



PROJECT ROZANA
פרויקט רוזנה مشروع روزانا

COMMUNICATIONS POLICY

VERSION	1
PERSON RESPONSIBLE	Executive Director
DATE OF BOARD SIGN OFF	27 April 2021
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POLICY AMENDMENTS

This is a working document and subject to amendment. This Policy will be available in English, Hebrew and Arabic.

Any suggestions about this Policy should be directed to the Project Rozana Executive Director so changes can be considered. Any amendments or changes to the Policy will be submitted to the Board for endorsement.

The Executive Director is responsible for maintaining this document including updating confirmed changes, informing staff of the changes, and disseminating the latest version across the organisation.

Any changes or amendments involve the following steps:

- Updating the Document Version table on the first page;
- Updating the relevant provision in this manual;
- Replacing the updated version of the manual e.g., shared drives, Intranet;
- Printing a hard copy of the updated manual for the office;
- Communicating the changes to all staff; and
- Archiving the old version of manual.

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1. PREAMBLE

This policy was written by Project Rozana in Australia. It may be used as a template across all Project Rozana offices. Project Rozana operates five offices registered in each of Australia, USA, Canada, UK and Israel, which are part of the Project Rozana Global Alliance. In this policy, 'Chair' means Chair of Project Rozana International. Unless specified otherwise the 'Board' refers to the board of Project Rozana Australia.

2. INTRODUCTION

Project Rozana's mission is to build bridges to better understanding between Israelis and Palestinians using the platform of health.

To achieve such an ambitious goal, we need to inspire and motivate many diverse stakeholders. Images and case studies play a vital role in helping us to do this by bringing our work to life and raising awareness.

The images we choose and the stories we write must represent our work accurately and show a true and authentic account of the ways in which people benefit from the work we do. Authenticity is key to upholding our reputation.

The gathering of images and case studies can cause harm if it is not carried out to a high ethical standard, and they can cause offence if sourcing them is intrusive or inappropriate. The use of images can also be counter-productive if they are reproduced inaccurately or with manipulation.

Anybody gathering or using images for or on behalf of Project Rozana, or commissioning someone else to do so, must read the following guidelines before carrying out their work. Anyone commissioning a photographer or filmmaker or travelling with supporters or Directors taking images is responsible for ensuring that our ethical standard is adhered to at all times.

3. PURPOSE

Project Rozana Australia communicates about its programs and their impact to a range of stakeholders, for reporting and fundraising purposes. This includes the production and distribution of communications materials such as annual reports, newsletters, donor updates and acquittal documents, promotional collateral, the Project Rozana website, social media platforms, television and radio interviews, and podcasts.

The purpose of this policy is to ensure that images and stories collected by staff, volunteers and partners are collected, sourced and used honestly and ethically, according to Project Rozana's values, and safeguarding and compliance obligations.

All stories and images collected and used must portray the people and communities, with whom Project Rozana works, with respect, dignity and accuracy. This policy is part of Project Rozana's accountability to its local partners and primary stakeholders whose stories and images it shares, to ensure that their rights, safety, dignity, privacy, cultural and religious beliefs are respected and protected.

Moreover, our photographs, videos and case studies are an expression of our approach to equality and non-discrimination; therefore, we must consider who we are taking photographs of. All individuals should be shown in a dignified way. This is particularly important for individuals who may face discrimination or exclusion. This may include, but is not limited to, older people, women, people with disabilities, and children. Photographers and filmmakers should ensure that they depict people who may be discriminated against as an integral part of society and the community.

4. SCOPE

This policy applies to all Project Rozana staff, those who are engaged by Project Rozana to perform any part of Project Rozana's program activity, and anyone who is collecting, sourcing and using stories and images about these activities, including:

- staff;
- contractors/consultants;
- program volunteers;
- program sub-contractors or partners; and
- Directors.

This policy covers both still (photographs) and moving (video) imagery and recorded, transcribed or written interviews and direct quotes, collected by Project Rozana Representatives (as defined above). It applies to information, stories and images collected for research, evaluation, donor, supporter and public engagement purposes and all material published by Project Rozana about its projects and activities regardless of format.

