

## WFP Italy, Even photos can kill, Rome, Italy

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“WFP Italy, represented by Elisabetta Nistri, participated in a meeting organised by the Association ‘Redani’ to help, promote and support their campaign “Even photos can kill” (“anche le immagini uccidono”). This meeting took place on 6 Feb 2016 in Rome.

The aim of the organization is to stop the use of inappropriate images of African children for fundraising purposes. Having known the importance of their cause, WFP Italy is working as an active promoter of petitions, making their cause known and has given their patronage to this important theme.

You can find us amongst the supporters along with our logo on their website, which also contains more information about the topic: <http://ancheleimmaginiuccidono.org/>

And also on facebook : “Anche le immagini uccidono”.

Especially during the Christmas and Easter festivities some non governmental and international associations and organisations that operate in Italy create fundraising campaigns to finance initiatives such as humanitarian support and international adoption.

Most of these campaigns refer to countries in Africa and to the African population.

Texts and images are displaying dramatic and very often distressing situations like those of malnourished children. These feed stereotypes and ideas of a whole population and continent to the audience.

We need precise strategies of communication that intend to ignite compassion and emotive responses of potential donors.

We have to wonder whether the parents of these children whose images are being used in this manner have been given their proper rights and freedom and if their consent was knowingly given and understood.

The children, the women, the population that live in this humanitarian drama shouldn't be treated as an "asset" of a communication mechanism that aims to make money at any cost.

With this social communication campaign "Anche le immagini uccidono" the Association; Social Promotion 'Redani' (Rete della Diaspora Africana d'Italia) asks:

1. The Ong and Italian associations to communicate better and more respectfully that promote self-determination and the informed consent of the destined population.
2. To the legislative authority to promote a law that forbids abusive and exploitative images of suffering and stereotyping in their fundraising campaigns.

For an ethical use of images in their fundraising campaigns!

If you share the feelings expressed here, sign the petition:

[https://www.facebook.com/l.php?u=https%3A%2F%2Fwww.change.org%2Fp%2Fflaura-boldrini-anche-le-immagini-uccidono-dignit%C3%A0-per-i-bambini-africani&h=jAQHIVhX8AQGfkFfLkT8Sv30MDI4p8jrJQmexy0IPibzRBw&enc=AZNYQH8mN0MSakstq5S4zDDXsoRmLqDNKDPHXRCDP3UDwFTuWVrOA0biZxfV5tbhbhnc67CYR9GshEd9BQvOda049AIOGmFZ4vDzes9\\_td5h2O63OtXryOEJJPtlt0dzD0flh3VboZvEWiXNf3Xb1McNkilLhZrLIYDBszlr gcYU8q5a6Iz\\_Zxfy6RTJ99\\_9fZgq03ufoyrUBv8R6zJyPlvW&s=1](https://www.facebook.com/l.php?u=https%3A%2F%2Fwww.change.org%2Fp%2Fflaura-boldrini-anche-le-immagini-uccidono-dignit%C3%A0-per-i-bambini-africani&h=jAQHIVhX8AQGfkFfLkT8Sv30MDI4p8jrJQmexy0IPibzRBw&enc=AZNYQH8mN0MSakstq5S4zDDXsoRmLqDNKDPHXRCDP3UDwFTuWVrOA0biZxfV5tbhbhnc67CYR9GshEd9BQvOda049AIOGmFZ4vDzes9_td5h2O63OtXryOEJJPtlt0dzD0flh3VboZvEWiXNf3Xb1McNkilLhZrLIYDBszlr gcYU8q5a6Iz_Zxfy6RTJ99_9fZgq03ufoyrUBv8R6zJyPlvW&s=1)

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