

Policy: Media

Purpose

A **Media Policy** is necessary to ensure:

- efficient and informed responses to Media requests and queries
- consistency in timing, accuracy and courtesy in response to Media requests and queries
- a responsible approach to presentation of the organisation and health issues in the Media, and responses to issues arising in the Media
- adherence to the values of the organisation in all dealings with the Media.

Scope

This Media Policy applies to all employees, Board members and co-opted committee members of Counties Manukau Health (CM Health) (including Ko Awatea), referred to in this Policy as 'CM Health personnel'.

NB

This media policy needs to be read with the Clinical Photography (Filming) Policy, and the related consent forms.

Principles

Principles underpinning this Media Policy:

- Honesty, openness and accuracy of information are important in all communications with key stakeholders, through the Media.
- Media communications should at all times take into account the cultural composition of the Counties Manukau communities, and ensure that appropriate communication strategies are used.
- Patient and, where appropriate, commercial confidentiality must be observed in any media discussions.
- Spokespeople or commentators on CM Health matters must be authoritative and knowledgeable in the area being discussed, and must have formal authorisation from the appropriate Manager, working with the Communications team.
- Dealings with the Media should respect their professional and deadline requirements, balanced with respect for the professional and operational demands of the Health sector.

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Counties Manukau District Health Board			

POLICY STATEMENTS

Spokespeople

- The Chair of the Counties Manukau District Health Board is the principal spokesperson for the organisation on policy matters. This role can be specifically delegated in the Chair's absence or for specific issues. Only the Chair or nominated delegate is authorised to make statements on behalf of the Board.
- The Chief Executive of CM Health is the principal spokesperson for the organisation on all operational and staff issues. This role may also be delegated.
- Members of the Executive Leadership Team are authorised to speak with media on issues related to their individual portfolios. Discussions should be held with the GM Communications and Engagement or External Communications Manager before the interview takes place.
- Any contact by the Media with personnel who don't have delegated spokesperson authority must be directed immediately to GM Communications and Engagement or to the External Communications Manager.

Media liaison

- All initial, proactive approaches to the Media should be discussed with, and managed by, the External Communications Manager or External Communication Advisor.
- All incoming Media calls must be directed in the first instance to the Media Line (09) 250 9857 or the External Communications Manager.

Media releases

- Any media releases, statements or formal replies should be prepared with the assistance of the External Communications Manager.

Official Information requests

- All requests for Official Information by the Media will be managed by the Communication's OIA Specialist and signed out by the Chief Executive Officer.

Training

- CMDHB personnel nominated to speak to the Media must receive, or have received, training in working with the Media or have guidance from the External Communications Manager or Communications Team prior to media exposure.

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Professional and employee organisations

- CM Health personnel who are spokespersons for professional or employee organisations may make statements to the Media to express the views of their organisations, but in doing so must state the capacity in which they are speaking – i.e., not as a representative of the CM Health.

Commercial and clinical information

- No CM Health personnel may discuss issues of a commercial or contractual nature without the express permission of the Chair or Chief Executive.
- Any CM Health personnel speaking to the Media shall not disclose to any person any information concerning the condition or clinical history of any patient who is receiving or has received services provided by the organisation, without the prior consent of the patient or their representative, and the Chief Executive.
- The Media may, however, be given the routine statement of condition provided about any patient, unless the patient or their representative has expressly requested that no information be given. The status update will be provided by the Communications Team.

Legal liability

- CM Health personnel making public statements regarding any person or organisation should be aware that they may be personally liable if the statement is unfounded.

Media visiting the hospital

- No film or media crew may be on CM Health premises without the express permission of the External Communications Manager or Communications Team who will liaise with the relevant General Manager, Chief Nurse, Chief Medical Officer, Chief Allied Health, Director of Hospital Services or similar delegated authority.
- No member of staff or a patient may be filmed, photographed or interviewed without the express permission of the External Communications Manager or Communications Team.
- No member of staff or a patient may be photographed or filmed without their permission, preferably in writing.
- Any media found on CM Health property without permission will be escorted off the premises by security.

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- Security will be advised in advance by the External Communications Manager or Communications Team of legitimate media presence.

Code of Conduct for Media on CMDHB Site



Important: The following interview/filming procedures are to be followed as part of CM Health permission to interview and/or film within CM Health facilities. If you do not agree to the following procedures, CM Health withdraws permission to interview/film within our facilities

Specific Filming/Interviewing/Observation Conditions

- The rights to privacy, confidentiality and safety of the patient, his/her family and staff, are paramount at all times.
- The premises must be left in the same condition as they are found.
- Film crew must observe the hospital's health and safety procedures e.g. obeying fire alarms.
- If lights or equipment are interfering with staff procedures they may not be used.
- The film crew may only film clinical procedures with the express permission of the GM, clinician in charge and the External Communications Manager.
- Any deviations from the plan or timetable to be discussed with the clinician in charge and the External Communications Manager.
- NO close ups of patients or families unless permission is granted by the patient and/or families at the consultant's initiation.
- NO other staff are to be interviewed.
- Staff must give their consent to be in any background shots.
- If staff ask the crew to stop shooting at any time, they must stop immediately.
- If staff ask the crew to leave CM Health premises at any time, they must leave immediately.
- Staff reserve the right to withdraw consent at any time up to, during or 7 days after filming.

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