		Type: Policy	Document reference: 1816	Manual Classification: Administration and Clinical	
Title: Media and Communications			Effective date: 1 January 2014		
Facilitator <small>sign/date</small>	Process authorised <small>sign/date</small>	Sponsor authorised <small>sign/date</small>		Version:	Page:
<i>Mary Anne Gill</i> Director of Communications	<i>Mo Neville</i> Assistant Group Manager Quality and Patient Safety	<i>Craig Climo</i> Chief Executive Officer		03	1 of 20
				Document expiry date: 31 December 2016	

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1. Purpose and Scope

The vision of Waikato District Health Board (DHB)'s media and communications unit is 'enabling our people to be better communicators.' This policy supports that vision.

The unit is responsible for:

- external communications, including the Waikato DHB website content
- internal communications, including Intranet content
- media relations
- issues management
- visual communications, including photography and videography
- design and publishing of forms and documents
- signage and wayfinding advice, including enquiries
- social media.

The policy:

- defines Waikato DHB's processes for managing the organisation's relationships with the media including public occasions where media may be present
- outlines the processes and the authorisations required to publish and/or sell Waikato DHB documents
- actively encourages and supports the use of Internet/Intranet services to improve communication and enable effective information sharing
- advises on appropriate use of social media.

a. Media Relationships

Good relationships with the news media assist Waikato DHB to communicate effectively with its audiences. Responses to the media should be open, honest, timely and helpful. This supports positive and effective communication.


This policy ensures:

- informed responses to media requests and queries
- consistency in timing, accuracy and courtesy in response to media requests and queries
- a responsible approach to presentation of the Waikato DHB and health issues in the media
- adherence to Waikato DHB's values and strategic direction.

b. Publishing

Waikato DHB is also a significant publisher of work directed at a broad range of consumers including patients, clinical, scientific and technical employees. Unauthorised publishing can be a risk to Waikato DHB and the organisation needs to maintain control of its publications.

Publishing in this context means the authoring and production of material. The production by printing, copying or any other means, either internally or externally, of anything fitting the definition of a publication contained in this policy is subject to the requirements of this policy.

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c. Internet/Intranet

This policy also outlines Waikato DHB's standards and procedures relating to the use of its Internet and Intranet services and:

- provides direction and guidance on the appropriate use of the Internet/Intranet
- defines standards to ensure all employees are aware of their responsibilities when using these services
- assists in minimising the risks to the organisation from viruses and other software designed to have a detrimental effect on computer systems
- safeguards the organisation and its employees from the risks of inappropriate Internet usage.

Throughout this document, reference to Internet/Intranet refers to all external and internal on-line services, such as the world wide web, email, newsgroups, chat groups and file transfer protocol (FTP) services.

d. Social Media

This policy outlines Waikato DHB's expectations around use of social media both in a work and private capacity.

This policy applies to all Waikato DHB employees, and all consultants and contractors working on behalf of Waikato DHB.


2. Policy

The Waikato DHB policy for media and communications is that:

- all communications with and through the media are coordinated effectively, are consistent clear and accurate
- all employees must have clarity of their roles and responsibilities, and the processes, in managing the organisation's relationships with the media
- all communications with the media demonstrate professionalism and are consistent with the organisation's strategic goals and direction
- Waikato DHB has a duty to communicate with the media at certain times on matters deemed to be in the public interest or to any event where we have knowledge which the public needs in order to make decisions or use our services.
- Waikato DHB publications must meet stated standards of presentation and conform to organisational identification requirements
- General manager Māori Health must consider and approve the inclusion of a mihimihi in Waikato DHB publications for external use
- most publications produced by Waikato DHB are available to the public either on the DHB's website or in hard copy
- Waikato DHB signage must be consistent, standardised across all sites and conform to international way-finding rules and design principles
- information displayed on the Internet/Intranet must be appropriate and conform to Waikato DHB standards
- all employees understand the importance of keeping confidential and sensitive work matters private and understand their workplace obligations of trust and confidence and therefore will not bring the DHB into disrepute.

