

TRUST POLICY FOR THE MANAGEMENT OF THE MEDIA

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Training and Dissemination: Intranet (policies page, Communications Team page), induction process, media training for key spokespeople.				
To be read in conjunction with: <ul style="list-style-type: none"> ✓ Policy for Disclosing Confidential Patient Information by Telephone ✓ .Policy & Procedure for Data Protection and dealing with confidential information Department of Health, British Medical Association and General Medical Council guidelines on sharing patient information following death <ul style="list-style-type: none"> ✓ Communications Department Major Incident Plan ✓ Trust policy for Internet and E-mail use (including Access via Mobile Devices) ✓ Trust Adult & Child Safeguarding Policies ✓ A&E Department guidance on dealing with condition checks from the Media ✓ Staff guide to providing a media chaperone ✓ Photographic and Video Recording of Patients, Confidentiality, Consent, Copyright and Storage Policy. 				

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TRUST POLICY FOR MANAGEMENT OF THE MEDIA

1.0 Introduction

As a transparent organisation, Derby Teaching Hospitals NHS Foundation Trust supports the fostering of strong, professional relationships with journalists. We recognise the significant role media coverage can play in people's perceptions of NHS services and their understanding of how to use them.

This policy is designed to ensure that the Trust makes the most of its media coverage and public relations activities to help protect and boost its reputation. It covers the use of Trust facilities and grounds for filming and interviews with staff and patients, as well as patient consent issues for interviews and photography where the Trust requires that strict protocols are followed by all Trust staff.

The NHS is always newsworthy. Every situation or activity the Trust initiates or becomes involved in has the potential to be of interest to the media, and Derby Teaching Hospitals NHS Foundation Trust is regularly in the local media spotlight. Patients, members of the public and organisations regularly praise, comment on or complain about the NHS publicly. In situations like this the Trust needs to respond to ensure that the media report stories fairly and accurately.

As well as responding to enquires from the media, the Communications Department provides the media with good news stories to report. This helps to counteract negative views of the NHS often created by the media, tell the public and patients about what's going on at Derby Teaching Hospitals and helps to protect and retain public confidence in the NHS locally, regionally and nationally.

2.0 Purpose and Outcomes

This policy provides staff with a clear process and guidance on how to handle the media and provides staff with an overview of how the media works.

When followed, it will protect staff and the Trust's reputation and ensure that the media is given timely, appropriate, accurate and consistent information.

3.0 Definitions Used

Media:	Includes print, radio, television and online media.
Office hours:	Monday to Friday 9am-5pm.

4.0 Key Responsibilities/Duties

Trust Board

The Trust Board has ultimate responsibility for the content of this policy.

Executive Lead

The Executive Director of Workforce has Board level responsibility for the content and implementation of this document.

Head of Communications

The Head of Communications has responsibility for ensuring the content of this policy is accurate and achievable. The post also has responsibility for ensuring the Communications Team follow this policy at all times.

Communications Team members

Members of the Communications Team are responsible for following this policy. The Team is also responsible for following the proactive elements of this policy and facilitating channels for Trust staff to contact the Team with both positive and negative news.

The Team is also responsible for recommending updates when necessary. A record of breaches of this policy must be kept and each member of the team is responsible for updating this when a breach occurs on an enquiry they are handling.

All staff

It is the responsibility of the staff member to ensure that they have read this policy and follow it appropriately.

Communication is the responsibility of everyone in the Trust and this policy applies to **all staff** including:

- ✓ staff under contract to the Trust -employed directly or by a third party
- ✓ persons seconded to the Trust
- ✓ persons working for the Trust on a non-salaried basis, e.g. work placement students
- ✓ Volunteers

5.0 Processes for managing the media

5.1 Openness

The Trust has a policy of openness and transparency, as recommended by the Francis review, and its duty of candour is reflected in its dealings with the media. Under the Code of Practice and Openness in the NHS and Freedom of Information Act (2000), the Trust should ensure that people have access to information about NHS services, and should respond positively for requests for information.

The Trust is committed to being open with its staff, public and wider stakeholder groups. Staff are expected to assist with requests from the media, wherever it is practicable and reasonable to do so, and where such assistance does not result in breach of patient confidentiality or other relevant legislation.

5.2 Confidentiality

The protection of patients' interests is always paramount and a key priority. A patient's right to confidentiality must be respected at all times (Caldicott Report (1997) and Data Protection Act (1998)).

5.3 Dealing with requests from the media

The Communications Team is the first point of contact for all media enquiries, including both proactive (planned) and reactive (unplanned) enquiries.

Should journalists approach Trust staff (or honorary staff) directly on any issues that relate to the Trust, its staff or patients, or to ask for an opinion or comment from an expert on a medical issue, they should be referred to the Communications Team.

