

Media and Communications

Policy Responsibilities and Authorisation

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Document Owner Name	Lydia Aydon
Sponsor Title	Chief Executive, Waikato DHB
Sponsor Name	Dr Nigel Murray
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Media and Communications

Policy Review History

Version	Updated by	Date Updated	Summary of Changes
4	Lydia Aydon	Mar 2017	Major policy review and transfer to new template
5	Lydia Aydon	June 2017	Changes made following consultation with organisation and feedback from policy committee

Media and Communications

Contents

1.	Introduction	5
1.1	Purpose.....	5
1.2	Background.....	5
1.3	Scope.....	5
1.4	Exclusions.....	5
2.	Definitions	6
3.	Policy Statements	6
4.	Roles and Responsibilities.....	6
5.	Media management	7
5.1	Legal liability	7
5.2	Media liaison	7
5.3	Authorised Waikato DHB spokespeople.....	8
5.4	No surprises approach.....	10
5.5	Professional and employee organisations.....	10
5.6	Patient condition updates	11
5.7	Media requests for filming / photographing on site.....	11
5.8	Board member media responses	12
5.9	Official information requests	12
6.	Publishing	13
6.1	Public access	13
6.2	Copyright.....	13
6.3	Translations and Te Reo Māori	14
6.4	Advertising	14
6.5	Promotional activity.....	14
6.6	Conference presentations.....	14
7.	Communicating in an Emergency.....	15
8.	Internet.....	15
8.1	General	15
8.2	Security	15
9.	Intranet.....	16
9.1	General	16
10.	Social Media	17
10.1	Requests for additional social media pages	17
11.	Audit.....	18
11.1	Indicators	18

Media and Communications

12. Legislative Requirements	18
13. Associated Documents	19
Appendix A Permission slip for media outlets	20
Appendix B Media waiver form	21
Appendix C Standards for Intranet and Internet use	22

Media and Communications

1. Introduction

1.1 Purpose

This policy aims to ensure that Waikato DHB's external and internal communications activity is fit for purpose, follows best practice and supports the organisation's vision, values and priorities.

It defines the processes for media and public relations; publishing documents; visual communications including photography and video; the use of the internet and intranet and the appropriate use of social media.

It ensures Waikato DHB's interaction with the media is consistent, accurate, timely and from an appropriate person.

It advises staff on what is and is not permitted in terms of standards of communication and authority to make public statements that are work related.

1.2 Background

Promoting health services and information to our diverse population to increase health literacy is a priority in the DHB's Strategy.

Waikato DHB needs clear, constructive, informative and user-friendly communications within the DHB and with the public, media and stakeholders, while protecting the reputation and rights of the organisation, its staff and service users.

This will help the DHB increase community awareness of health promotion and prevention activities; establish good working relationships with key stakeholders; assist the community in understanding the services funded and provided by the health board; and effectively manage risks and issues.

Listen to me, talk to me – Whakarongo is one of Waikato DHB's core values and this needs to be reflected in internal communications which help build our sense of community as an organisation and keep people informed and engaged.

1.3 Scope

This is a Waikato DHB staff policy and applies to all communication activity with external and internal stakeholders carried out by DHB staff (*see definition*).

1.4 Exclusions

It does not include clinical photography. It should be read alongside our sponsorship policy and a new policy currently under development, relating to private recordings (video, voice and photography) on Waikato DHB premises.

Doc ID:	1816	Version:	04	Issue Date:	24 AUG 2017	Review Date:	24 AUG 2020
Document Owner:	Executive Director, Public Affairs			Department:	Media and Communications		
IF THIS DOCUMENT IS PRINTED, IT IS VALID ONLY FOR THE DAY OF PRINTING							Page 5 of 22

Media and Communications

2. Definitions

External stakeholder	includes media, community groups and organisations, local and central government and the general public.
Staff	comprises Waikato DHB's employees, contractors, students or other individuals carrying out paid or unpaid work at the DHB.
Communication activity	comprises media releases, statements and interviews; published material including posters, newsletters, reports and brochures; video and photography, advertising; websites; intranet and social media.

