

the model's health pledge _____

Presentation of annual report to State Secretary Blokhuis
(Dutch Ministry of Health, Welfare and Sport)
with overview of misconduct reports and national model survey results



The Model's Health Pledge Foundation will present its annual report to State Secretary Blokhuis of the Dutch Ministry of Health, Welfare and Sport today, during an annual meeting at the Amsterdam Fashion Week.

With the Annual Report, The Model's Health Pledge Foundation (TMHP) shares an overview of the milestones achieved since the launch of the platform and reporting point in October 2017. Insight is provided into the 39 reports of misconduct that were processed via the reporting point as well as the results of the first national models survey.

The annual report can be viewed at www.themodelshealthpledge.nl/contact.

MILESTONES 2017/2018

The milestones include: **a new pledge rule 'under 18 yrs, no nudity**, the realization of the first national models survey, an eating disorder workshop for modelling agencies, information meetings for the sector and a Model Taskforce lunch. The TMHP Foundation has also entered into a partnership with the Amsterdam Fashion Week in which all designers, brands and involved parties commit to the pledge's promises. The TMHP Foundation also attended We Make M-Ode festival and the Copenhagen Fashion Summit. The initiative is mentioned in reports from among others The Times, Nieuwsuur and RTL Boulevard.

On page 5 of the annual report you will find an overview of all milestones.

REPORTING POINT

Since October 2017, 39 reports have been successfully handled by TMHP in collaboration with its confidentiality committee and experts. Common themes were: personal and professional interactions, misconduct, ages of models and nude photography and working conditions. In April 2018, following several reports, the TMHP network reached an agreement for a new pledge rule regarding age limits and nude photography: under 18 yrs, no nudity!

You can read more about the reported reports on page 8 of the annual report.

NATIONAL MODEL SURVEY 2018

299 models participated in the first national model survey developed by the TMHP foundation with Sardes research and consultancy firm. The survey dealt with topics such as physical and mental health, self-image, beauty ideals, working conditions, intimidation and abuse of power. Some notable outcomes:

- On average, models do not have a good picture of what awaits them at the start of their career
- Virtually all negative working conditions are experienced more often abroad than in the Netherlands. The biggest differences between home and abroad are: the possibility to refuse a job and the demand for extreme weight loss or sports
- 46% of the models that posed topless / nude did not know in advance that the assignment would be topless / nude. 31% express regret afterwards
- 41% of models have experienced misconduct during his / her career. Most of the reports are sexual in nature

You can read the results of the survey on page 10 of the annual report.

NETWORK

The more than 50 signatories of the TMHP Foundation are committed to improving health and a healthy working environment in the fashion industry. The platform is made possible thanks to their efforts. The organization hopes to engage with more stakeholders in the fashion industry in order to maximize the effectiveness and to increase the impact of the reporting point and pledge.

An overview of the signatories can be found on page 17 of the annual report.

THE MODEL'S HEALTH PLEDGE FOUNDATION

The Model's Health Pledge Foundation is an online platform and reporting point with a focus on health and a healthy working environment for models in the fashion industry. The initiative is realised through a growing network of leading companies and professionals. On the website www.themodelshealthpledge.nl models, aspiring models, fashion professionals and interested people can find inspiration and learn from the personal stories of fashion professionals. The platform provides access to experts in the fields of sports, nutrition, fashion, personal development and business. There is also a reporting point for misconduct.

For interviews or other questions, please contact Holly Syrett
via: info@themodelshealthpledge.nl or +3 1 (0) 6 45 57 81 21.

Images from the campaign can be downloaded [here](#) and used with credits
Images of the year event (including State Secretary Blokhuis) will be available on Thursday evening
On request, the complete survey report by Sardes is available to journalists as a source of
information. This report is not for publication.

THE TWELVE PROMISES OF THE MODEL'S HEALTH PLEDGE

Models, modelling agencies, clients and media:

1. Recognize that health is essential for the modelling profession;
2. Give a realistic picture of the modelling business with attention for the (healthy) lifestyle of models;
3. Speak to each other when identifying an unhealthy/unwanted situation;
4. **>> New Pledge Rule: Set an age limit of 18 years and older for (full or partial) nude photography and provide a private changing room on the set. In nude photography, explicit age verification and a prior written agreement are part of the work process. Just like the agreement to report a violation and the obligation to check whether supervision of modelling agencies and / or parents is necessary;**
5. Are committed to assign the following tasks to an independent body with expertise and authority within six months:
 - o monitoring the implementation of this pledge;
 - o assessing requests for co-signing this pledge;
 - o receiving and reviewing (anonymous) reports of any problematic or unhealthy situations;
 - o discussing deviations from this pledge and giving advice on improvement.

Modelling agencies and organisations focused on guidance of models:

6. Organise, whether or not at the model's request, professional guidance and personal or group coaching on responsible nutrition, physical and mental training such as dealing with stress. In doing so, external professionals may be consulted;
7. Provide realistic information about the requirements in the modelling business, the requirements for models, the work environment and the treaties that take place within the industry;
8. Match assignments with models and assess them on possible harmfulness for physical or psychological health;
9. Create a model contract, if possible jointly, that establishes the relationship between client and the contractor, with a focus on health aspects;
10. Avert unreliable clients.

Clients (designers, retailers and media):

11. Do not give assignments that harm the physical or mental health of models;
12. Assign no models that visibly neglect their own health and only work with healthy models;
13. Transparently communicate the demands put on models and the contents thereof (activities, workload, adequate rest times, catering and financial settlement).