5. DEFINITIONS

Stories – the direct quotes, facts and personal details obtained during an interview and used in messaging, case studies, reports and communications.

Images – means still (photographs and illustrations) and moving (video and animation)

Child – is an individual below the age of 18 years.

Content — videos, photos, stories and interviews that may be used to illustrate any aspect of Project Rozana's programs and activities.

Free, prior and informed consent — a person understands why their image, story and/or personal details are being collected; where and how they will be used and over what period of time; that their participation is entirely voluntary; the potential risks and consequences of their image, name and words being published; and then agrees to Project Rozana collecting the content. The person feels free to say ‘no’ to their image or story being collected and understands that this will not negatively impact on the benefit they derive from participating in a Project Rozana program.

Adequately clothed — no full nudity; no genitals, nipples or naked bottom clearly visible; any partial nudity is appropriate to age and gender and relevant to the context and Project Rozana’s work

6. COMPLIANCE REQUIREMENTS AND STANDARDS

Project Rozana content must comply with:

Writing Style Guide and Brand Guidelines. Project Rozana’s approval for all final versions of stories must be obtained from Executive Director, prior to publication; **Child Safeguarding Policy** as well as the **Child Safeguarding Manual** which include Project Rozana’s specific commitments relating to the photographing or filming of children and use of children’s images and personal information;

Australian Council of International Development (ACFID) Code of Conduct. Project Rozana is committed to meeting the quality principles and commitments within that Code as it relates to the way that Project Rozana portrays local people that benefit from Project Rozana’s programs in communications about its work. (Principle 6: Communications); and

Department of Foreign Affairs and Trade (DFAT) Branding Guidelines where appropriate, in relation to promotional materials that publicise DFAT-funded programs. <https://dfat.gov.au/about-us/corporate/Pages/logos-and-styleguides.aspx>.

Project Rozana staff, volunteers, Directors, contractors, sub-contractors and partners (hereafter referred to as Project Rozana Representatives) will be provided with a copy of this policy and be required to adhere to this policy when collecting content on behalf of Project Rozana.

Project Rozana Representatives will collect and use content ethically in line with the following minimum standards:

(a) Stories and images collected from adult and children by Project Rozana Representatives will:

- Depict people and their issues, experiences and lives respectfully and truthfully, retaining the intended meaning of the information they provide and ensuring honest visual portrayals.

- Protect the privacy and safety of people and their information by identifying people by first name only and in the case of children, not using their name (or using a pseudonym). All content will be accurately credited and captioned while also protecting people's privacy and safety;
- Present people in a respectful rather than vulnerable or demeaning way. This includes ensuring that images are taken of people that are adequately clothed;
- Respect people's self-worth, values, history, religion, language and culture, protects their rights and ensure they are portrayed with dignity and strength as active partners in their own development, with the ability to change. People will not be portrayed as victims or presented in a dehumanised manner;
- Authentically represent the environment, context, situation and people — the need, the proposed solutions, and the impact of Project Rozana's work. This will be done without embellishment, exaggeration, material omissions, manipulation or significant alteration to mislead audiences or to alter meaning, facts, concept or context;
- Be gathered in a respectful and sensitive way that does not exacerbate people's trauma, and respects cultural differences and local traditions, laws and restrictions; and
- Provide people, with whom Project Rozana works, with an opportunity to communicate their stories to Project Rozana, in their own words, without prejudice, judgement or fear of retribution, and also have the opportunity to seek information from Project Rozana about any aspect of the collection and use of content involving them.