3. Policy Statements

The Waikato DHB policy for media and communications is that:

- all communications with and through the media are coordinated effectively, are consistent clear, accurate and timely.
- all employees must have clarity of their responsibilities and the process for managing the organisation's relationships with the media.
- all communications with external stakeholders demonstrate professionalism and are consistent with the organisation's vision and strategic imperatives.
- Waikato DHB publications must meet stated standards of presentation and conform to organisational identification requirements.
- information displayed on the DHB's website and intranet must be appropriate and accessible.
- Internal communication (e.g. memos, reports, instructions) are clear, concise and accurate. They should identify early on any required or desired actions, meet organisational standards of professionalism and appropriate language and follow Waikato DHB's style guidelines.
- When a presenter is representing Waikato DHB they should use approved Waikato DHB PowerPoint templates and follow Waikato DHB style guidelines.

4. Roles and Responsibilities

All Staff

Employees are responsible for:

- notifying the DHB's Media and Communications team if they have been approached by the media and referring all media approaches to that team for a response.
- ensuring all information posted to the internet and intranet is accurate and has an appropriate level of authorisation.
- ensuring all communication to external stakeholders – via letter, email or internet conforms to the standards outlined in the policy.
- ensuring they follow the social media standards outlined in this policy and not bring the organisation into disrepute or contravene privacy and HR policies.

Media and Communications

Executive Director of Public & Organisational Affairs

Is responsible for:

- ensuring that all media releases and statements are approved by the Executive Director (or their delegate) of the appropriate service, or the Chief Executive if relevant.
- providing support, advice and media training for employees dealing with the media.
- alerting Board members, the Chief of Staff and the Chief Executive of any significant media requests and responses, as appropriate.
- ensuring there is a process to keep all content on the DHB websites, intranet and social media sites accurate, accessible and up to date.
- publishing the DHB style guidelines to assist the production of user-friendly, professional, clear and consistent communications.

5. Media management

5.1 Legal liability

Waikato DHB personnel making public statements regarding any person or organisation must comply with all relevant legislation e.g. Health Information Privacy Code 1994, Code of Health and Disability Consumers Rights 1996. Staff may be personally liable if the statement is unfounded.

5.2 Media liaison

The media have a legitimate interest in Waikato DHB and its activities. The DHB's approach is to be as open and helpful to the media as possible and to recognise that they are an important means of communicating with the public.

Waikato DHB is often approached by the media to comment on individual patients, where the patient has signed a privacy waiver for us to do so. In some instances this may be appropriate, but our preference is to provide general comment only.

The Media and Communications unit is responsible for liaising between the media and staff. This approach expedites the flow of information to the media, reduces potential disruption to hospital activity and ensures media are getting accurate information from the most appropriate person in the organisation.

Waikato DHB releases condition updates on request to the media in accordance with privacy legislation.

All Waikato DHB media requests are to be referred to the Media and Communications team as soon as possible. They will work with the appropriate subject matter experts to provide a response.

If staff wish to proactively promote Waikato DHB services in the media or invite media to attend a Waikato DHB event they must contact the Media and Communications team who will assess the request and provide advice and support as appropriate.

If staff have any concerns about media coverage, including the accuracy of the information, they should contact the Media and Communications team to discuss. Any

Doc ID:	1816	Version:	04	Issue Date:	24 AUG 2017	Review Date:	24 AUG 2020
Document Owner:	Executive Director, Public Affairs			Department:	Media and Communications		
IF THIS DOCUMENT IS PRINTED, IT IS VALID ONLY FOR THE DAY OF PRINTING							Page 7 of 22

Media and Communications

complaints about media coverage are to be coordinated by the Media and Communications team.

The Media and Communications team can be contacted 24/7 by calling 021 671 239 or by emailing news@waikatodhb.health.nz.

5.3 Authorised Waikato DHB spokespeople

Only authorised media spokespeople or their delegate can comment on behalf of the Waikato DHB. This includes verbal or written comment.

The Delegations of Authority Policy shall take precedence if there is a conflict.

Media interviews will be undertaken only by spokespeople who have received media training or advice from the Executive Director of Public & Organisational Affairs and are well prepared to respond.