3. Authorisation


As signed above on behalf of the Chief Executive.

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Policy Processes and Associated Information

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Appendix A

1. Media standards

1.1. Legal liability

Waikato DHB personnel making public statements regarding any person or organisation:


- Must comply with all relevant legislation e.g. Health Information Privacy Code 1994, Code of Health and Disability Consumers Rights 1996;
- May be personally liable if the statement is unfounded.

1.2. Media liaison

- The role of the Waikato DHB director of communications is to act as a liaison between representatives of the media and the Waikato DHB. This ensures journalists contact the appropriate people within the organisation. The director of communications also ensures that Waikato DHB senior managers are aware of media requests for information.
- Before any Waikato DHB personnel approach the media in their substantive role at Waikato DHB, they should consult the director of communications
- All incoming media calls go in the first instance to the director of communications who is accessible at all times or the chief executive's office. See Table 1 for authorised spokespeople.


1.3. Authorised spokespeople

- Waikato DHB staff may only speak on behalf of the Waikato DHB if they are authorised to do so. Any contact by the media with staff who do not have delegated spokesperson authority must go to the director of communications in the first instance.
- All authorised spokespeople must be media trained or advised and well prepared to fulfil their roles.
- Table 1 indicates Waikato DHB's authorised spokespeople.

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1.4. Table 1 : Authorised spokespeople

MEDIA ISSUES	AUTHORISED SPOKESPERSON	OR DELEGATION TO
Governance / Politics e.g. Minister of Health announces funding increases / decreases; major capital expenditure e.g. campus redevelopment; Budgets	Chairperson of the Board or Chief Executive	Deputy chair, the chairpersons of the Health Waikato Advisory Committee, the Community and Public Health Advisory Committee, the Disability Support Advisory Committee and Audit and Risk Committee; Chief Executive
Waikato DHB planning and allocation of funds	Chief Executive or General Manager Planning and Funding	Senior Funding Manager Senior Portfolio Manager
Health Waikato e.g. New initiatives; staffing requirements; or a patient condition	Chief Executive or Chief Operating Officer	Group Managers Assistant Group Managers Nurse Director Duty Nurse Managers Clinical Unit Leaders or Directors Nurse Managers
Information Services e.g. system breakdowns such as Conficker virus	Chief Executive or Chief Information Officer	IS Level 4 Manager
Building Programme/Capital Projects	Chief Executive, Building Programme Project Director or Chief Financial Officer	Other staff as authorised by Chief Executive, Building Programme Project Director or Chief Financial Officer
Clinical Such advice is confined to clinical research, clinical procedures, and clinical descriptions of illness and injury	Chief Executive, Chief Medical Advisor, Director of Nursing and Midwifery or senior clinicians (e.g. SMOs, Professional Advisors) sought for their expert comment about clinical matters.	(Consult with the Waikato DHB director of communications who must provide assistance as required and advise the executive and Board as necessary)
Public Health Legislative and regulation: e.g. disease outbreak, food / water supply problems Non-legislative	Chief Executive or Medical Officer of Health Chief Operating Officer (on non statutory matters)	Group Manager: Population Health Medical Officer of Health Other staff as authorised by their Group Manager / Level 4 Manager
Health Promotion (not involving readily identifiable individuals) e.g. health promotion programmes	Chief Executive or Level 4 or 5 line managers in consultation with Waikato DHB director of communications	Population Health employees who work in a community setting that need to use local advertising or editorial

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1.5. Staff relationships with the media