(b) Free, prior and informed consent of people will be obtained before collecting and using their personal information, stories and images:

- Before stories and photos are collected, Project Rozana Representatives will obtain free, prior and informed consent from the person being photographed, filmed or interviewed using the **Project Rozana Consent Form (see Appendix A)**. For children in all circumstances, consent must be obtained from the child's parent and guardian. Where appropriate and possible consent must also be obtained from the child;
- The consent process will be explained clearly in the local language of the person whose consent is being obtained to ensure that their consent (if provided) is informed;
- Informed consent must be acknowledged in writing by the subjects if possible, and where not possible in writing by the Project Rozana person to indicate that verbal informed consent has been received. Where possible, the Project Rozana Representatives will record or film the consent process;

- Project Rozana will respect a person’s right to refuse to be interviewed, photographed or filmed. If Project Rozana Representatives sense any reluctance or confusion, they should refrain from continuing the interview or taking the photo or video;
- Project Rozana will not provide payment or any other form of compensation to local people in exchange for their photograph or film to be taken or their information collected, and story told;
- Project Rozana will ensure that the content being used, and the associated permissions, are current and consistent with the terms of consent provided; and
- Project Rozana will stop using content when requested by the subjects to remove the content from circulation.

(c) Stories and images will be stored securely:

- All images and images will be securely stored, and only approved content published;
- All content developed will be approved by the Executive Director or their nominated representative prior to publication; and
- All stories and images that are collected by Project Rozana sub contractors or contractors will be handed over to Project Rozana staff at the end of a program activity and all information and images deleted from devices on which they are stored. Project Rozana sub contractors or contractors will not share stories and images gained during a Project Rozana program activity for personal use on social media or in public presentations without the written consent of Project Rozana.

(d) Additional standards relating to children:

In addition, when collecting stories or images of children, Project Rozana Representatives must adhere to standards outlined in the **Child Protection Policy** to ensure children are portrayed in a respectful, appropriate and consensual manner at all times. This means that when collecting children’s stories and images must:

- Ensure that local traditions or restrictions for reproducing personal images are adhered to before photographing or filming a child;
- Obtain informed consent from the child’s parent/guardian/caretaker of the child in all circumstances, and the child where appropriate and possible, before photographing, filming a child or using their personal information. At a minimum, informed consent means explaining to the parent/guardian/caretaker and child the implication, purpose and potential uses of the photograph, film or personal information. This consent should be documented using the **Project Rozana Consent Form (see Appendix A)**;

- Ensure that children are represented in a dignified and respectful manner (i.e., adequately clothed and depicted in a manner which is not vulnerable, submissive or sexually suggestive) in all photographs, films and videos;
- Ensure that images of children are honest and factual representations of the context in which they were taken;
- Ensure that file labels, meta data or text descriptions do not reveal identifying information about a child (such as a child's name) when sending images electronically or publishing images in any form; and
- Obtain Project Rozana consent before storing, transferring or using any images for evaluation, education, promotional and/or fundraising purposes.
- Sign a copy of the **Project Rozana Child Protection Policy & Child Protection Code of Conduct** (see Appendix B) to confirm they have read and will abide by Project Rozana's stated policies and procedures when working with children.

Project Rozana is committed to keeping children safe when collecting and using their images and personal information. Detailed guidelines on Taking and Using Visual Images and Personal Information of Children are outlined in the **Child Protection Code of Conduct**.

7. ASSOCIATED DOCUMENTS

Child Safeguarding Policy
Child Safeguarding Manual
Privacy Policy
Project Rozana Consent Form
HR Manual
DFAT Branding Guidelines

APPENDIX A: PROJECT ROZANA CONSENT FORMS



PROJECT ROZANA
פרויקט רוזנה مشروع روزانا

Project Rozana Consent Form - Adult

Name: _____

Date: _____

Location: _____

I give my consent for the images/footage, interviews and personal data collected to be used by Project Rozana and _____ (photographer /filmmaker).

I understand the following:

1. The material will be stored and transferred securely by Project Rozana and could be used on printed materials (including fundraising appeals, publications and annual reports) and online including in social media or the Project Rozana website.
2. The material could be used by Project Rozana's partners in advocacy, fundraising, campaigning and program work.
3. The material could be used in the press, such as in newspapers both printed and online
4. The material could be used by Project Rozana offices around the world.

Project Rozana is committed to upholding the rights of data subjects under data protection legislation. Project Rozana will abide by the ethical image policy and ensure that all material is used accurately and honestly. The material will not be used out of context. The material will only be used by organisations or individuals that are working with Project Rozana and support its aims.

I understand that I can withdraw my consent at any time by contacting the local Project Rozana office or one of their partners.