No direct dial, mobile numbers or email addresses of staff are to be given to the media, except for contact details of staff in the Media and Communications team.

Staff must inform the Media and Communications team if they intend to, or have, commented to the media on behalf of a third party organisation that relates to the DHB or the work of the DHB.

Table 1 indicates Waikato DHB's authorised spokespeople

Doc ID:	1816	Version:	04	Issue Date:	24 AUG 2017	Review Date:	24 AUG 2020
Document Owner:	Executive Director, Public Affairs			Department:	Media and Communications		
IF THIS DOCUMENT IS PRINTED, IT IS VALID ONLY FOR THE DAY OF PRINTING							Page 8 of 22

Media and Communications

Table 1 : Authorised spokespeople

MEDIA ISSUES	AUTHORISED SPOKESPERSON	OR DELEGATION TO
Governance / Politics	Board Chair or Chief Executive	Deputy Chair, Committee Chair, Chief Executive
Service planning and allocation of funds	Chief Executive or Executive Director Strategy and Funding or Executive Director Corporate Services	Chief Financial Officer Senior Portfolio Managers
Waikato Hospital	Executive Director of Waikato Hospital Services	Other Executive Directors Directors Clinical leaders Chief Nursing and Midwifery Officer Chief Medical Officer
Thames, Te Kuiti, Tokoroa and Taumarunui hospitals	Executive Director of Community and Clinical Support	Directors Clinical leaders Chief Nursing and Midwifery Officer Chief Medical Officer
Mental Health Services	Executive Director of Mental Health and Addictions Services or Director of Clinical Services of Mental Health and Addiction Services	Directors of Mental Health and Addiction Services Clinical leaders Chief Nursing and Midwifery Officer Chief Medical Officer
Women's Health Services	Commissioner of Women's Health or Executive Director of Waikato Hospital Services	Directors Clinical leaders Chief Nursing and Midwifery Officer Chief Medical Officer
Te Puna Oranga/Māori Health Services	Executive Director of Te Puna Oranga	Specialist staff
Information Services	Executive Director Corporate Services or Chief Information Officer	Director or senior manager
Building Programme/Capital Projects/Facilities	Chief Executive, Executive Director Facilities and Business or Chief Financial Officer	Directors or senior managers.
Clinical	Chief Medical Officer or Chief Nursing and Midwifery Officer or senior clinicians (e.g. SMOs, professional advisors)	Specialist staff (including doctors, nurses and allied health)
Public Health	Medical Officer of Health or Executive Director of Community and Clinical Support	Specialist staff
Primary care	Clinical Director of Primary and Integrated Care or Executive Director of Strategy and Funding	
Human Resources issues	Director of People and Performance or Executive Director or Corporate Services	HR Consultants
Emergency Management	Incident Controller	Specialist staff

Media and Communications

Quality and patient safety and patient complaints	Director, or Clinical Director, of Quality and Patient Safety.	Executive Director of Waikato Hospital Services Executive Director of Community and Clinical Support Clinical leaders Chief Nursing and Midwifery Officer Chief Medical Officer
Key projects e.g. Medical School, SmartHealth	Chief Executive or Project Executive or clinical lead.	Specialist staff

5.4 No surprises approach

As a crown entity we are required to operate on a no surprises basis to ensure our Board, the Ministry of Health and Minister of Health are informed about issues.

Staff should inform the Media and Communications team of issues that could attract media attention or be contentious, as well as opportunities for positive media coverage.

If there is likely to be significant media coverage, the Executive Director of Public and Organisational Affairs will inform Board members and relevant staff and Executive about the query and our response.

5.5 Professional and employee organisations

Waikato DHB recognises and respects the rights of its staff to comment publicly and engage on public debate on matters relevant to their professional expertise and experience.

Staff who are spokespeople for professional bodies, committees or organisations may make statements to the media to express the views of their organisations. Staff must state the capacity in which they are speaking and make it clear they are not speaking on behalf of the Waikato DHB.

The delegations outlined in this policy apply to employees writing or submitting an article for inclusion in any publication, which discusses Waikato DHB policy, politics, operational, employees and/or patient information.

