to provide a framework for CAP employees and volunteers to draw on when designing and implementing public communications strategy. The code offers a set of guiding principles that can assist in our efforts to communicate about CAP's programs and values.

There are many challenges and difficulties entailed in conveying the injustice of poverty while striving to meet the ideals of this code. The spirit of this code is to portray the reality of the lives of the people we serve with sensitivity and respect for their dignity.

The values of human dignity, respect and truthfulness as outlined in the code, must underlie all communications. CAP staff, as signatories to this code, commit themselves to these principles and to working constructively with others whose work involves communicating issues of poverty.

Guiding Principles

Choices of images and messages will be made based on the paramount principles of:

- Respect for the dignity of the people concerned;
- Belief in the equality of all people;
- Acceptance of the need to promote fairness, solidarity and justice.

Accordingly in all our communications and where practical and reasonable within the need to reflect reality, we strive to:

- Choose images and related messages based on values of respect equality, solidarity and justice;
- Truthfully represent any image or depicted situation both in its immediate and in its wider context so as to improve public understanding of the realities and complexities of anti-poverty efforts;
- Avoid images and messages that potentially stereotype, sensationalize or discriminate against people, situations or places;
- Use images, messages and case studies with the full understanding, participation and permission (or subjects' parents/guardian) of the subjects;
- Ensure those whose situation is being represented have the opportunity to communicate their stories themselves;
- In accordance with CAP's Media Procedure, establish and record whether the subjects wish to be named or identifiable and always act accordingly;
- Conform to the highest standards in relation to the protection of the vulnerable people.

Declaration of Commitment

CAP Services' makes the following organizational commitments:

1. We will make the existence of this code known to the public and our partners, including our media partners.
2. We commit to assess our public communications on an annual basis according to the guiding principles.
3. We commit to training our staff on the use of images and messages.
4. We agree to share our experience of using and implementing this code.