Signed: _____

Date: __ __ / __ __ / __ __ __ __

For more information see our Privacy Policy or ask a member of Project Rozana staff for a copy.



Project Rozana Consent Form - Minor

Name of parent/legal guardian: _____

Signing on behalf of Name of child/children (under 18):

Location: _____

The child (over 12) named above understands what is being asked and has consented verbally.

I understand the following:

1. The material will be stored and transferred securely by Project Rozana and could be used on printed materials (including fundraising appeals, publications and annual reports) and online including in social media or the Project Rozana website.
2. The material could be used by Project Rozana's partners in advocacy, fundraising, campaigning and program work.
3. The material could be used in the media, such as in newspapers both printed and online
4. The material could be used by Project Rozana offices around the world.

Project Rozana is committed to upholding the rights of data subjects under data protection legislation. Project Rozana will abide by the ethical image policy and ensure that all material is used accurately and honestly. The material will not be used out of context. The material will only be used by organisations or individuals that are working with Project Rozana and support its aims.

I understand that I can withdraw my consent at any time by contacting the local Project Rozana office or one of their partners.

Signed: _____

Date: ___ / ___ / _____

For more information see our Privacy Policy or ask a member of Project Rozana staff for a copy.

APPENDIX B: CHILD SAFEGUARDING AGREEMENT



CHILD SAFEGUARDING PROCEDURE

Child safeguarding declaration.

To be read and signed by all Project Rozana representatives undertaking Project Rozana activities where they may have contact with children during their work.

I, _____ have read and understood Project Rozana's [Child Protection Policy and Code of Conduct](#) and agree to adhere to the policy. In particular, I will:

- Treat children with respect regardless of race, colour, sex, language, religion, political or other opinion, national, ethnic or social origin, property, disability or other status;
- Not use language or behaviour towards children that is inappropriate, harassing, abusive, sexually provocative, demeaning or culturally inappropriate;
- Not engage children in any form of sexual activity or acts, including paying for sexual services or acts;
- Always ensure another adult is present when working in the proximity of children, unless in unexpected emergency situations;
- Not invite unaccompanied children into my home, unless they are at immediate risk of injury or in physical danger;
- Not sleep in close proximity to children that I have contact with through Project Rozana's work;
- Use any computers, mobile phones, video or digital cameras appropriately and never to exploit or harass children or to access child pornography through any medium;
- Refrain from physical punishment or any discipline of children that I have contact with through Project Rozana's work;
- Refrain from hiring children for domestic or other labour that is inappropriate given their age or development stage, which interferes with their time available for education and recreational activities, or which places them at significant risk of injury and any form of exploitation. Children should not be taken out of school to be photographed or filmed by staff on content gathering trips.

- Comply with all relevant local legislation, including labour laws in relation to child labour;
- Immediately disclose all charges, convictions and other outcomes of an offence that relates to child exploitation and abuse, including those under traditional law, which occurred before or occurs during my association with Project Rozana;
- Immediately report concerns or allegations in accordance with Project Rozana's procedures.

I understand that the onus is on me, as a person engaged by Project Rozana to use common sense and avoid actions or behaviours that could be construed as child abuse.

Project Rozana is committed to the safety and wellbeing of all children and/or young people who may come into contact with Project Rozana representatives. We support the rights of the child and will act to ensure a child safe environment is maintained. We encourage our staff, partners and volunteers to actively participate in building and maintaining a child safe environment.

In taking and using images I will:

- Take care to ensure local traditions or restrictions for reproducing personal images are adhered to before photographing or filming a child.
- Obtain informed consent from the child and parent or guardian of the child before photographing or filming a child. An explanation of how the photograph or film will be used must be provided.
- Ensure photographs, films, and videos present children in a dignified and respectful manner and not in a vulnerable or submissive manner. Children should be adequately clothed and not in poses that could be seen as sexually suggestive.
- Ensure images are honest representations of the context and the facts.
- Ensure file labels, meta data or text descriptions do not reveal identifying information about a child when sending images electronically or publishing images in any form.

Signed: _____

Date: -- -- / -- -- / -- -- -- --