Ethical communications guidelines during 16 Days of Activism Against GBV

GBV Sub-Sector Moldova

Do's and Don'ts

Purpose and audience

The guidelines are intended to ensure that all actors who play a role in facilitating or engaging in media reporting on GBV are aware of and prioritize the ethical and safety considerations that preserve the safety, confidentiality and dignity of survivors and their families, their communities, and those who are trying to help them.

Terminology and its importance

- Victimization: risk normalizing violence
- Bringing individual biases into the narrative
- Focusing on details of GBV survivors
- Inappropriate language (e.g perspective of perpetrators)
- Identifying details of GBV survivors
- Creating a hierarchy among types of GBV
- Promoting gender stereotypes

Communication on GBV: common pitfalls

- Use objective/accurate language
- Use plain language that the audience understands
- Do not use euphemistic terminology to describe GBV (e.g 'he forced himself on to her')
- Do refer to 'women and girls', avoid gender-blind language

Do's

- **Focus on empowerment**
- **Amplify the voices** of refugees and stateless women and girls, in particular those engaged in prevention
- Interview GBV staff working on response to highlight GBV risks, impact on survivors and type of assistance needed
- Use **facts and verified info**
- Provide contextual information to ensure violence is not normalized or presented as inescapable
- Highlight the work of **women-led organizations and activists**
- Focus on **impact** of activities, including under-funded ones
- Follow-up on stories to show positive changes
- Consult with GBV experts if you have questions

Don'ts

- **Do not sensationalize GBV**
- **Do not use images without informed consent**
- Do not ask service providers to identify survivors
- **Do not probe for details of GBV incidents**
- Never report details that could put survivors at further risk
- Do not use stock footage
- Do not use pictures of children

Use of images

- Uphold dignity in visual resources
- Only with informed consent
- Images should not lead to the identification of GBV survivors
- Avoid images that can be misunderstood as depicting survivors receiving GBV response services (even if not identifiable)

For support/more information:
Vanessa Bordin, bordin@unhcr.org
Ashereen Kanesan, kanesan@unfpa.org

Regional Refugee Response for the Ukraine Situation