

# Dochas Code of Conduct on Images and Messages



Dochas, the Irish Association of Non Governmental Development Organisations has created of a Code of Conduct on images and messages.

This code has been written by Irish NGOs working in the areas of emergency relief, long term development and development education with the aim to portray the reality of the lives of people with sensitivity and respect for their dignity and not sensationalising extreme poverty and humanitarian distress.

World Vision Ireland is committed to adhering and promoting the Code of Conduct on Images and Messages. The Code of Conduct is 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.

World Vision Ireland has signed the Dochas Code of Conduct on Images and Messaging; please send your feedback to the Head of Marketing and Fundraising. This feedback can be made through writing or email at [ireland@wvi.org](mailto:ireland@wvi.org).

To learn more about Dochas and the Code of Conduct in full please visit [www.dochas.ie](http://www.dochas.ie).