The Communications Department will lead on the handling of the request. If a member of staff is approached directly by the media, the member of staff should politely let the enquirer know that they are passing their details on to the Communications Department who will be happy to help them. The member of staff should take their name, a contact telephone number, who they work for (for example, Derby Telegraph, BBC Radio Derby) and make a note of the time they called and tell the Communications Department immediately.

It is recognised that clinicians must prioritise their clinical commitments (patient care), but it is important that all staff respond as quickly as possible to media enquiries when asked. This is because the media work to tight deadlines and a fast response is more likely to generate media stories about the Trust that are fair and balanced and give the Trust an opportunity to get across its side of the story.

The Communications Team will usually contact either an Executive or Divisional Director with any controversial media enquiries. However, if they are not contactable and a quick response is needed, the Communications Team may contact any appropriate member of staff to get the information required and ensure deadlines are met.

5.4 Out of hours

During office hours all enquiries and requests from the media must be directed to the Communications Office. Outside these hours contact the site manager on-call through switchboard who will contact the director on call if required. Only urgent enquiries/requests should be dealt with outside normal hours. If necessary, the senior manager on-call should contact the Head of Communications if there is an urgent out of hours media enquiry which they cannot deal with. Where possible, requests will be dealt with by the Communications Team during the next working day.

5.5 Informing the Communications Team of incidents

If you are aware of an incident or circumstance which you think may be of interest to the media or which has been reported negatively, you must tell the Communications team immediately when in office hours, or as above, notify the senior manager on-call out of normal office hours.

5.6 Requests from local media for comment from Derby Teaching Hospitals on national issues

Local media regularly contact the Trust and ask for a comment from experts in response to issues being raised by stories in the national media. The Communications Team will decide on a case-by-case basis whether it is in the Trust's best interest to make a public comment on a national issue.

5.7 Complaints, litigation cases and internal investigations

The Communications Team responds to all media enquiries relating to complaints, litigation cases (including court cases and inquests) and internal and external investigations (NMC, GMC hearings etc). Once the media enquiry has been received the Communications Team will ensure it is brought to the attention of the relevant director and a response will be formulated with the assistance of relevant colleagues (such as PALS, Workforce Management or the Trust Solicitor). Communications will ensure the media statement response is signed off by the appropriate executive before issuing to the media.

More often than not the Trust will be aware of upcoming inquests or court cases – this provides opportunity for the Communications Team to appropriately plan. The Communications Team should regularly meet with the Trust Solicitor to ensure timely sharing of information.

The Communications Team also needs to be proactive in working with Workforce Management and PALS to be aware of tribunals which may attract media attention, or complaints which may do likewise.

5.8 Media enquiries about prisoners receiving medical care at Derby Teaching Hospitals

Occasionally the Trust may receive enquiries from the media requesting details about prisoners who are receiving medical care.

For security reasons, it is important that no identification information relating to prisoners or prison staff is disclosed by anybody except the Prison Service.

5.9 Interview, filming and photography requests

All requests from the media for interviews, filming or photography on Trust grounds must be passed to the Communications Team for approval. They will give any necessary advice or support to those people taking part.

Requests for interviews, filming and photographs can be received as a result of both proactive press releases and in reaction to an unplanned story. Media representatives usually have identification (for example ID badge from the BBC). However, they should never be unaccompanied when on Trust premises. If any media representatives or film crews are seen on site and are unaccompanied, please inform the Communications Team or contact Security.

Whenever possible, a member of the Communications Team will be present to oversee the media opportunity and ensure that written consent is given from patients involved. If a member of the team cannot be present they will liaise with the department manager/senior nurse or matron to ensure that they are clear about the filming, photography or interview taking place. They will also provide them with a consent form, which must be completed and sent back to the Communications Team.

5.10 Consent

Before any filming, photography or interviews take place on Trust grounds, all patients (or their parents if children) who may be involved/affected must give their consent. If patients do not wish to be included their wishes must be respected and alternative arrangements must be made. They must complete a consent form, available from the Communications Team.

Consent needs to be obtained from every patient in shot – even if they are just in the background.

Camera crews and photographers who do not respect patients' wishes will be asked to stop filming/taking photographs and will be escorted off site. It is not necessary for staff to complete a consent form for themselves, but they should make the media aware if they are not happy to be filmed/photographed beforehand.

Accidental recording of people in the background who have not given consent must be avoided. If patients or staff do not wish to be included, the angle of filming/photography or the location may need to be changed.

Verbal consent is accepted by the Communications Team for staff taking part in media interviews, filming or photography.

