Policy for Accessing Clinical Areas for Members of Media/Journalists

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<th>Approval Committee</th>
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Version Control

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Policy for accessing clinical areas for members of the media/journalists
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1. Objectives

1.1 The objective of this Policy is to ensure patients are safe in the context of the Savile Recommendations, and to ensure compliance with the Safeguarding Policy, Infection Control Policy and the Privacy and Dignity Policy.

1.2 Clinical areas are, through this Policy, empowered to plan, agree, approve and monitor any members of the media/journalists requiring to be in that clinical area.

1.3 The members of the media/journalists could include print journalists; press photographers; radio journalists; TV journalists; film/TV camera crew; bloggers. For this policy – they will be collectively called the Media.

1.4 Other objectives for this policy are to ensure:

- The running of the hospital and wards is in no way affected or compromised during a visit by the Media to the Trust.
- The Media have a positive impression of RBCH and sees us in our best light.

2. Why the Media may visit RBCH

2.1 The Media may need to access clinical areas to compile a news report.

2.2 The Media may visit RBCH to interview members of staff, or one of our patients for a news report.

2.3 The Media may visit RBCH for a press conference/media call following a major incident.
3. Communications Team responsibility

3.1 All Media visits should be coordinated through the Communications Team so anyone at the hospital arranging a Media visit should contact the Communications Team first.

3.2 All Media visitors who have been invited into the Trust by the Communication Team should be met in reception by a member of the Communications Team before they go anywhere within the Trust. The Media should not enter any part of the Trust without an official invitation from the Communications Team.

3.3 A member of the Communications Team will remain with them throughout the length of their stay.

3.4 A member of the Communications Team will remain with the Media when they are carrying out any interviews of staff or patients.

3.5 The Communications Team can be contacted on 01202 704271 or email communications@rbch.nhs.uk

4. Consent forms

4.1 Any patient photographed by the Media has to sign a consent form, provided by the communications team.

5. Photography

5.1 Any photography should be in a private space in the ward – whether a room or a bay – that does not have any patient information written on the walls behind.

5.2 If covering a story about a patient, the Media must remember that the patient could be very ill so are sensitive to this when asking them to be photographed and do not spend too long setting up pictures.

6. Infection control

6.1 All Media visitors should be informed beforehand that they will not be able to wear anything in the wards below their elbows and that they will be asked to use the antiseptic gels when going onto a ward. They cannot enter a ward unless they comply to this.

7. Social Media

7.1 The Communications Team will use our official social media channels for any posts about the Media visit.
8. VIP Patients and the Media

8.1 Obviously discretion is key for any VIP patients.

8.2 All Media enquiries about VIP patients have to come through the Communications Team.

8.3 The Communications Team will explain that no details of any patients can ever be given out by the hospital. See our Media Relations Policy for further details – link below.

8.4 RBCH staff have to respect the privacy of the patient and cannot publish the fact they have a VIP patient through social media or any other means. Staff should make sure they comply with our Social Networking and Blogging policy – link below.

9. Enforcement of the Policy

9.1 Any Media identified as accessing a clinical area without having complied with this policy will be asked to leave RBCH.

10. Periodic Review

10.1. The Board of Directors shall ensure that this policy is reviewed periodically and not less than every three years.

10.2. In reviewing the policy, the Board of Directors shall have regard to appropriate guidance as well as emerging best practice.

11. Other Policies

11.1 This policy covers visits by Media/Journalists accessing clinical areas.

Other policies have been drafted which are applicable to other categories of visitors and stakeholders wishing to visit clinical areas:

- Accessing Clinical Areas for Volunteers
- Accessing Clinical Areas for Governors
- Accessing Clinical Areas for VIPs
- Accessing Clinical Areas for regulators, public and other stakeholders

11.2 Other associated policies are:
- Safeguarding Policy
- Infection Control Policy
- Privacy and Dignity Policy
- Social Networking and Blogging Policy
- Media Relations Policy