



## BOARD OF DIRECTORS MANUAL

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APPROVED BY:	BOARD OF DIRECTORS	PAGE: 1 of 2
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### **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.

**NOTE:** This is a CONTROLLED document as are all management system files on this server. Any documents appearing in paper form are not controlled and should ALWAYS be checked against the server file version (electronic version) prior to use.

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

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