- For professional advice please visit the Association of Medical Specialists website: <http://www.asms.org.nz> or the relevant professional Code of Conduct e.g. <http://www.nursingcouncil.org.nz>
- When other staff not listed in Table 1 speak to the media without authorisation they are invariably breaching the terms of this policy in that they are not authorised spokespersons for the Waikato DHB. They are therefore opening themselves to disciplinary action both in respect of their breach of policy and in regard to any broader damage to their employment relationship.
- After first seeking advice from the Waikato DHB director of communications, health professionals are encouraged to comment on matters of a health / clinical specialist nature, based on their professional expertise.
- Staff members are encouraged to advance opportunities for media coverage by sharing information with the Waikato DHB director of communications about news media opportunities and developments.
- Staff communicating with the media or making comments in any public forum must not make defamatory statements or potentially defamatory statements about individuals, nor breach privacy legislation.
- Staff must not express a controversial opinion on the Waikato DHB or the health system in particular if they are at a conference or function where the media is present.
- Staff must immediately advise the Waikato DHB director of communications when they have made comment with the media present.
- Legislation specifies that a Protected Disclosure must not be made to the media. To make a Protected Disclosure, staff must comply with the Waikato DHB Protected Disclosure policy.

1.6. Professional and employee organisations

- Waikato DHB employees who are spokespersons for professional or employee organisations may make statements to the media to express the views of their organisations. In all cases, employees must state the capacity in which they are speaking – i.e. in their professional opinion / representative capacity rather than as an employee of Waikato DHB.
- The delegations outlined in this policy apply to employees writing or submitting an article for inclusion in any publication, which discusses Waikato DHB policy, politics, operational, employees and / or patient information.
- Senior medical officers (SMOs) asked for comment on areas of clinical expertise around particular cases should make it clear they are speaking as themselves with clinical experience rather than as a representative of the DHB.
- Staff commenting on behalf of their professional body, association, business or themselves are not to use DHB equipment or facilities e.g. offices or clinical spaces, which would lead readers or viewers to considering the comments are by a DHB spokesperson.

1.7. Media requests for patient information

- All media requests for patient information go to the Waikato DHB director of communications who may provide the information in accordance with Waikato DHB's requirements and privacy legislation.
- Accident or Illness Cases: **We do not** release any personal information regarding a patient without consent of the adult patient or, where the patient is a child, the consent of the parent or guardian.

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- **We do** release condition updates along with age bands, gender and city/town of residence but will not confirm other details unless we have consent from the patient or their parent or guardian. The conditions used are:
 - **Stable:** condition unchanged
 - **Serious, but stable:** vital signs stable, within normal limits, patient conscious and comfortable, indicators favourable
 - **Serious:** vital signs stable and within normal limits, patient conscious but may be uncomfortable, indicators questionable
 - **Critical:** Vital signs unstable, not within normal limits, patient may not be conscious, indicators unfavourable.
- While we respect that some families may want to share information with the media, we respect and support other families' right to decide whether or not to engage with the media.

1.8. Publicity


- Waikato DHB supports employees to raise items, which may be of public interest, to their manager or to the director of communications. Written patient consent is essential - media and communications will provide the appropriate form.

1.9. Media requests for filming / photographing on site

- The Waikato DHB may co-operate with requests for film or photographs to accompany news items, where this does not:
 - breach privacy rights of patients or staff;
 - pressure staff in the course of their work; or
 - is otherwise inappropriate.
- All patients and staff featuring in photographs must sign a consent form. Forms prepared by the Waikato DHB's legal advisor are available through Waikato DHB Media and Communications. In cases where a patient is unable to sign the release, a representative must provide signed consent. This could be problematic particularly in relation to minors.
- Media photographers / camera operators wishing to film interiors of Waikato DHB buildings are required to:
 - have approval from the director of communications before filming or photographing on Waikato DHB property.
 - Sign a permission slip
 - be escorted around Waikato DHB facilities by an employee delegated by an authorised spokesperson with the knowledge of the director of communications.
- Sign in formally as a business visitor.

1.10. Commercial / corporate information

- No Waikato DHB employees may discuss with the media issues of a commercial or contractual nature without the express permission of the Board chair or chief executive officer.

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1.11. Official information requests

- Any Official Information Act requests from a media organisation must be sent to the chief executive's office, director of communications and Legal Services. Once a response is prepared by the appropriate service the corporate solicitor must review and provide legal advice. The director of communications must review and provide advice from their perspective prior to authorisation by the chief executive or delegate. A copy of the response must be provided to the director of communications and to Legal Services.