5.11 Direct requests from the media to interview patients

All requests for interviews with patients should be directed to the Communications Team. The Communications Team will only give permission for the interview to take place on hospital grounds if:

- ✓ Appropriate written consent is given from the patient – guardian/next-of-kin for children under 16 years of age.
- ✓ The Consultant/Ward Sister/Nurse in Charge agrees that the patient is medically fit, and that it is appropriate to do the interview in hospital,
- ✓ It won't cause disturbance to other patients or interfere with the work of other staff.

5.12 Patient requests for interviews on hospital grounds

Occasionally, patients, parents or next-of-kin contact the media about a story and agree to be interviewed whilst on Trust premises.

If you are aware of this happening on your ward or department you must tell the Communications Team immediately. The communications team will decide if such an interview can go ahead. If it does, written consent needs to be obtained from patients and/or family members taking part.
The Communications Team must be present if the media is on site

5.13 Identifying spokespeople

The Communications Team keeps a list of staff who can act as spokespeople for the Trust and speak confidently and accurately to the media about their area of expertise.

The Communications Team will decide who should speak to the media about reactive issues (which are sometimes controversial). Nominated spokespeople are usually the Chief Executive, the Executive Team, senior clinicians or a member of staff who is an expert in their field.

5.14 Signing off media statements

Media statements are official responses from the Trust. They can be the result of a negative or controversial enquiry from the media and are written to give the Trust's response in a fair and balanced way.

The Communications Department works with the appropriate staff concerned to write statements and will get the appropriate approval from an Executive lead or senior clinician.

5.15 Working with the media during a major incident

A Major Incident is defined by NHS Emergency Planning Guidance as “any occurrence that presents a serious threat to the health of the community, disruption to the service, or causes (or is likely to cause) such numbers or types of casualties as to require special arrangements to be implemented by hospitals, ambulance trusts or primary care organisations.”

The decision to declare a major incident by the Trust will depend on the nature and scale of the incident and whether the Trust is required to provide a response to the incident.

A major incident will attract immediate and probably large-scale media interest, potentially on a national or even international scale, depending on the nature of the incident or emergency the Trust is dealing with.

Dealing effectively with the media during this time is therefore even more crucial. The information given to the media needs to be accurate and timely, to prevent the media from going elsewhere for information which may be less reliable.

5.16 The role of the Communications Team during a major incident

In the event of a Major Incident the Communications Team has a Major Incident Plan which will be followed once a major incident is declared. The main role of

the team is to produce timely, co-ordinated and effective communications with staff and the media, giving advice where appropriate and by working with communications colleagues in partnership organisations
All media enquiries during a major incident will be dealt with by the Communications Team, in conjunction with the Derby Hospitals Major Incident Policy and guidance. Action cards for the Communications Team are incorporated into the Major Incident Plan.

5.17 Good News

One of the roles of the Derby Hospitals Communications Team is to maximise publicity for good news stories, provide necessary information to the media and identify suitable members of staff and, where appropriate, patients for interviews.

The Communications Team relies on staff to let them know about any good news stories in their Division that would be suitable to send to the media. If in doubt about the appeal of a story, please check with the Communications Team.

Ideas for positive stories include:

- ✓ New services, procedures or ways of working
- ✓ Award wins
- ✓ Improvements to services
- ✓ Research projects
- ✓ Personal achievements
- ✓ Positive patient experiences or feedback
- ✓ Anything unusual or out of the ordinary

Please remember to tell the Comms Team – they will do the rest!

5.18 Press releases

Press releases are one of the main ways in which good news stories can be highlighted to the media and members of the public.

The Communications Team is responsible for writing press releases on behalf of Trust staff and can advise on the best time to issue and to which media. This depends on the nature of the story and is to ensure maximum publicity is gained.

If an external agency, such as a supplier, wishes to issue a press release that involves the Trust or part of the Trust, this press release must be submitted to the Communications Team for approval prior to being issued.

5.19 Published articles and papers

Members of staff are requested to inform the Communications Department when they submit a paper or article to a medical, scientific or management (specialist) journal which may generate national or international media interest if published.

The Communications Department can then offer advice, and help authors and other relevant Trust staff prepare for enquiries and interest, as well as contact appropriate media to positively promote the paper or article.

5.20 VIP and celebrity visits

The Communications Department is responsible for supervising the media during all VIP/celebrity visits to the Trust (such as Royal visits, MPs, visits by national clinical representatives or celebrities). If you are intending to arrange a visit please let the Communications Department know at the start of your planning so that they can assist you in preparing a media handling plan. .

The Saville Inquiry has highlighted a number of issues across Health and Social Care providers regarding the safety and well-being of patients being visited by high profile individuals.

The purpose of this policy section is to ensure there is no risk to the security and safety of patients and staff arising from visits to the hospital by approved or invited visitors such as VIPs and celebrities, or media representatives. It is not concerned with people visiting friends or family members in hospital.

The policy requires that one-off or very short-term approved official visitors are always accompanied throughout their visit to the Trust where there is a possibility of contact with lone staff or vulnerable patients/visitors.

Appropriate checks and authorisation will be needed for approved official visitors who are in the Trust for extended periods of time and they are likely to be unaccompanied, such as documentary film crews, or those who are here on repeated occasions, such as a charity patron or celebrity linked with a particular service.

All visits by media, VIPs or celebrities are to be handled and managed by the Communications team because of the high profile they can attract. Any requests for celebrity or VIP visits must be referred to the Communications team and must be approved by or organised by the Communications team. Visit supervision may be delegated to local clinical teams if appropriate.

Access by other approved visitors may be authorised and overseen by local clinical leaders for example General Managers, Matrons or Senior Nurses or managed by relevant Trust staff. In such cases full details of the visit are to be notified in advance to the Communications team.

If a visit occurs outside normal working hours and especially at weekends the local clinical leader should check with the senior manager on-call and Executive on-call to ensure it has been authorised and that arrangements for accompanying have been made. They should also check that the visit remains clinically appropriate.

If a VIP or celebrity attends the Trust without any prior notice and is not on a private visit to see a relative, or friend who is a patient, the Communications team must be notified immediately. The visitor should be held in reception or at the ward nursing station until a member of the Communications team arrives.

If staff feel in any way coerced by a VIP or celebrity (including approved, without notice or visiting a friend or relative) at any time if they should notify the Trust Adult and Children Safeguarding Team.

5.21 Rights of staffside representatives of recognised trade unions or staff associations

It is recognised that some staff represent unions or other professional organisations and bodies, and therefore may deal with the media as part of these activities. In these circumstances it should be made clear that they are representing the union or other organisation and not the Trust. It is advised that the representative notifies the communications and PR department before speaking to the media wherever possible and is reasonable to do so.

However, during a collective dispute the Trade Unions are often approached directly by the media. Trade Union representatives may speak with the media as part of the collective dispute. In these circumstances, however, it should be made clear that they are representing the Union and not the Trust. The Chair of Staff Side (or deputy) should be notified of all and any correspondence/communication with the media. Either the Chair or, where appropriate, the relevant Trade Union Lead Officer, will inform the Communications Team and Director of Workforce Management of any correspondence prior to any release to the media. Equally so, the Director of Workforce Management will notify the Chair of Staff Side or relevant Trade Union Lead of releases on behalf of the Trust.

Social media

Trust- staff are encouraged to use social media to access professional information and to share best practice across the NHS.

The Trust runs an official Twitter account @DerbyHospitals and Facebook account <https://www.facebook.com/DerbyHospitals/>

These are managed by the communications team and play an increasingly important role in the Trust's communications strategy.

The communications team also guide and support staff in other departments, both clinical and non-clinical, who wish to establish service led Twitter accounts.

Staff using social media are reminded of their obligation to protect the confidentiality of patients and staff. As outlined in the Policy and Guidelines for Data Protection and dealing with Confidential Information, staff have a contractual obligation to safeguard the confidentiality of personal information. Therefore, no information which may identify patients (or staff) in a negative manner, or otherwise bring the Trust into disrepute, is permitted to be discussed on social media sites and may result in disciplinary action.

Staff should also refer to the Trust's Social Networking Policy

5.22 Contacting the Marketing and Communications Team

The Marketing & Communications Team is based at the Royal Derby Hospital.

Postal address:

Marketing and Communications Department
Level 5
Royal Derby Hospital
Uttoxeter Road
Derby
DE22 3NE.

Email: dhft.communications@nhs.net

Telephone: 01332 786947 / 01332 785770 / 01332 347141 / 07500976498

Out-of-hours: During office hours all media enquires and requests should be passed to the Communications Department. Out-of-hours calls should be referred to the Senior Manager on-call via switchboard.

CONSENT FORM

Photography Consent Form

NAME:

TELEPHONE NUMBER:

Details of request:

CONSENT:

**Please delete as appropriate*

I am the participant and consent to the information I have given to be used for the purposes of public relations and marketing.

or

I am the parent/ legal guardian of the participant and consent to the information given to be used for the purposes of public relations and marketing.

I understand that the contact information provided will not be passed onto any third parties and is solely for the use of Derby Teaching Hospitals NHS Foundation Trust.

Signature.....

If you have any queries about this or any other media activity, please contact the Trust's Marketing & Communication Department on 01332 785851 (interns ext. 85851), or email: dhft.communications@nhs.net

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