Clinicians (as identified in the Table 1) asked for comment on areas of clinical expertise around particular cases should make it clear they are speaking as themselves with clinical experience rather than as a representative of the DHB (unless they have been asked to speak on behalf of the DHB by the Media and Communications team).

Staff commenting on behalf of their professional body, association, business or themselves are not to use DHB equipment or facilities, which would lead readers or viewers to consider the comments are by a DHB spokesperson.

Media and Communications

5.6 Patient condition updates

Under rule 11 (1) (e) of the Health Information Privacy Code 1994, we can release general information concerning the presence, location and condition of a patient in a hospital, unless the patient or their representative have expressly asked us not to.

When the media call requesting information of a patient we can confirm the patient is in hospital, confirm an age band, gender and town of residence, and use the following terms:

Locations:

- Emergency Department
- Intensive Care Unit
- High Dependency Unit
- Hospital Ward

Conditions:

- Being assessed in the Emergency Department
- Critical
- Serious
- Stable

We will not confirm or provide any personal details about the patient such as their name, nature of injuries or prognosis.

We will not confirm whether a named person is being treated in our mental health inpatient unit or is known to our mental health services.

If the patient has passed away we will not inform the media that they are deceased until the next of kin has been notified. If the patient has been involved in a motor vehicle accident or other incident involving the police, the media will be referred to the police to confirm that they are deceased.

If the media request to interview a patient in our hospital, all requests must come through the Media and Communications team. The team will approach the nurse manager for the ward for advice on whether, in their clinical view, the patient is able to be interviewed. If they are, then a member of the Media and Communications team will discuss the interview request with the patient. If they are happy to be interviewed, the team will facilitate the interview and accompany media on site.

5.7 Media requests for filming / photographing on site

Requests from media for filming or photography on DHB sites must be made through the Media and Communications team. The team will aim to facilitate this wherever possible.

We will seek advice to ensure the rights of patients, visitors or staff are not breached, there are no health and safety risks and there is no impact on patient care.

All patients featuring in photographs must sign a consent form. Forms are available from Media and Communications. In cases where a patient is unable to sign the release, a representative must provide signed consent.

Doc ID:	1816	Version:	04	Issue Date:	24 AUG 2017	Review Date:	24 AUG 2020
Document Owner:	Executive Director, Public Affairs			Department:	Media and Communications		
IF THIS DOCUMENT IS PRINTED, IT IS VALID ONLY FOR THE DAY OF PRINTING							Page 11 of 22

Media and Communications

All staff featuring in photographs or videos must be asked for consent and informed where and how the photo/video will be used.

All media on a DHB site will be accompanied by a member of the Media and Communications team or their delegate. Security will be informed before media come on site.

5.8 Board member media responses

The Board Chair is the official spokesperson on matters before the Board and Board decisions. The Board Chair may delegate the authority to act as spokesperson to another member of the Board on a specific issue or for a period of time.

Committee Chairs may speak on committee matters as per the committee terms of reference.

Board members may accept invitations to speak at a wide range of public forums. On these occasions Board members must accurately communicate Board positions where they have been agreed.

Board members can make public statements on non-Board matters in a personal capacity. Board members shall be deemed to be representing the organisation at all times, unless they expressly state otherwise.

Media are welcome to attend Board and committee meetings. Filming or photographing the meeting can occur with permission from the Board or Committee Chair.

5.9 Official information requests

Any Official Information Act requests from a media organisation will be responded to through the normal OIA process which involves review by legal services and the Executive Director of Public and Organisational Affairs.

Doc ID:	1816	Version:	04	Issue Date:	24 AUG 2017	Review Date:	24 AUG 2020
Document Owner:	Executive Director, Public Affairs			Department:	Media and Communications		
IF THIS DOCUMENT IS PRINTED, IT IS VALID ONLY FOR THE DAY OF PRINTING							Page 12 of 22

Media and Communications

6. Publishing

Material published in any form intended for public or staff must meet Waikato DHB standards of:

- Content – clear, concise, accurate, informative, user friendly (well suited to the intended audience's interests and level of knowledge).
- Uses the Waikato DHB style and brand guidelines.
- Format - using clear layout and Arial font (unless designed by Fuji Xerox or Media and Communications) no less than 10 pt for body text.
- References – Fuji Xerox applied number included in forms and some documents (for ordering and reference purposes) DHB logo or words identifying Waikato DHB and any other joint authors, and publication date and contact details within the content if appropriate.
- Tone – professional, helpful, engaging, practical – avoiding coming across as bureaucratic, petty or dismissive.