2. Publishing

2.1. Sale of publications

- Except for recovering costs of production, charging a fee for the sale of publications is not generally appropriate. However, there are some instances where the sale of publications may occur but only with level three approval.
- Full recovery of printing/production costs is appropriate where, to meet the needs of external clients, Waikato DHB must print or produce more units than needed for its own use.
- Obtaining a financial reward through the sale of intellectual property generated by the efforts of Waikato DHB and/or its employees is appropriate in certain circumstances (see the Waikato DHB Intellectual Property policy).

2.1.1. Joint venture

From time to time Waikato DHB may engage with other individuals or organisations (either private or public), in publishing joint ventures from which profit distributions may result. Pre-arranged contractual agreements will deal with such profit sharing.

2.2. Form management

Contact Media and Communications through the Customer Portal on the Intranet before developing or amending any Waikato DHB or Health Waikato form/brochure.

2.3. Public access


Publications produced by Waikato DHB must be publicly available, except where there are compelling reasons under relevant legislation to withhold them.

2.4. Copyright

- Copyright is legal for a specified period to protect the exclusive right to produce copies and to control an original work.
- All original material produced by Waikato DHB employees in the course of their work, and contractors of Waikato DHB during the course of their contract (except where this is specifically excluded in their contract) is copyrighted to the organisation.
- Copyright is indicated by the copyright symbol, the year and the name of the owner e.g. © Waikato District Health Board 2014.
- Waikato DHB must hold copyright on printed and electronic publications unless a specific requirement of the Waikato DHB Intellectual Property policy applies.

2.5. Disclaimer

- All Waikato DHB publications must carry the Waikato DHB disclaimer in at least size 8 font.
***Disclaimer:** Waikato District Health Board specifically developed this document for its own use. Use of this document and any reliance on the information contained therein by any third party is at their own risk and*

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Waikato District Health Board assumes no responsibility whatsoever.

- Where Waikato DHB and an external party jointly develop a publication, the Waikato DHB disclaimer must not apply; however, it may be appropriate that a jointly agreed disclaimer is used.

2.6. Copying

- Waikato DHB may agree to provide a copying service of its own publications for external parties.
- Alternatively, an external party may obtain a master copy of a document of sufficient copy quality.
- If the cost for production of hard copies is less than \$100 a secure electronic version (e.g pdf) suitable for printing shall be sent at no charge to the person ordering the publication or alternatively hard copies shall be provided if the recipient pays cash on receipt of the printing.
- Waikato DHB printing requirements must always take priority.

2.7. Publishing process and authorisation

- The director of communications and group managers provide oversight of the Waikato DHB publishing process. The director of communications oversees material published on Waikato DHB's website.
- Waikato DHB employees writing articles on behalf of Waikato DHB for external publications are required to consider this policy especially concerning matters of copyright.

2.8. Academic/tertiary institutions


- Employees of the Waikato Clinical School and any other education providers who also perform clinical duties at Waikato DHB should consider whether any proposed publication might be a Waikato DHB publication.
- In general, any publication with direct application to their clinical practice, and shown to colleagues and patients, should be regarded as such.
- Employees of the DHB who submit clinical and academic work for publication shall submit this to the director of communications to provide confirmation that it meets the Waikato DHB requirements. This includes joint authorship with education providers and other organisations. In these circumstances, follow the policy without prejudice to the ownership of intellectual property as governed by other policies and agreements (refer to Waikato DHB Research policy).

2.9. Clinical images policy

For the publishing of Clinical Images, refer to the Waikato DHB Clinical Images policy.

