

 <p><b>BAY OF PLENTY</b> DISTRICT HEALTH BOARD HAUORA A TOI</p> <p><b>MEDIA PROTOCOL</b></p>	<p><b>MEDIA CONTACT PROCESS</b></p>	<p><b>Policy 2.2.5</b> <b>Protocol 2</b></p>
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## OBJECTIVE

Bay of Plenty District Health Board (BOPDHB) encourages staff to pursue positive communication opportunities with the media through the Communications Manager.

## STANDARDS TO BE MET

### 1. Process for Media Contact

- 1.1 Formally delegated spokespeople are encouraged to initiate or respond to media as per the Media policy.
- 1.2 All other staff members approached by media should use the following process:
  - a) When approached by media, no information is to be given during an initial telephone call, except where appropriate by Toi Te Ora staff responding to issues of public health as part of their contracted or legal responsibilities. The caller should be referred to the Communications Manager, who will take details and action appropriately.
  - b) If the Communications Manager is not available, the staff member records the name of the reporter, their organisation and the issue, and informs them that they will be contacted as soon as possible. The matter should then be referred on to a delegated spokesperson for action within 24 hours. Urgent requests may require a shorter turn-around, in which case the delegated spokesperson should adhere to the 'timely response' standard.
  - c) No media are allowed on BOPDHB premises without the express consent of the Communications Manager or a delegated spokesperson.

### 2. Patient Enquiries

- 2.1 Requests for an accident victim's condition should be forwarded to the Communications Manager.
- 2.2 Media enquiries regarding a patient's condition may be answered by a Nurse Leader or the Communications Manager, in accordance with the media policy.
- 2.3 Patients have the right to request that no information be given out about them. This can be entered on their electronic health record.
- 2.4 Information such as whether the person was, or appeared to be, under the influence of drugs or alcohol and their mental state, should never be disclosed.
- 2.5 Requests for transfer or discharge information should be referred back to the family. If further information is required, refer to the Communications Manager.
- 2.6 Where the media wants more than a condition update, the patient or a family member will be given the opportunity to contact the media directly confirms the patient's gender, age, town of residence and the patient's health status.

## ASSOCIATED DOCUMENTS

- Bay of Plenty District Health Board policy 2.2.5 Media
- Bay of Plenty District Health Board policy 2.2.5 protocol 1 Media Communication

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<p>Protocol Steward: Communications Manager</p>	<p>Authorised by: GM Corporate Services</p>	