Refer to the guides and templates on the intranet 'Getting things Done' for more information.

Any requests for the Waikato DHB logo to be included on material for an external stakeholder must be approved the Media and Communications Unit.

6.1 Public access

Publications produced by Waikato DHB must be publicly available, except where there are compelling reasons under relevant legislation to withhold them.

6.2 Copyright

Copyright is legal for a specified period to protect the exclusive right to produce copies and to control an original work.

Please refer to the Intellectual Property Policy.

Doc ID:	1816	Version:	04	Issue Date:	24 AUG 2017	Review Date:	24 AUG 2020
Document Owner:	Executive Director, Public Affairs			Department:	Media and Communications		
IF THIS DOCUMENT IS PRINTED, IT IS VALID ONLY FOR THE DAY OF PRINTING							Page 13 of 22

Media and Communications

6.3 Translations and Te Reo Māori

Translations must accurately convey the intention of a publication and must not necessarily be literal “word for word” translations.

The Executive Director Te Puna Oranga is responsible for authorising the need for a publication to be produced either in te reo Māori only or bilingually and the process for accessing Māori translation services.

All Waikato DHB publications translated in whole or in part into te reo Māori must be accurate and use macrons. Staff should think about options for the user that will make the information understandable e.g. using plain English and diagrams or graphics.

Te Puna Oranga is responsible for ensuring publications incorporating Māori content and mihimihi are correct.

For translations into another language, a Waikato DHB Requisition Form (WDHB1) must be completed and sent to Purchasing and Distribution Service along with the text. Authorised translators are accessed through the Hamilton Multicultural Services Trust Interpreter Services.

6.4 Advertising

Advertising must be placed through the appropriate channel. For:

- Board and committee meeting public notices, contact the Chief of Staff
- Recruitment advertising, contact the Recruitment team
- Other advertising queries, contact the Media and Communications team

Offers from local business for staff are listed on WorxPerx page on the intranet. This is managed by Human Resources.

6.5 Promotional activity

Staff can take part in promotional activity for third party organisations in a personal capacity.

The activity cannot be conducted on Waikato DHB sites or using Waikato DHB equipment, including uniforms. If off-site, the Waikato DHB logo is not to be visible in promotional activity as it could lead the public to consider the activity is supported by Waikato DHB.

6.6 Conference presentations

Presenters who are representing the DHB should use the appropriate powerpoint template available on the intranet and refer to the Waikato DHB style guidelines.

Doc ID:	1816	Version:	04	Issue Date:	24 AUG 2017	Review Date:	24 AUG 2020
Document Owner:	Executive Director, Public Affairs			Department:	Media and Communications		
IF THIS DOCUMENT IS PRINTED, IT IS VALID ONLY FOR THE DAY OF PRINTING							Page 14 of 22

Media and Communications

7. Communicating in an Emergency

There is a formal communication structure used by key health agencies including mechanisms to develop and disseminate critical information. This is part of the Coordinated Incident Management System (CIMS).

A member of the Communications and Media team will be part of the incident response team if the EOC is activated and templates are available to ensure information is disseminated quickly across all channels.

8. Internet

8.1 General

The DHB's websites are a key channel for keeping the public informed about our activities and services.

The Media and Communications team is responsible for the main external website waikatodhb.health.nz and the waikatodhbnewsroom.co.nz website, plus the following microsites: www.waikatodhbnewsroom.co.nz, www.youthintact.org.nz, www.midlandtrauma.nz, www.ruralhealthjobs.co.nz, www.inspiringpeople.co.nz and is responsible for ensuring the content is reviewed by local content owners in a timely way. Staff are responsible for informing the Media and Communications team if the content needs to be updated outside of the scheduled reviews.

Approval to set up any additional web microsites must be obtained from the Executive Director of Public and Organisational Affairs and the relevant Executive Director.