2.10. Translations and Te Reo Māori

- Translations must accurately convey the intention of a publication and must not necessarily be literal "word for word" translations.
- The General Manager: Māori Health is responsible for authorising:
 - the need for a publication to be produced either in te reo Māori only or bilingually
 - the process for accessing Māori translation services.
- All Waikato DHB publications translated in whole or in part into te reo Māori must be accurate and use macrons.
- Māori Health is responsible for ensuring publications incorporating Māori content and mihimihi are correct.
- For translations into another language, a Waikato DHB Requisition Form (WDHB1) must be completed and sent to Purchasing and

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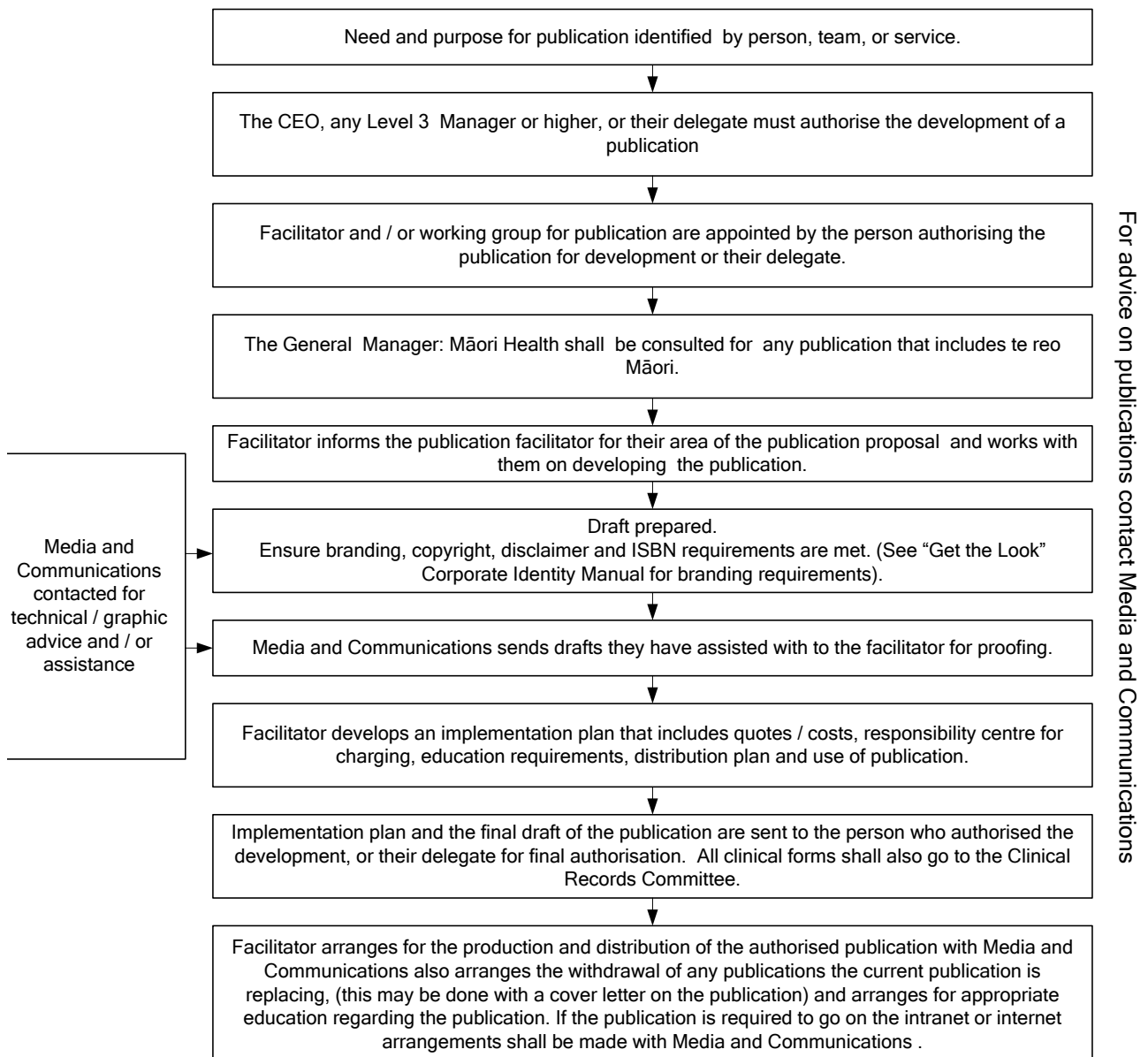
Distribution Service along with the text. Authorised translators are accessed through the Hamilton Multicultural Services Trust Interpreter Services


- **Note:** In languages where the letter characters are not of the Roman alphabet, either a hard copy of the script is returned, (this can be scanned but no alterations can be made to the document or layout), or the document must be sent off site for printing (this may require the document to be sent to another city and may result in time delays and added expense).

