BOARD OF DIRECTORS MANUAL

CATEGORY:	GOVERNANCE	NUMBER: II-002
ISSUED BY:	GOVERNANCE COMMITTEE	
APPROVED BY:	BOARD OF DIRECTORS	PAGE: 1 of 2
DATE OF ISSUE:	November 2015	

MEDIA/PUBLIC RELATIONS

Purpose:

To maintain an effective, timely and accurate process for communicating with the media and public

Policy:

The Board shall ensure that an official spokesperson is designated to speak on behalf of NHH.

Procedure:

It is imperative that media/public communications are timely, accurate and reflect the Hospital's position from those who are best able to address a particular topic.

a) For matters relating to NHH's Board, By-laws, the Strategic Plan and/or Board Policies, the spokesperson shall be the Board Chair or Chief Executive Officer (CEO).

b) For matters relating to the operations of NHH and current relations with other health care providers, the spokesperson shall be the CEO or designate.

c) For matters pertaining to patient care services, the spokesperson shall be the CEO, Chief of Staff, or Chief Nursing Executive or designate.

Members of the media will enter the Hospital's premises only by invitation from the appropriate above-named spokesperson and will be escorted by that person or a designated person while on premises. In a crisis or disaster situation, a "Media Control Centre" will be designated, or the media will be kept outside the building or in a designated area to ensure safety and confidentiality of patients.

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All patients and staff have the legal right to confidentiality and their consent must be obtained before they can be interviewed, photographed or videotaped for the purpose of traditional (news) or social media publication.

REFERENCES:
NHH By-law

Approved:
November 1998
May 2001
April 2002
May 2003
January 2007
April 2011
December 2015
February 2017 reviewed
February 2018 reviewed
February 2019 reviewed
February 2020 reviewed
March 2021 reviewed
May 2022 revised
March 2023 reviewed
March 2024 reviewed
March 2025 reviewed
March 2026 reviewed

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