

MEMORANDUM

From: Director, MCA/HQ **To:** See below **Date:** 12 November 2013

Our ref: MCA/NY/ng **Attention:**

Your ref: **Through:**

Originator: Dr N. Yaqub **Subject:** HEALTH FOR THE WORLD'S ADOLESCENTS REPORT - PHOTO COMPETITION

With reference to our previous correspondence in June that informed you of the development of a global report on adolescent health titled '*Health for the Worlds Adolescents*' scheduled for release in May 2014. The report focuses on the role of the health sector in improving and maintaining the health of adolescents aged 10-19 years old.

As part of our efforts to involve adolescents and young people in the development of this report, MCA organized a photo-competition from 15 July to 15 October for adolescents aged 14-19 years old (Web link for easy reference on the competition: http://www.who.int/maternal_child_adolescent/topics/adolescence/adolescent_health2014/photo_competition/en/index.html). The 10 "winners" will take the photographs for use in the report.

To: Regional Director, AFRO, Attn. Dr Tigist Ketsela Mengestu, Director, HPR
Regional Director, AMRO, Attn. Dr Gina Tambini, Manager, FCH/MC
Regional Director, EMRO, Attn. Dr Haifa Madi, Director, DHP
Regional Director, EURO, Attn. Dr Gauden Galea, Director, DNP
Regional Director, SEARO, Attn. Dr Sangay Thinley, Director, FHR
Regional Director, WPRO, Attn. Dr Susan Mercado, DHP

Cc: WRs, Argentina, Brazil, India, Malawi, Pakistan, Philippines, Slovenia, Ukraine, United States of America
Dr Phanel Habimana, AFRO/PM/CAH
Dr Symplice Mbola Mbassi, AFRO/ADH
Dr Matilde Maddaleno, AMRO/Senior Adviser, ADH
Dr Suzanne Farhoud, EMRO/RA, CAH
Dr Vivian Barnekow, EURO/A/PM, CAH
Dr Neena Raina, SEARO/RA/CAH
Dr Howard Sobel, WPRO/RA/DHP

A panel of 6 persons (5 photographers and 1 young doctor) has selected the 10 winning adolescent photographers:

Names	Country	Age	Gender
1. Emme Khan	Pakistan	19	M
2. Nik Neubauer	Slovenia	19	M
3. Shreya Natu	India	15	F
4. Jacob Jungwoo Han	United States	15	M
5. Hauranitai Shulika	Ukraine	19	M
6. Edith Kachingwe	Malawi	14	F
7. Caio Gabriel Barreto Rodrigues Gomes	Brazil	15	M
8. Palash Khatri	India	17	M
9. Hanalie Shermaine Albiso	Philippines	19	F
10. Camila Eugenia Vargas	Argentina	16	F

Each of the winners will take about 20 photographs on 2 of the 5 themes:

1. Adolescents are healthy (engaging in healthy activities)
2. Adolescents learn about health (health education)
3. Adolescents use health services when needed
4. It can be difficult to stay healthy (images about the environment and risk-behaviours)
5. Adolescents are active in promoting health (advocating for health, participation)

Each person will receive USD 1 000 to cover their expenses associated with taking the photographs and as recognition for being a winner; when we have received the photographs from each young person.

We request your assistance in the provision of these funds to the adolescents through the WHO country office imprest account of the represented countries or where required through the Regional Office.

The PATEO to use is: HQMCA1206956 7.1 59100

Thank you very much for your support and look forward to the continued collaboration on this report.



Dr Elizabeth Mason



Tel. direct: +41 22 791 2404
Fax direct: +41 22 791 4853
E-mail : yaqubn@who.int

In reply please
refer to: MCA/NY/ng

Your reference:

Ms Eugenia Camila Vargas
Calle Eva Peron
Nº971. Barrio Almirante Brown
San Salvador de Jujuy
Provincia de Jujuy
Argentina 4600

7 November 2013

Dear Ms Vargas,

Health for the Worlds Adolescents - Photo Competition

We are delighted to inform you that you are one of the 10 winners in the competition. As you know, this means that you have been selected to assist us by taking photographs for the report and other WHO materials.

