

## **FNIHB-OR Nursing Policy and Procedure**

Section:	<b>Administration</b>	Policy Number:	<b>I - 05</b>
Subject:	<b>Media Contact</b>	Issued:	<b>2015-03-31</b>
Distribution:	<b>All Nursing Facilities</b>	Revised:	

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### **1. POLICY:**

- 1.1 All media inquiries will receive a response through trained media relations staff and designated spokespeople only. Under normal circumstances, nurses may not respond directly or indirectly to media inquiries. Only designated spokespersons who have received media training are authorized to do so, in coordination with the Regional Communications Office.
- 1.2 Media, including print, radio and television reporters and their entourage are not permitted to enter treatment areas or to interview, film, photograph or otherwise record treatment in progress, even if the patient has given his/her consent to do so.

### **2. PRINCIPLES:**

- 2.1 The goal of the Government of Canada Communications Policy is to ensure that communications across the Government of Canada are well coordinated, effectively managed and responsive to the diverse information needs of the public.

### **3. DEFINITIONS:**

- 3.1 **Nurse:** Refers to Registered Nurses, Nurse Practitioners, and Registered Practical Nurses.

### **4. PROCEDURE:**

- 4.1 If a nurse is contacted by a reporter (print, radio, or television), the nurse will:
  - 4.1.1 Inform the reporter that the health facility staff are not official spokespersons for the Department, and that Health Canada's Communications Office will be notified of their request for information.
  - 4.1.2 Request the following information from the media personnel:
    - i. Reporter's name and contact information;
    - ii. The name of the media outlet he/she is calling from (e.g. name of the newspaper, radio station, TV channel);
    - iii. The information he/she is seeking; and
    - iv. The reporter's deadline.
  - 4.1.3 Inform the Zone Nursing Officer (ZNO) of the media request.

4.2 If the reporter presents to the Health Facility unannounced, the nurse will request that he/she wait in the reception area while the ZNO is contacted.

4.3 The ZNO will:

4.3.1 Inform the Assistant Director of Nursing (A/DON) and the Senior Program Manager of the media request.

4.3.2 Contact the Regional Communications office at 416-952-1227.

## 5. RELATED POLICIES:

FNIHB-OR Policy: Confidentiality

FNIHB-OR Policy: Release of Information

<b>Approved by:</b>	<b>Effective Date:</b>  <b>March 31, 2015</b>
<b>Director of Nursing, Ontario Region FNIHB</b> <b>Date:</b>	
<b>Regional Executive, Ontario Region, FNIHB</b> <b>Date:</b>	