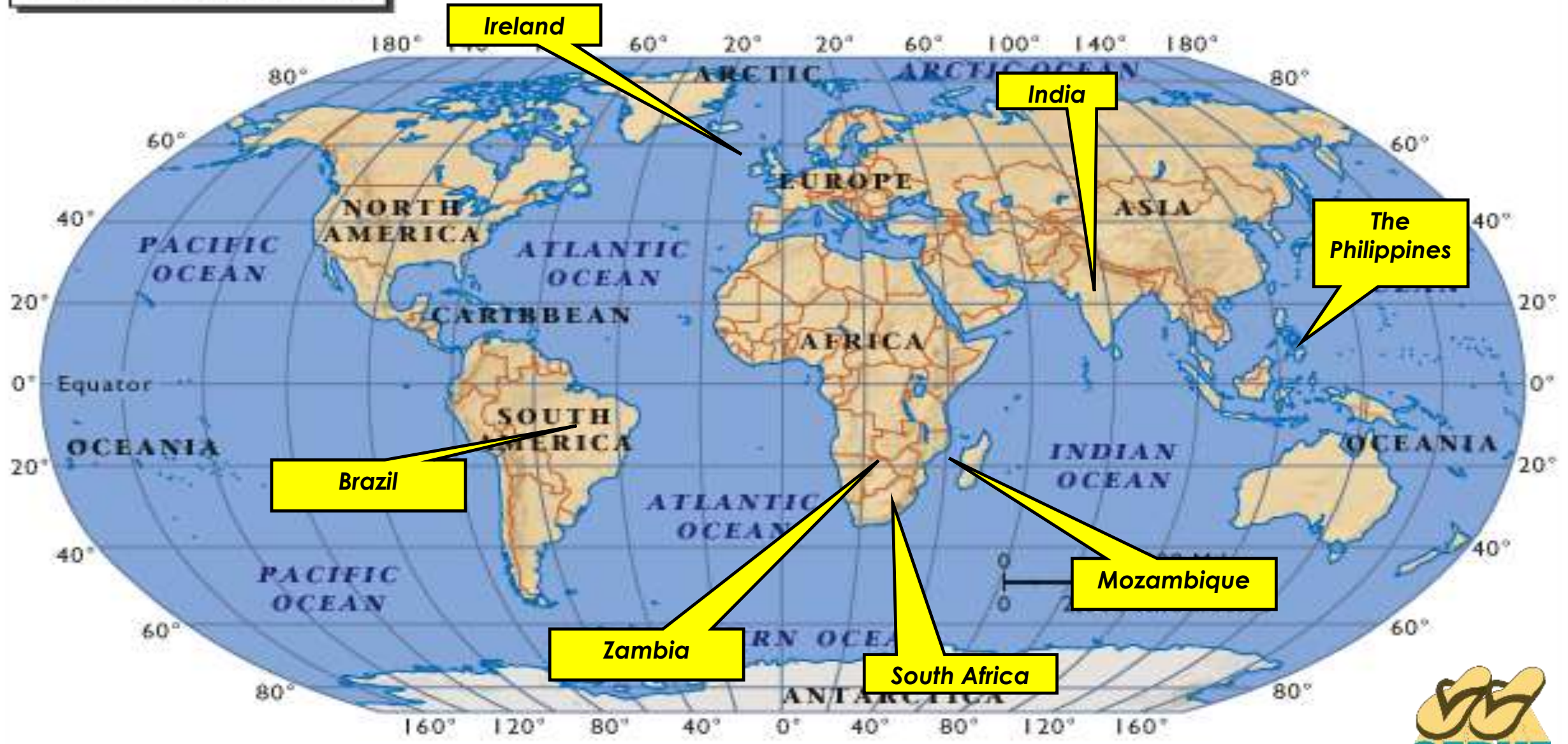




Dóchas Code of Conduct on Images and Messages

The World



Ireland

India

The Philippines

Brazil

Zambia

South Africa

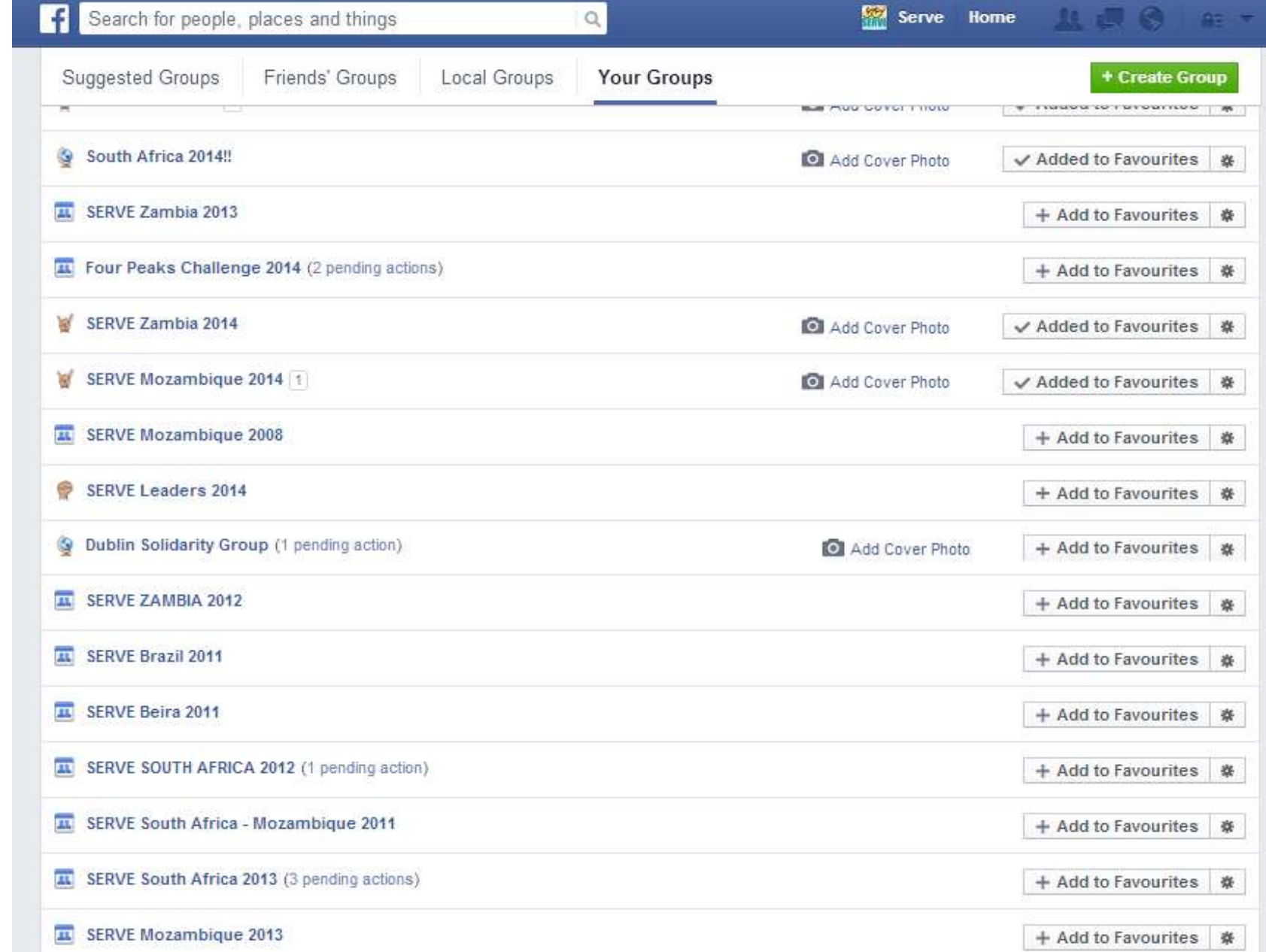
Mozambique

Implementing the Code with volunteers

- SERVE Leading by example
- 3 pre-departure training days;
 - Presentation of the Code
 - Signing of the code
 - Volunteers given responsibility for photography and video making
- Overseas MDG Video Project
- Leaders trained
- Facebook Groups
- EIL International Volunteer Awards

facebook

- Must become a 'friend' of SERVE
- Each volunteer country group has a Facebook Group which is administrated by SERVE
- 70 groups
- Volunteers become friends with partners



