



NORTHUMBERLAND HILLS HOSPITAL

BOARD OF DIRECTORS MANUAL

CATEGORY:	GOVERNANCE	NUMBER: II-002
ISSUED BY:	GOVERNANCE COMMITTEE	
APPROVED BY:	BOARD OF DIRECTORS	PAGE: 1 of 2
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MEDIA/PUBLIC RELATIONS

Policy:

To maintain an effective and timely process for communicating with the media/public and to designate the spokespersons of the Hospital.

Purpose:

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.

Procedure:

1. The Board shall ensure that an official spokesperson, as outlined below, is designated to speak on behalf of NHH to the media (and general public via social media and any other applicable public communication channels) in the following circumstances:
 - 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.
2. Members of the media shall enter the Hospital's premises only by invitation from the appropriate above named spokesperson and shall be escorted by that person or a designated person while on premises. In a crisis or disaster situation, a "Media Control

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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.

3. 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

[pending Board approval] December 2015

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