



MISSION

With as many as possible partners. All about Health is committed to a Netherlands in which everyone feels healthy and happy

the model's health pledge

Yes,

We, parties in the fashion industry, endorse the mission of All about Health and promise to carry out the following activities:

We acknowledge that we play an important role in improving the health of people. We agree that a comprehensive approach focused on prevention with a joint deployment of social partners and Government is essential. We align with the objectives of the National Program on Prevention "All about health...", to limit the growing number of chronically ill and the health differences between groups of people.

In addition to this, we support a focus on:

- the improvement of people's health and preventing chronic diseases by a comprehensive approach in the environment in which people live, work and learn;
- a prominent place for prevention in health care;
- maintaining the level of health protection and aversion of new threats.

We, parties in the fashion industry, shall broaden and deepen the impact of "All about health..." by the following activities, within our own possibilities:

Models, modelling agencies, clients and media:

- Recognize that health is essential for the modelling profession;
- Give a realistic picture of the modelling business with attention for the (healthy) lifestyle of models;
- Speak to each other when identifying an unhealthy/unwanted situation;
- 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;
- Are committed to assign the following tasks to an independent body with expertise and authority within six months:
 - monitoring the implementation of this pledge;
 - assessing requests for co-signing this pledge;
 - receiving and reviewing (anonymous) reports of any problematic or unhealthy situations;
 - discussing deviations from this pledge and giving advice on improvement.

Modelling agencies and organisations focused on guidance of models:

- 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;
- 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;
- Match assignments with models and assess them on possible harmfulness for physical or psychological health;
- Create a model contract, if possible jointly, that establishes the relationship between client and the contractor, with a focus on health aspects;
- Avert unreliable clients.

Clients (designers, retailers and media):

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

In addition, we promise to cooperate with the (annual) monitoring on the implementation of activities and progress of this pledge.

6 September 2018,

Cooperating parties in the fashion industry,