If you accept to be one of the photographers, we will expect you to:

1. Return this letter with your signature on Page 2 confirming your acceptance to take photographs in line with the WHO photography expectations guidelines which is attached. A scanned acceptance copy sent by email to yaqubn@who.int or dawsonm@who.int is sufficient.
2. To take photographs in the following two theme areas: **1 and 5**. You have already signified your intention to take in Theme 1 but we would like you to take photographs in the other theme area.
3. A self-portrait headshot along with a short biography of yourself which we will use for the announcements for the winners on our website and the UN youth forum.
4. Provide to us your bank information including the local bank codes to allow WHO transfer the funds (US\$1000) to you as a recognition of your success in the competition when you have provided us with the photographs.

Cc: Regional Director, AMRO, Attn. Dr Gina Tambini, Manager, FCH/MC
Dr Matilde Maddaleno, AMRO/Senior Adviser, ADH
WR, Argentina

Encls. As mentioned

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5. Submit 20 original high resolution photographs (10 for each theme), each with a caption that includes location, date photograph was taken, who is in the photograph and what are you showing in the photograph, also the consent of the persons in the photographs. Please see the photographic expectations and the sample consent forms attached.
6. You will be expected to send the pictures to us by **6 December 2013**.

Once more, congratulations on being one of the winner of the completion. We look forward to hearing from you shortly.

Best wishes,



Dr Elizabeth Mason
Director
Department of Maternal, Newborn,
Child and Adolescent Health

Acceptance

I accept the offer to take photographs for WHO as one of the 10 winners of the competition and agree to the conditions as laid out in this letter and the WHO Photography Expectations guidelines.

Signature and Date

Bank Name and Address : _____

City : _____

Country : _____

Bank Account Number : _____

Bank Account Currency : _____

Bank Account Name : _____

IBAN : _____

ABA/SWIFT Code : _____

Local clearing Code : _____



Tel. direct: +41 22 791 2404
Fax direct: +41 22 791 4853
E-mail : yaqubn@who.int

In reply please
refer to: MCA/NY/ng

Your reference:

Mr Caio Gabriel Gomes
Rua 59 nº 85
Bairro Nova Pampulha
Vespasiano - MG
Cep:33.200.000
Brazil

7 November 2013

Dear Mr Gomes,

Health for the Worlds Adolescents - Photo Competition

We are delighted to inform you that you are one of the 10 winners in the competition. As you know, this means that you have been selected to assist us by taking photographs for the report and other WHO materials.

If you accept to be one of the photographers, we will expect you to:

1. Return this letter with your signature on Page 2 confirming your acceptance to take photographs in line with the WHO photography expectations guidelines which is attached. A scanned acceptance copy sent by email to yaqubn@who.int or dawsonm@who.int is sufficient.
2. To take photographs in the following two theme areas: **2 and 3**. You have already signified your intention to take in Theme 3 but we would like you to take photographs in the other theme area.
3. A self-portrait headshot along with a short biography of yourself which we will use for the announcements for the winners on our website and the UN youth forum.
4. Provide to us your bank information including the local bank codes to allow WHO transfer the funds (US\$1000) to you as a recognition of your success in the competition when you have provided us with the photographs.

Cc: Regional Director, AMRO, Attn. Dr Gina Tambini, Manager, FCH/MC
Dr Matilde Maddaleno, AMRO/Senior Adviser, ADH
WR, Brazil

Encls. As mentioned

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الصحة العالمية • 世界卫生组织

5. Submit 20 original high resolution photographs (10 for each theme), each with a caption that includes-location, date photograph was taken, who is in the photograph and what are you showing in the photograph, also the consent of the persons in the photographs. Please see the photographic expectations and the sample consent forms attached.
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IBAN	:	_____
ABA/SWIFT Code	:	_____
Local clearing Code	:	_____



Tel. direct: +41 22 791 2404
Fax direct: +41 22 791 4853
E-mail : yaqubn@who.int

In reply please
refer to: MCA/NY/ng

Your reference:

Mr Jacob Jungwoo Han
1720 Baronet Place
Fullerton CA 92833

United States of America

7 November 2013

Dear Mr Han,

Health for the Worlds Adolescents - Photo Competition

We are delighted to inform you that you are one of the 10 winners in the competition. As you know, this means that you have been selected to assist us by taking photographs for the report and other WHO materials.

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2. To take photographs in the following two theme areas: **2 and 5**. You have already signified your intention to take in Theme 5 but we would like you to take photographs in the other theme area.
3. A self-portrait headshot along with a short biography of yourself which we will use for the announcements for the winners on our website and the UN youth forum.
4. Provide to us your bank information including the local bank codes to allow WHO transfer the funds (US\$1000) to you as a recognition of your success in the competition when you have provided us with the photographs.