2.11. Storage of a publication

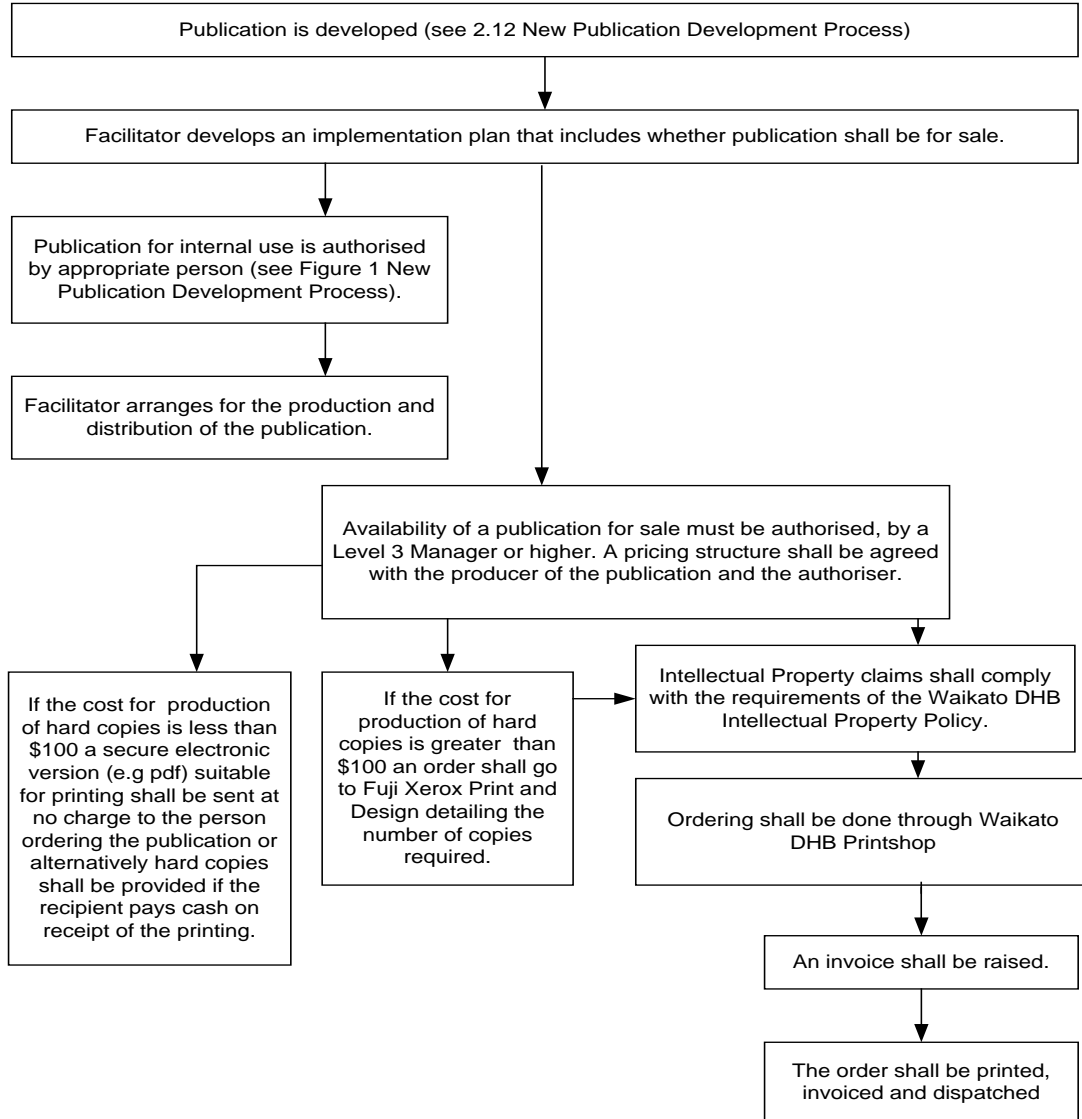
- Five copies of a publication must go to the Waikato DHB Library. In general, a master electronic copy of all Waikato DHB publications must be stored in original electronic form on the Media and Communications database.


