

CESHIRE FEDERATION OF YOUNG FARMERS CLUBS

PHOTOGRAPHS AND IMAGES OF CHILDREN



Photographs and Images of Children

There have been concerns about the risks posed directly and indirectly to children and young people through the use of photographs on websites and in other publications. Photographs can be used as a means of identifying children when they are accompanied with personal information – this is X who lives at y, is a member of the z young farmers club and who likes a certain music group. This information can make a child vulnerable to an individual who may wish to start to “groom” that child for abuse. Secondly, the content of the photo can be used or adapted for inappropriate use. There is evidence of this adapted material finding its way onto sites showing child abuse images (this is not ‘child pornography’ as every image is effectively an image of a child being abused or manipulated/ or ‘scene of crime’ as described by the Police).

Cheshire Federation of Young Farmers and clubs need to develop a procedure in relation to the use of images of members participating at events that are used on their websites and in other publications. Parents should also be made aware of this document. When using images, Cheshire YFC will make decisions about the type of images they consider suitable and that appropriately represent the organisation and the activity, without putting children and young people at increased risk. When assessing the potential risks in the use of images of members, the most important factor is the potential for inappropriate use of images of children. If all elements of the federation are aware of the potential risks and take appropriate steps, the potential for misuse of images can be greatly reduced.

The Federation would advise Clubs to:

- Consider using models, illustrations, or computer graphics if you are promoting an activity, i.e. a poster
- Avoid the use of the first name and surname of individuals in a photograph. This reduces the risk of inappropriate, unsolicited attention from people within and outside the organisation.

Easy rules to remember are:

If the child or young person is named, avoid using their photograph.

- If a photograph is used, avoid naming the child or young person.
- Obtain the parent and child’s consent to use their image. This ensures that they are aware of the way the image is to be used to represent the organisation. A Child/Young person’s photography permission form is the most effective way of achieving this.
- Ask for parental permission to use an image of a child or young person. This must be genuinely ‘informed’ and ensures that parents are aware of the types of image, the context (club event, trip, activity, competition), the ways in which the image of their child is representing the organisation and the purposes of this and where the image will appear (website, newspapers, in-house materials, posters, leaflets etc).
- Only use images of children in suitable dress to reduce the risk of inappropriate use. With regard to the actual content, it is difficult to specify exactly what is appropriate given the wide diversity of activities. However, there are clearly some activities like swimming and some sports for example when the risk of potential misuse is much greater than for other contexts. With these activities, we would advise that the content of the photograph should focus on the activity not on a particular child and should avoid full face and body shots.
- Follow the safeguarding procedures for reporting any concerns about inappropriate photography, videoing or inappropriate images to reduce the risks to children, ensuring your child protection officer and the police are informed.

First steps and things to think about:

- Establish the type of images that appropriately represent the organisation for the Web and other media.
- Think about the level of consideration you give to the use of images of children in other publications, for example, the processes involved in choosing appropriate images for a newsletter or magazine. Apply an increased level of consideration to the images of children and young people used for publications and websites.

Guidelines for Use of Photographic Filming Equipment at Events

- Provide a clear brief about what is considered appropriate in terms of content and behaviour.
- Issue the photographer with identification which must be worn at all times.
- Inform children and parents that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs or live streaming.
- Do not allow unsupervised access to children or one to one photo sessions at events.
- Do not approve/allow photo sessions outside the events or at a child's home.
- If parents or other spectators are intending to photograph or video at an event, they should also be made aware of your expectations and the photography procedures.
- Spectators should be asked to register at an event if they wish to use photographic equipment.
- Children and parents should be informed that if they have concerns, they can report these to the organiser.
- Concerns regarding inappropriate or intrusive photography should be reported to the event organiser or the club/county child protection officer and recorded in the same manner as any other child protection concern.

Cheshire Federation of Young Farmers Clubs

- At all events we advise members and leaders to gain consent before taking photos for publication of under 18's members.
- Rules of competitions will include advice stating an official photographer will be in attendance and photos may be used in Cheshire YFC publication materials.