Cc: Regional Director, AMRO, Attn. Dr Gina Tambini, Manager, FCH/MC
Dr Matilde Maddaleno, AMRO/Senior Adviser, ADH

Encls. As mentioned

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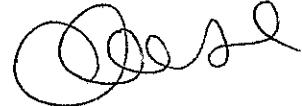
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Organisation mondiale de la Santé • Всемирная организация здравоохранения • Organización Mundial de la Salud

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ABA/SWIFT Code	:	_____
Local clearing Code	:	_____

WHO Photography Expectations:

I. Practical Considerations

Photographs represent the WHO to the public. Photos must be of the highest technical and artistic quality, include all information needed to explain the public health message behind the photo, make it accessible in the database and appropriately depict the public health issue at hand.

- People centered photos are the most helpful photos for public health advocacy
- Photos depicting the solution to problems are also particularly helpful for health advocacy
- As much as possible images should be in focus, good composition, showing people's faces
- Digital images are most useful, preferably in jpeg format
- Images should be of high resolution (at least 300 dpi at A4 size)
- Captions must include: photographer's name, date of photo, location including nation, city and building (if building known, ex. Country WHO office), people's names, description of WHO activities, reason for the photo shoot as a whole and information specific to the individual photo. This information will be used for cataloguing the photos in a useful format.
- Captions/information for captions should preferably be imbedded in the photo by IPTC. If unable to imbed the information a Word document with the information is acceptable.
- Consent forms which have been provided to you should be filled out and signed by the subject(s) of the photo before a photo is taken. If it is not possible to obtain written consent, than consent should be recorded in another manner (e.g. videotaped).
- In the unlikely event that you cannot get either a signed consent on the form provided, or a videotaped/verbal consent. You have submit the photographs with a consent form signed by you, which states that you asked and received verbal consent from the person(s) in the photograph.
- Consent forms should accompany all photographs when you are transferring them.

II. Ethical Considerations

A. Taking Photographs for WHO

Photographs taken should respect human dignity and ensure the rights, safety and well-being of the person or people being portrayed.

WHO shares all photographs with headquarters and all country and regional offices.

- Individuals should always be photographed with respect and compassion
- Comply with local traditions or restrictions in taking or reproducing images
- Inquire into national laws related to photography and privacy rights
- Gain appropriate verbal or written consent before taking photographs
- Respect a person's right to refuse to be photographed
- If you sense any reluctance or confusion, refrain from taking the photo
- Accept no payments or other form of compensation in exchange for participation or consent
- The value of the photograph should always be weighed against the regard for the photographic subject's privacy, reputation and integrity
- Photographs must not be taken in such a way as to misrepresent the individual, context or situation of the photograph; or any digitally alteration done after taking the photograph-in a deliberate attempt to misrepresent the individual, context or situation.

- Do not use photos of nationals from one country to denote nationals from another country
- Collect complete caption and crediting information (date, specific location, description of subject(s), what are they doing, WHO programme, names)

B. Using Photographs

WHO photographs should always be used with compassion and efforts should be made to ensure that the use of images does not place those depicted at undue risk.

- Ethical use of photographs includes ensuring accuracy in captioning, ensuring photographs are used in context and correctly attributed to programs and photographers
- Appropriately recognize the people and organizations involved in a photo
- Photographs must be accompanied by basic caption information, identifying date, location, subject and (if relevant) WHO activity, name and contact information of the photographer for crediting purposes and follow-up information clarification
- No photo of a recognizable individual(s) is to be falsely captioned or used in such a way as to imply explicitly or implicitly what would be private information about that person (e.g. *Using a general image of a woman to illustrate an article or report about violence against women or a page layout that may connect such images*)
- Do not misrepresent the individual, situation, context and location of the photograph
- If photos are edited to obscure identifying features of individuals or identities this must be noted and explained
- Individuals or groups may be put at risk of reprisal, violence or rejection in their communities as a result of the publication of their photograph. All efforts should be made to minimize this possibility and to obtain appropriate consent before publishing photos where this risk is suspected.

