

Habitat for Humanity GB Photograph and video use guidelines



Caveat - This is an ideal summary of how we would like to represent Habitat for Humanity in our visual media. Obviously no photo or video will fit these guidelines perfectly, and in many cases there will be exceptions to these.

Messaging

Our aim is to show the impact of housing on peoples' lives, whether that be decent housing or inadequate housing, and how safe, decent housing can be achieved through a transformative participation.

Guidelines:

- Houses and people, not just houses
- People going about their daily lives in their homes
- Homepartners being involved in the Habitat for Humanity intervention, e.g. construction, repairs, community training, community meetings
- People from different backgrounds working together to end poverty housing
- Our homepartners are partners in the solution to poverty housing, not just beneficiaries or recipients, and so visual footage should represent this.
- It is our duty to respect the dignity of our homepartners and volunteers, whatever the situation.** When using a photograph, you should ask: how would I feel if the person in this photo/video was me, my child or my relative?*
- Where volunteers are obviously depicted, we should strive to show HFHGB's duty of care towards these volunteers in terms of health and safety.

Please check where and when the photograph or video has been used before. We want to make sure that our audiences don't see the same photos all the time.

Visual details

General:

- There should be no naked children or inappropriately dressed people (i.e women with no top on)
- It is preferable to show HFH logos or the logos of HFH sponsors, rather than logos of unconnected companies/organisations.
- There should be no corpses
- Photographs should be in focus and not blurred

Health and Safety on site, with specific reference to obvious Global Village volunteers:

General site:

- Should be tidy with no obvious trip hazards
- There should be no alcohol or drugs on site
- Holes or trenches should be marked off with hazard tape or be safely covered, if not being worked on.
- There should be no children in obvious danger in the work areas

Volunteers should not:

- Throw materials
- Be using power tools
- Work in holes or trenches deeper than 1 metre.
- Push vehicles
- Travel in open-backed vehicles (i.e. pick-up trucks) or use other inappropriate vehicle (including but not limited to motorbikes)
- Work in isolated groups of fewer than four people obviously alone on the building site
- Work at height without appropriate scaffolding. Appropriate scaffolding should be safe, stable, with grab rails above waist height, kickboards and preferably be attached to the building itself.
- Work at height without obvious skilled supervision
- Work on roofs without suitable fall protection, such as scaffolding and/or harnesses
- Work within 5.2 metres of any overhead power lines
- Use ladders that are not appropriately stabilised, i.e. tied at the top and 'footed' at the base
- Use machinery without skilled supervision or safety guards on the equipment
- Fool around on site (including things like wheelbarrow races which can go horribly wrong).
- Not use mobile phones while working on site

Volunteers should:

- Wear appropriate Personal Protective Equipment (PPE) for the task they are carrying out.
- Wear hard hats when the building is higher than shoulder height, when working off the ground, near or on scaffolding, or under coconut palms.
- Wear gloves when handling bricks and other materials
- Wear ear protection when using a compactor or other equipment that may cause damage to the ears
- Wear a dust mask when painting lime wash, using chemicals, mixing cement or working in dusty conditions
- Wear eye protection when using hammers and chisels, power tools, lime wash, chemicals or mixing/pouring cement, or if there is a danger of things falling in the eyes from height
- Wear appropriate clothing for the local community and for working on site, i.e. no strappy tops or short shorts
- Practice safe lifting procedures, including technique and comfortable weights
- Work in a chain to move materials if appropriate.

*Refer to the **Code of Conduct for the International Red Cross/Red Crescent Movement and NGOs in Disaster Relief**, #10: 'In our information, publicity and advertising activities, we shall recognise disaster victims as dignified human beings, not hopeless objects'; and also the **Reuters Terms and Conditions for use of photographs by AlertNet members**: 'If in doubt about fair usage, try to put yourselves in the shoes of the person or people depicted in the image and ask: "Am I exploiting or helping?" Better still, imagine how you would feel if your own child were depicted in the image. Would you be happy for the picture to be used in the way intended?'