

MEDIA

POLICY STATEMENT

It is Bay of Plenty District Health Board's (BOPDHB) aim that open and honest communication with the media will be maintained in accordance with the standards set out in this document. Media includes any organisation or individual having the capacity to present information to the wider public.

The aim of this policy is to ensure the provision of accurate, consistent and appropriate information to different audiences in a timely and professional manner.

PURPOSE

- To deliver key health messages to the public on a regular basis.
- To use local and national media to reinforce BOPDHB's vision, mission, values and Treaty statement.
- To actively communicate BOPDHB's plans and activities to the community.
- To establish and maintain positive relationships with the media.
- To communicate the process of change within and outside the organisation.
- To respond to requests from the media in a timely and appropriate manner.
- To deliver key health messages during civil defence or public health emergencies or incidents.
- To manage adverse and negative publicity.
- To present a unified and integrated communications approach.
- To provide accountability to the public.

EXCLUSIONS

- There are no exclusions.
- Note: Staff working in Toi Te Ora Public Health in the areas of health protection and health promotion have contracted or legal responsibilities requiring a special relationship with the media.

REFERENCES

- Privacy Act 1993
- Health Privacy Code (Section 22c)

ASSOCIATED DOCUMENTS

- Bay of Plenty District Health Board policy 2.2.5 protocol 1 Media Communication
- Bay of Plenty District Health Board policy 2.2.5 protocol 2 Media Contact Process
- Bay of Plenty District Health Board policy 5.2.1 Emergency Management

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Section Name: Corp Identity	Version No: 5	
Policy Steward: GM Corporate Services	Authorised by: Chief Executive Officer	