The administration and loading of content is only undertaken by the Media and Communications team, unless specific authorisation and training is given.

Content will be checked and if necessary edited by the Media and Communications team to ensure it meets style, tone and format requirements, but content providers are responsible for accuracy of content.

8.2 Security

Information Services must monitor and manage internet services and implement technologies and controls to protect against viruses, spam and unsolicited entry.

Staff will ensure all access and usage of software/services is appropriately licensed and staff agree not to place Waikato DHB in any breach or make Waikato DHB liable in any way.

Doc ID:	1816	Version:	04	Issue Date:	24 AUG 2017	Review Date:	24 AUG 2020
Document Owner:	Executive Director, Public Affairs			Department:	Media and Communications		
IF THIS DOCUMENT IS PRINTED, IT IS VALID ONLY FOR THE DAY OF PRINTING							Page 15 of 22

Media and Communications

9. Intranet

9.1 General

The DHB's intranet is an important channel of communication for staff.

Access to and use of the DHB intranet for work related purposes including regularly checking staff notices is part of the normal execution of an employee's responsibilities.

The administration and loading of content on the intranet is undertaken by the Media and Communications team and trained content editors within some services.

The Media and Communications team reserve the right to edit notices for intranet noticeboards, to advise the sender if the message requires more information or checking before being posted, or to reject the message if it does not meet the standards or purpose of the intranet noticeboards.

Items for posting on intranet noticeboards should be sent to news@waikatodhb.health.nz

Services/project teams are responsible for the accuracy and timely updating of content on intranet pages directly related to their area.

Messages posted on the Talking Point message board should include the personal name of the person posting, not a pseudonym.

Any material published in the Waikato DHB Internet/Intranet must not contravene the Defamation Act and in addition to this must not contravene the Films, Video and Publication Classification Act 1993.

Waikato DHB authors of defamatory material, objectionable publications or restricted material are in breach of this policy. Waikato DHB will take appropriate disciplinary action.

Doc ID:	1816	Version:	04	Issue Date:	24 AUG 2017	Review Date:	24 AUG 2020
Document Owner:	Executive Director, Public Affairs			Department:	Media and Communications		
IF THIS DOCUMENT IS PRINTED, IT IS VALID ONLY FOR THE DAY OF PRINTING							Page 16 of 22

Media and Communications

10. Social Media

Social Media allows people to connect, communicate and interact in real time to share and exchange information. The DHB recognises and supports the benefits of social media, particularly in the areas of public health information, recruitment and patient feedback.

Social media includes blogs; wikis; social networking sites including Facebook, LinkedIn and Twitter; video sharing sites such as YouTube or Vimeo; photo sharing sites like Flickr, Instagram, Snapchat and Pinterest; forums and discussion groups like Google+ and TradeMe.

Only authorised media spokespeople can post on publicly available social media channels on behalf of the Waikato DHB.

The Media and Communications team monitors all social media channels to identify any issues arising from unauthorised use and misrepresentation of the DHB.

Staff participating in social media must make it clear they are doing so in a personal capacity to avoid their personal views being misconstrued as the views of the DHB. If necessary, they should add a disclaimer (e.g. “The opinions and positions expressed are my own and don’t necessarily reflect those of the DHB”).

Staff should not identify Waikato DHB as their employer when doing so would bring the DHB into disrepute.

The DHB has the following expectations of employees using social media:

- All employees will understand the importance of keeping confidential, sensitive work matters private.
- All employees will understand their workplace obligations of trust and confidence and therefore will not bring the DHB into disrepute by damaging the DHB’s reputation and integrity or undermining the trust and confidence of the public in the organisation or its services.
- Staff should not express any statement or comment that breaches patient or colleagues’ privacy or contravenes their employment or service agreement.

10.1 Requests for additional social media pages

Service/teams and individual staff may wish to create their own social media business or group page on Facebook, or another social channel that allows this, to promote or share some aspects of their work.

In general these pages will not be permitted, due to security and reputation risks and the time involved in keeping these pages relevant, timely and engaging. Social media content should be leveraged on the official DHB pages, administered by the Media and Communications team.