C. Photographing Vulnerable Individuals

Photographs of issues that are culturally or politically sensitive or could be socially stigmatizing must protect the identity and privacy of individuals. Photographs of people with special needs are to be taken with particular care, compassion and protection of privacy.

- Photograph all people with respect and dignity, take special care and compassion with vulnerable subjects
- When appropriate do not identify individuals: Position the camera that faces and other unique characteristics cannot be discerned
- Obtain informed written consent to use real names and locations in situations where disclosure could result in harm. If unable to obtain consent for personal information, ensure that all personal information is removed from all photos or documentation
- Identifiable images should not be used to illustrate sensitive subject matter in such a way as to indicate that the individual is connected with the issue without appropriate consent
- HIV any other serious health condition must not be revealed without informed consent
- Special care must be taken during times of crisis. Do not exploit an individual's vulnerability at times of trauma or grief

D. Photographing Children and Adolescents

All efforts should be made to cover children in an age-appropriate and culturally sensitive manner. Standards for children adapted from UNICEF's guidelines and the UN Convention on the Rights of the Child.

- The best interest of the child must always be paramount, including over advocacy for children's issues and the promotion of child rights
- All guidelines described above apply to children
- Before photographing or filming a child, *(below the legal age of consent in the country concerned), obtain written or videotaped consent from the parent or guardian.*
- Before photographing or filming a child, the child should have the purpose of the photo/film and how the photograph or film will be used explained and children must participate as able in decisions affecting them
- Children should always be adequately clothed and not in poses that could be seen as sexually suggestive
- Do not publish an image which might put a child, family, sibling or peer at risk even when identities are changed, obscured or not used
- Pay attention to where and how the child is photographed. Ensure the child's comfort and consider the effects of surroundings on the child during the photo and after its publication
 - Obscure the image of current or former child combatants, asylum seekers, refugees or internally displaced persons, sex workers, prostitutes, victims of sexual violence or other sexual exploitation, and more generally persons at risk of reprisal, violence or rejection in their communities as a result of exposing their identity.
 - Copyright law governing the reproduction of children's artwork needs to be applied

E. Consent

Informed Consent: it is very important to obtain the informed consent of the individuals portrayed. Consent includes ensuring the individual understands the implications, purpose and potential use of the photograph. The aim with consent is to do your best to ensure respect for the individual's autonomy and privacy and to avoid harming the individual through inappropriate publication of their image or their story.

- Consent is voluntary and can be revoked at any time.

Obtaining Consent: Obtaining verbal consent is always encouraged. Whenever possible, establish a relationship before taking photographs.

Written consent is required for every individual photographed if:

- Private or personal information is revealed in the photograph or accompanying caption or story. In particular: health status, health behavior or activities, employment, personal history, status as a survivor or perpetrator of gender-based violence
- Individuals or small groups in clinical or educational settings
- Survivors of sexual abuse, exploitation or gender-based violence
- Persons engaged in politically sensitive or socially marginalized activities
- Persons in private settings i.e. in areas or undertaking activities which they could reasonably expect to be private
- Photographs of individuals in the context of culturally sensitive, politically sensitive, taboo or high-stigma issues

- If individuals may be put at risk of reprisal, violence or rejection in their communities as a result of exposing their identity
- Whenever the photograph or accompanying story clearly identifies and provides substantial information about a particular individual

III. Legal Considerations

A. Copyright & Ownership of Photographs:

Through participation in this project the photographer grants the World Health Organization non-exclusive rights to use the submitted photograph(s). This includes but is not limited to, publishing the photograph(s) in print or electronic form for use in promotional and/or display purposes, catalogues. Exhibitions, the media, electronic image libraries and public websites without further compensation. The photographer will be credited.

The photographer certifies that the photograph(s) submitted are original works created and owned by him or herself, and have not been copied or reproduced from any third party source. Furthermore the contestant certifies that he/she has obtained from any identifiable people in the photographs submitted, permission to use their pictures for the uses described above.

Contact: Chris Black <blackc@who.int>

Photo data base: <http://intranet.who.int/tools/photolibrary>

This document is adapted from the guidelines developed by AusAID, UNICEF, UNAID and John Hopkins School of Health.. This version is draft, November 2013.



Consent to use: name / personal story / image

Background:

The World Health Organization (WHO) is the United Nations specialized agency for health. 194 countries are members of WHO, and together they work to improve the health of people around the world. The Organization develops the health standards and guidelines that help governments, hospitals and doctors everywhere. When there are new diseases or health problems, WHO can rally resources and experts to help address them. The overall goal of WHO is for every person in the world to be as healthy as they can be. WHO produces communications and information materials that are used to explain and promote public health.

