

PATH International Equine Services for Heroes® Committee

Written Style, Photo and Content Refresh Guideline Recommendations



The intention and spirit of these guidelines are to bring centers' contributions to PATH Intl. publication and marketing efforts. Integrated into these guidelines are the DEI framework, federal policies and procedures, and military standard operating procedures/codes. These recommendations reflect the PATH International Equine Services for Heroes® Committee's commitment as a leader in trauma-informed sensitivity and educator to membership and the public.

Photo Guidelines:

While the committee and PATH Intl. recognize the power of photos and the desire to share our work and its impact, using photos of Veterans formally dressed/in uniform may pose challenges beyond the EAS community's scope of work. For some, photos of formal attire/uniform out of context may be offensive. Additionally, there are specific rules and regulations regarding uniform attire and poses in photos. A photo of a service member could inadvertently cause disciplinary action or negative critique. Finally, exposure to a name tag or other identifiers on a uniform is a violation of personal privacy. To learn more about uniform codes and regulations, reference www.uso.org and each branch's online access.

- In addition to written consent, PATH Intl. center staff should have a direct conversation in alignment with PATH Intl. standard language for photo release, trauma informed care, best practices, and transparency.
 - Conversational verbiage may be: "We cannot regulate your likeness once it is in print, virtual formats or social media platforms. We will do our best but want to make sure you understand this."
 - PATH Intl. standard language for photo release: "I hereby irrevocably grant to the Professional Association of Therapeutic Horsemanship International (PATH Intl.) ("Organization") and (Insert Center Name) the right in perpetuity throughout the world, and in all now known and hereafter existing media, and in any language, to use my name, photograph, picture, video, physical likeness and/or voice for any reasonable purpose, including the organization's exhibition, distribution, or promotion of the organization on any media platform that exists now or in the future. I agree that the foregoing grant includes the right to use my physical likeness in any form, including, without limitation, a photograph, picture, video, artistic rendering, silhouette or other reproduction by photograph, film, tape, or otherwise."
- For PATH Intl. use the person(s) in the photograph must sign a photo release with the information noted above, or the official PATH Intl. photo release form, that is given directly to PATH Intl. at the time of the photo submission. Photo releases must be completed in full, including name, branch, rank/title and other relevant information.
- As we serve a wide variety of participants, ensure their diversity is reflected in the photos submitted. Ensure participants in the photos are current (ideally no more than five years old), reflective of the populations in the center and local communities, and that they are diverse in gender expression, culture, race/ethnicity, and other visible attributes as seen in photographs.
- Photos should not include Service Members in uniform including stock photos from the internet. This follows federal guidelines that wearing of formal clothing may elucidate an endorsement by the branch rather than engagement by the individual or group. Historical photographs or reenactments are acceptable.
- If the services the center provides are on a military base for active-duty personnel, participants will not attend sessions in BDUs (Battle Dress Uniforms) or Camis. This is a misrepresentation which may deter Service Members.
- Photos with military logos in the public realm are acceptable including:
 - Baseball hats, t-shirts, hoodies or other gear with military insignia

- Veterans who choose to wear their old boots, pants, shirts in photos may not be violating military codes.
- Some official military duties and ceremonies, such as formal events with flag bearers/color guard, or uniformed VIP (General, Colonel visiting) are acceptable.
- Only use photos of recalibrated (amputee) Veterans generated from your center’s program if you are serving this population currently or within five years. According to the Department of Veterans Affairs and Department of Defense, traumatic amputations account for less than 1% of the Veteran population. These photos may deter Veterans who are wounded, ill, and injured and inadvertently become a barrier to care, reinforcing the false idea that their injuries are not worthy of EAS. Additionally, these photos may promote a stigma to the public that the wounded, ill and injured have only outwardly visible physical injuries.

Written Guidelines:

- Six branches of the Military - Army, Marines, Navy, Air Force, Space Force, Coast Guard - should be written in this order. Army National Guard and Air National Guard are reserve components of their services and operate in part under state authority. Reserves have both military and civilian occupations and are not kept under arms as their main role is to be available when additional power is necessary.
- According to The Department of Veterans Affairs (VA) and Department of Defense (DoD) all branches and names of service members should be capitalized as well as the “V” in Veterans including - Soldier, Marine, Sailor, Airmen, Guardsman, Reservist.
- Titles for Veterans are used only with Retired personnel. To learn more about identification procedures, reference <https://www.defense.gov/resources/insignia>.
 - Example: Maj. Michele Kane, USMC (Ret.)
 - Active service member identification varies among each branch (ex: First Sergeant in Army and Air Force is 1SG John Smith; Marines First Sergeant is 1stSgt John Smith; Navy does not have First Sergeant).
 - Branch of service may be used for Veteran statements in testimonials (ex: John Smith USMC or state John Smith served as a Corporal in the US Army during Desert Storm).

These guidelines will be reviewed by the Equine Services for Heroes® Committee with sub-review by the Diversity, Equity, and Inclusion Committees every 5 years.

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