The screenshot shows the Facebook interface with the 'Your Groups' tab selected. The search bar at the top contains the text 'Search for people, places and things'. The navigation bar includes 'Serve' and 'Home' links. The main content area displays a list of groups with the following details:

Group Name	Actions
South Africa 2014!!	Add Cover Photo, Added to Favourites, * (Remove)
SERVE Zambia 2013	+ Add to Favourites, * (Remove)
Four Peaks Challenge 2014 (2 pending actions)	+ Add to Favourites, * (Remove)
SERVE Zambia 2014	Add Cover Photo, Added to Favourites, * (Remove)
SERVE Mozambique 2014 (1)	Add Cover Photo, Added to Favourites, * (Remove)
SERVE Mozambique 2008	+ Add to Favourites, * (Remove)
SERVE Leaders 2014	+ Add to Favourites, * (Remove)
Dublin Solidarity Group (1 pending action)	Add Cover Photo, + Add to Favourites, * (Remove)
SERVE ZAMBIA 2012	+ Add to Favourites, * (Remove)
SERVE Brazil 2011	+ Add to Favourites, * (Remove)
SERVE Beira 2011	+ Add to Favourites, * (Remove)
SERVE SOUTH AFRICA 2012 (1 pending action)	+ Add to Favourites, * (Remove)
SERVE South Africa - Mozambique 2011	+ Add to Favourites, * (Remove)
SERVE South Africa 2013 (3 pending actions)	+ Add to Favourites, * (Remove)
SERVE Mozambique 2013	+ Add to Favourites, * (Remove)



SERVE Timeline



Serve Solidarity

23 May

Meet Pet Sansak, 29. Pet has been working at the Regina Center for 8 years. She came to the Regina Centre from Laos looking for better opportunities. She says the the income she receives from the Regina Center helps her family to live. She used to work construction which she found dangerous. Working at the Regina Center makes her very happy. She would like to thank everyone who purchased Flip Flop pins for helping the women of Nongkhai earn a living wage. Your support "helps us to have an income to support our children and their future".

#SolidarityInAction



Volunteer Programme Facebook Groups



Serve Solidarity

March 26

Hey guys,

The World's Best News is an initiative by Dóchas. Remember who they are? They're the Association of Irish Non - Governmental Development Organisations. (We have signed up to the Dóchas Code of Conduct on Images and Messages)

It would be worth 'liking' this page. They put up positive stories from developing countries. It would be good to have a look through some of the articles to see the "good news" stories that come out of development!

SERVE



THE
WORLD'S
BEST NEWS

The World's Best News

Community

1,767 Likes

108 talking about this

✓ Liked

Like · Comment





You do not have to follow this plan, you are more than welcome to write all of the blogs overseas. Remember too that these do not have to be written blogs, you can have a photo blog (remember the [Dochas Code of Conduct on Images and Messages](#) and be sure to get permission, names etc.), or even a video blog. Email them to me at siobhan@serve.ie

Action Projects;

The action project must also be related to one (or more) of the [Millennium Development Goals](#).

Some of the action projects that I undertook included writing a guest blog for [Comhlámh's Volunteer Stories](#), facilitating a workshop on HIV and AIDS, and making a video for [World AIDS](#)



Challenges of Implementing the Code

- SERVE has a database of over 700 past volunteers
- Social media has become an accessible way for volunteers to keep in contact with people they have met overseas. The volunteers are seen as SERVE representatives which can reflect both positively and negatively on the organisation over which we have no control
- Despite information and training, it can still be the images of hardship and poverty that volunteers feel they need to capture in order to justify their fundraising
- Difficulty in obtaining permission from parent or guardian
- Photograph snapshot of one moment in time, it doesn't always allow for explanation of the context
- Friends of volunteers making inappropriate comments on photos of volunteers

Successes of Implementing the Code

- Fully informed volunteer group (covered in 3 training days across six months)
- Creatively engaging with volunteers around the subject including use of interactive games and videos
- Following training and volunteer placement we produce educated volunteers that are able to convey development stories accurately and effectively
- Volunteer Diary entry / blogs
- Leaders are fully trained to reiterate the guidelines for the volunteers who are writing blogs for our website
- Video project
- No issues arose with our volunteer groups over the last 2 years regarding use of images and messages
- Partnering with other Code members
- Involvement of our partners in the approval of our promotional material



Thank you!