Consent:

I agree to have my name, personal story and image published by WHO for the reasons mentioned above and as explained to me. I understand that WHO might use my name, story and image in electronic or print form such as on the Internet and in videos, or in printed materials like books, reports, posters and leaflets. These materials may be seen or read by people in my community or anywhere else in the world. WHO will own the image but will not use it to make money. I also understand that WHO will not pay me for my story, my image or their use.

STRIKE OUT THE WORD(S) "NAME" OR "IMAGE" IN THE TEXT ABOVE IF CONSENT IS NOT GIVEN FOR THEIR USE.

FOR PERSONS 18 YEARS OLD OR OLDER

I am the subject and I have read and understood this document.

LEGAL SIGNATURE:

NAME OF PERSON:

DATE: LOCATION: CONTACT INFO:.....

FOR PERSONS UNDER 18 YEARS OLD

I am the parent or guardian of this child. I have read and understood this document.

LEGAL SIGNATURE:

NAME OF PERSON SIGNING ON BEHALF OF CHILD:

NAME OF CHILD WHO YOU ARE GIVING CONSENT FOR:

DATE: LOCATION: CONTACT INFO:.....

FOR PERSONS WHO CANNOT READ OR WRITE

I have read this document to the person whose image is being taken. The person says they understand this document.

LEGAL SIGNATURE:

NAME OF PERSON SIGNING ON BEHALF OF CHILD:

NAME OF CHILD:

DATE: LOCATION: CONTACT INFO:.....



Consentimiento para el uso: Nombre / historia personal / imagen

Antecedentes:

La Organización Mundial de la Salud (OMS) es el organismo del Naciones Unidas especializado en la salud. 194 países son miembros de la OMS, y trabajan conjuntamente para mejorar la salud de las personas en el mundo. La Organización desarrolla las normas de salud y directrices en las que se apoyan gobiernos, hospitales y médicos de todo el mundo. En caso de nuevas enfermedades o problemas de salud, la OMS desplegar recursos y/o expertos para ayudar a resolverlos. El objetivo general de la OMS es que todas las personas disfruten del mayor grado de salud posible. La OMS elabora comunicaciones y materiales de información con el objetivo de explicar y promover la salud pública.

Consentimiento:

Acepto que mi nombre, mi historia personal y la imagen sean publicados por la OMS en base a las razones mencionadas anteriormente y explicadas personalmente. Entiendo que la OMS podrá utilizar mi nombre, mi historia personal y la imagen en formato electrónico como en Internet y videos, o en materiales impresos como libros, informes, carteles y folletos. Estos materiales podrán ser vistos y leídos tanto por personas de mi comunidad como por personas de cualquier otro lugar del mundo. La OMS será dueño de la imagen y se compromete a no usarla con fines económicos. Acepto que la OMS utilice mi historia y mi imagen gratuitamente.

CANCELAR LA PALABRA: "NOMBRE" O LA "IMAGEN" EN EL TEXTO ANTERIOR SI EL CONSENTIMIENTO NO SE DA PARA SU USO.

PARA MAYORES DE 18 AÑOS O MÁS

Yo soy el tema y he leído y entendido este documento.

FIRMA LEGAL:

NOMBRE DE LA PERSONA:

FECHA: LOCALIDAD: CONTACTO INFO:

PARA PERSONAS MENORES DE 18 AÑOS

Yo soy el padre o tutor de este niño. He leído y entendido este documento.

FIRMA LEGAL:

NOMBRE DE LA PERSONA QUE FIRMA EN NOMBRE DEL NIÑO:

.....

NOMBRE DEL NIÑO QUE USTED ESTÁ DANDO PERMISO A:

.....

FECHA: LOCALIDAD: CONTACTO INFO:

PARA PERSONAS QUE NO SABEN LEER NI ESCRIBIR

He leído este documento a la persona cuya imagen se está tomando. La persona que dice que entienden este documento.

FIRMA LEGAL:

NOMBRE DE LA PERSONA QUE FIRMA EN NOMBRE DEL NIÑO:

NOMBRE DEL NIÑO:

FECHA: LOCALIDAD: CONTACTO INFO:

