

	Name of Manual: CORPORATE COMMUNICATIONS	Number: 3-30
	Section: MEDIA RELATIONS	
	Name: MEDIA ACCESS TO CENTRAL HEALTH PROPERTY	Page: 1 of 2

POLICY

1. All requests from the media for access to Central Health facilities must be coordinated through and approved by Corporate Communications.
2. Clients and relatives who wish to talk to the media in a Central Health facility must first arrange to do so through Corporate Communications. Permission will be granted based on the following factors:
 - a. the care team agree that the interview is not contraindicated;
 - b. an appropriate location to conduct the interview can be allocated which does not negatively impact the care of others.
3. With prior approval from Corporate Communications, media are permitted on Central Health property and inside facilities if escorted by a representative of the organization.
4. An organizational representative will also be present during all interviews, filming and/or photography sessions with a client or staff member inside a Central Health facility.
5. Media activities cannot:
 - a. violate the right to privacy of clients or staff
 - b. obstruct the access to programs and services; and/or
 - c. Cause disturbance.
6. Access to facilities can be revoked if any of the afore-mentioned principles are violated.
7. Media interviews will not be permitted in critical care areas.

Special circumstances

Disaster and emergency situations - During a disaster or emergency, media briefing sites, times and spokespersons will be identified as part of the *Crisis Communication Plan*. Although in some cases access to facilities may be restricted or denied depending on the crisis, Corporate Communications will make every effort to continue to provide timely and accurate information to media.

PROCEDURE

1. Any media wishing to take photos or film on Central Health property must complete the [FRM COM 002 – Consent to publish photo or audio visual recordings](#) and must be accompanied by a representative of Corporate Communications or designate at all times.
2. Clients may not be photographed or videotaped in such a way as to be recognized unless the client or legal guardian signs a consent form.
3. Any use of hidden devices to audiotape, videotape, video-image and/or photograph inside a Central Health facility is expressly forbidden as it compromises patient privacy and confidentiality. **This may result in a ban from Central Health properties.**
4. Inside Central Health facilities, any staff member who sees a reporter or photographer/camera person should check to see if they are accompanied by a Corporate Communications representative or designate. If none is present, staff should alert Corporate Communication immediately.
5. If media are outside a Central Health facility but still on Central Health property no filming or photography is permitted unless accompanied by a Corporate Communications representative or designate as client confidentiality can be compromised by filming through windows and glass doors. If no escort is present, staff must contact Corporate Communications immediately.

APPROVED BY: Karen McGrath, CEO

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