

## **Child Safeguarding Standards**

### How we implement them

**My Century**

22 May 2022

We are a small NGO, registered in Bulgaria, with a significant part of our material created for educational purposes, aimed at schoolchildren and used as an educational resource by their teachers. We operate mainly in Bulgaria, but our material is also used in neighbouring countries and by Balkan diasporas around the world.

Our organisation always endeavours to apply child safeguarding of the highest level, be it by the creators of our films or during events, such as the screening of our films. We always keep in mind that our films enter classrooms and are discussed by adolescents, who learn from them. Our content is always created in collaboration with educators with long experience in their fields.

We are fully aware that Keeping Children Safe represents a commitment by those working in this sector to ensure that organisations “do no harm”, and that they meet the responsibilities set out in the UN Convention on the Rights of the Child to protect children from all forms of abuse, neglect, exploitation and violence:

Key staff, management, contractors, children, and communities where we carry our projects, are involved in the development and implementation of policies and procedures.

To achieve this, **MyCentury** has considered:

- where, when and how our work affects children and what risks this may present
- what policies and procedures are needed to prevent harm and how to respond to concerns appropriately

- who the appropriate designated person/s is to act as the focal point in an organisation to receive and manage any safeguarding concerns and subsequent inquiry/investigation
- what safeguarding induction is needed to ensure staff know what the organisation expects of them and what to do if they have a concern
- a clear code of conduct, so that all staff understand their professional boundaries when working with children, and what is and is not acceptable behaviour.

## Definitions of harm

Children can be abused in many ways depending on the context and culture. They may be abused in a family, an institution, community or faith setting, or via social media/internet. They may be harmed by an adult or adults, or another child or children.

*Physical abuse:* actual or potential physical harm perpetrated by another person, adult or child; it may involve hitting, shaking, poisoning, drowning and burning. Physical harm may also be caused when a parent or carer fabricates the symptoms of, or deliberately induces, illness in a child.

*Sexual abuse:* forcing or enticing a child to take part in sexual activities that he or she does not fully understand and has little choice in consenting to. It may also include involving children in looking at or producing sexual images, watching sexual activities, and encouraging children to behave in sexually inappropriate ways.

*Child sexual exploitation:* a form of sexual abuse that involves children being engaged in any sexual activity in exchange for money, gifts, food, accommodation, affection, status, or anything else that they or their family need. It usually involves a child being manipulated or coerced, which may involve befriending children, gaining their trust, and subjecting them to drugs and alcohol. The abusive relationship between victim and perpetrator involves an imbalance of power where the victim's options are limited. It is a form of abuse that can be misunderstood by children and adults as consensual. It may also involve opportunistic or organised networks of perpetrators who profit financially from trafficking young victims between different locations to engage in sexual activity with multiple men.

*Neglect and negligent treatment:* It refers to a persistent failure to meet a child's basic physical and/or psychological needs, which is likely to result in serious impairment of a child's healthy physical, spiritual, moral and mental development. It includes the failure to properly supervise and protect children from harm and provide for nutrition, shelter and safe living/working conditions. It may also involve maternal neglect during pregnancy as a result of drug or alcohol misuse and the neglect and ill treatment of a disabled child.

*Emotional abuse:* persistent emotional maltreatment that impacts on a child's emotional development. Emotionally abusive acts include restriction of movement, degrading, humiliating, bullying (including cyber bullying), and threatening, scaring, discriminating, ridiculing or other non-physical forms of hostile or rejecting treatment.

*Commercial exploitation*: exploiting a child in work or other activities for the benefit of others and to the detriment of the child's physical or mental health, education, moral or social-emotional development. It includes, but is not limited to, child labour.

## Ensuring good practice when using media

We at **MyCentury** use images of and stories about children, families and their communities to promote their work and engage donors and supporters.

Our organisation includes and is run by experienced journalists with decades of broadcasting for major international media. We are aware that it is essential to minimise the risk of inappropriate use of information, stories and visual images (photographs, video or social media) of children. Our good practice include:

### The standards

- Images of children must not show them in states of undress or in inappropriate poses.
- Details attached to images and included in stories must not allow that child to be traced to his or her home or community.
- Distinctive buildings, street signs or landmarks should not be included in an image if they identify where a child lives or works.
- Geotagging of images should be disabled when taking photographs.
- Ensure the camera operator/photographer/journalist/translator we have employed has been properly reference checked.
- We always make sure that we have been given permission by children and their parents/ carers to take their image and use their information.