All requests for such a page should be submitted to the Executive Director of Public and Organisational Affairs and outline the purpose, goal, target audience, ongoing commitment available to monitor and post, and justification for why a separate page is needed. If approved, administration and access to these sites also needs to be approved by Information Services.

Doc ID:	1816	Version:	04	Issue Date:	24 AUG 2017	Review Date:	24 AUG 2020
Document Owner:	Executive Director, Public Affairs			Department:	Media and Communications		
IF THIS DOCUMENT IS PRINTED, IT IS VALID ONLY FOR THE DAY OF PRINTING							Page 17 of 22

Media and Communications

Staff may wish to create a ‘closed group’ Facebook page to communicate with either other staff, stakeholders or members of the public relating to a specific initiative. All requests for these groups will be submitted to the Executive Director of Public and Organisational Affairs. Closed groups will generally be permitted if they have a specific time limit, are administered by a named person who manages the invites, and do not disclose any confidential patient or staff information.

11. Audit

11.1 Indicators

- Successes and developments shared with the Waikato public.
- Meet all deadlines agreed between Waikato DHB and media outlets.
- All media releases and comment adhere to the values and strategic direction of the Waikato DHB.
- All queries from the public on social media channels are responded to in a timely manner.
- All external communication material including brochures, letters and emails comply with the guidelines outlined in this policy.
- Staff who participate in social media activities do not bring the DHB into disrepute.

12. Legislative Requirements

Waikato DHB must comply with all relevant legislation which includes, but is not limited to the following:

- Code of Health and Disability Services Consumers’ Rights 1996
- Copyright Act 1994
- Crown Entities Act (Section 55 and 57)
- Defamation Act 1992
- Employment Relations Act 2000
- Films, Videos and Publications Act 1993
- Films, Videos and Publications Classification Act 1993
- Health and Disability Commissioner Act 1994
- Health Information Privacy Code 1994
- Local Government Official Information and Meetings Act 1987 and amendments
- National Library Act 1965 and amendment 1994
- Official Information Act 1982
- Privacy Act 1993
- Protected Disclosures Act 2000
- State Services Commission Web Guidelines, May 2002
- Trade Marks Act 1953
- Unsolicited Electronic Message Act 2007

Doc ID:	1816	Version:	04	Issue Date:	24 AUG 2017	Review Date:	24 AUG 2020
Document Owner:	Executive Director, Public Affairs			Department:	Media and Communications		
IF THIS DOCUMENT IS PRINTED, IT IS VALID ONLY FOR THE DAY OF PRINTING							Page 18 of 22

Media and Communications

13. Associated Documents

- Waikato DHB [Acceptable Use of Information Systems](#) policy (Ref. 2191)
- Waikato DHB Clinical Images policy (Ref: 1815)
- Waikato DHB [Clinical Records Management](#) policy (Ref: 0182)
- Waikato DHB [Delegations of Authority](#) Policy (Ref. 2175)
- Waikato DHB [Disclosure of Health Information](#) policy (Ref. 1365)
- Waikato DHB [Information Privacy](#) policy (Ref: 1976)
- Waikato DHB [Information Security](#) policy (Ref: 3153)
- Waikato DHB [Informed Consent](#) policy (Ref: 1969)
- Waikato DHB [Intellectual Property](#) policy (Ref: 1036)
- Waikato DHB [Māori Health](#) policy (Ref: 0108)
- Waikato DHB [Protected Disclosure \(Whistleblower\)](#) policy (Ref: 5151)
- Waikato DHB [Human Resources](#) policies including Code of Conduct; Performance & Discipline, Conflict of Interest; and Non-employee policy.
- Waikato DHB Confidentiality Agreement
- Waikato DHB Emergency Management plans
- Waikato DHB Get it Right style guide

- Governmental Standards including:
 - State Services Web Guidelines, May 2002
 - Web Guidelines Content and Design Compliance Checklist
 - NZ Government Locator Service Metadata Standard and Reference Manual, August 2001
 - Social Media in Government, Department of Internal Affairs.

Doc ID:	1816	Version:	04	Issue Date:	24 AUG 2017	Review Date:	24 AUG 2020
Document Owner:	Executive Director, Public Affairs			Department:	Media and Communications		
IF THIS DOCUMENT IS PRINTED, IT IS VALID ONLY FOR THE DAY OF PRINTING							Page 19 of 22

Media and Communications

Appendix A Permission slip for media outlets

Below is an example of what should be sent to media outlets when giving permission to film/interview within Waikato DHB facilities.

These are the following interview/filming procedures that are to be followed as part of Waikato DHB's permission to interview and/or film within our facilities. If your media outlet does not agree to the following procedures in writing, the Waikato DHB withdraws permission to film within its facilities.

If the media are interviewing a patient the patient must complete and sign a form provided by the media for consent for their information to be published.

Specific Filming/Interviewing/Observation Conditions

- The rights to privacy, confidentiality and safety of the patient, his/her family/whānau and employees, 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 bright lights are interfering with employees' procedures they may not be used.
- The film crew may only film clinical procedures with the express permission of the clinician in charge.
- Any deviations from the plan or timetable to be discussed with the clinical consultant.
- NO close ups of patients or families unless written permission is granted by the patient and/or families at the consultant initiation.
- NO other employees interviewed.
- Employees must give their consent to be in any background shots.
- If employees ask the crew to stop shooting at any time, they must stop immediately.
- If employees ask the crew to leave Waikato DHB facilities at any time, they must leave immediately.
- All employees reserve the right to withdraw consent at any time up to, during or seven days after filming by contacting the Media and Communications team.
- Filming will not hinder patient, visitor, emergency service, delivery and bus access to the hospital.

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Media and Communications

Appendix B Media waiver form

Date:

Media and Communications Unit
Waikato DHB
Private Bag 3200
Hamilton 3240

This is to advise that I consent to my child taking part in filming or a photo shoot that will appear in the media at a yet to be determined date. [I have discussed this matter with my child and he/she is willing to participate in the filming or photo shoot.]

Also note that where a child is able to understand what is happening (regardless of age) and certainly for older children, their views must be ascertained and recorded.

I agree to my child or me being filmed or having my/his/her picture taken and my or his/her name appearing in the media.

My child's name is:

My name is:

My address is:

My telephone number is: Landline

Mobile

Signature:

Date:

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IF THIS DOCUMENT IS PRINTED, IT IS VALID ONLY FOR THE DAY OF PRINTING							Page 21 of 22

Media and Communications

Appendix C Standards for Intranet and Internet use

Acceptable Use

- Communication with researchers, educators, peers and organisations providing reciprocal exchange for professional development, to maintain currency, or to debate issues in a field or related area of knowledge pertaining to the mission and goals of Waikato DHB.
- Any traffic originating from another government or associated body, providing the traffic meets the acceptable use policy of both agencies.
- Announcements of new products, services or publication for use within the field of employment, which does not involve personal or charitable remuneration.
- Private use where it does not interfere with the productivity of service unit outputs or put the organisation and /or its employees at risk.
- Communication incidental to otherwise acceptable use, except for illegal or specifically unacceptable use.

Unacceptable Use

- For-profit or charitable activities; or use by for profit organisations.
- Use that will negatively affect the performance of the Internet for other users.
- Accessing confidential information without the owner's permission.
- Intentional representation as another user.
- Harassment, discrimination, intimidation or illegal activities.
- Unsecured transmission of confidential information.
- Visiting sites or receiving communications that contain material that is obscene, objectionable or likely to be offensive.
- Gambling.
- Soliciting for personal gain or profit.
- Making or posting indecent remarks or proposals.
- Uploading or downloading commercial software in violation of its copyright.
- Downloading any software or electronic files without reasonable virus protection measures in place.
- Passing off personal views as representing those of Waikato DHB.
- Any activity that violates New Zealand law and/or the public service code of conduct.
- Private usage – where this usage interferes with the productivity of service unit outputs or puts the organisation and/or its employee's at risk.
- Objectionable material, as defined by the Films, Videos and Publications Classification Act 1993.
- Any activity that may bring the organisation of employees into disrepute or may cause embarrassment to the organisation or employees.
- The generation of unsolicited electronic messages i.e. SPAM.

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