2.12. New published document development process



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2.13. Sale of publication process



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3. Internet / Intranet

3.1. General

- All Internet and Intranet use must be consistent with the goals and objectives of the organisation.
- Access to and use of the Internet/Intranet for work related purposes including assessing internal communications is part of the normal execution of an employee's responsibilities. All Internet and Intranet usage must be consistent with Waikato DHB standards of conduct and conform to legislation governing the appropriate use of Internet/Intranet technologies as published on the Intranet.
- Responsibility for use of the Internet/Intranet lies with the line manager and those employees for which the line manager is responsible.
- Line management with support from Information Services (IS) must investigate suspected breaches of this policy.
- All Internet/Intranet development activity must be approved by the IS Department and the director of communications.
- Personal use of Internet services is at the discretion of the employee's line manager.

3.2. Security


- IS must monitor and manage internet services and implement technologies and controls to protect against viruses, spam and unsolicited entry.
- Staff will ensure all access and usage of software/services is appropriately licensed and staff agree not to place Waikato DHB in any breach or make Waikato DHB liable in any way.

3.3. Defamation, restricted or objectionable material

- Waikato DHB must take immediate action to remove Waikato DHB access to the following material from the Internet/Intranet:
 - defamatory material (i.e. libellous or slanderous attacks against the reputation of an individual, group or organisation) in accordance with the Defamation Act 1992.
 - objectionable publications (i.e. publications that describe, depict, express or otherwise deal with matters such as sex, horror, crime, cruelty, or violence in such a manner that the availability of the publication is likely to be injurious to the public good).
 - restricted material (i.e. material that is classed as objectionable except if the publication is restricted to a person of a specific age [not exceeding 18 years] or is restricted to specific persons or classes of persons) in accordance with the Films, Video and Publication Classification Act 1993.
- Accessing such material may amount to serious misconduct
- Any material published in the Waikato DHB Internet/Intranet must not contravene the Defamation Act and in addition to this must not contravene the Films, Video and Publication Classification Act 1993.
- Waikato DHB authors of defamatory material, objectionable publications or restricted material are in breach of this policy. Waikato DHB will take appropriate disciplinary action.

3.4. Monitoring rights

- Information Services (IS) is responsible for monitoring and recording Internet sites accessed by staff. IS must notify the employee's line manager where there is a breach of this policy.
- The employee's line manager will initiate appropriate disciplinary process. Breach of this policy may amount to serious misconduct.

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- The IS department will block access to sites deemed inappropriate and inconsistent with the principles defined in this policy or those that present performance and/or integrity risks to the organisations network infrastructure.
- Waikato DHB reserves the right to monitor individual volumes and network traffic and to monitor, access, retrieve and read all communication in the following circumstances:
 - Legitimate business needs, e.g. routine system administration or access to information when the employee is unavailable but timing is critical.
 - Reasonable suspicion of prohibited activities or improper use.

3.5. Copyright and trademarks See 2.4

3.6. Breach of this policy

- There will be an investigation in the event of any suspected breach of this policy.
- IS may disclose any policy breaches to other appropriate Waikato DHB employees and external authorities (e.g. police, Department of Internal Affairs) if necessary, dependent on the information retrieved.

4. Responsibilities

4.1. Director of Communications

- The director of communications must ensure that the chief executive officer and Waikato DHB chief operating officer are informed of all media releases in a timely fashion as appropriate to their respective roles.
- The director of communications and Media and Communications employees must provide support, advice and media training for employees dealing with the media.


4.2. Waikato DHB staff Employees are responsible for:

- Adhering to the Internet policy and guidelines and immediately reporting to the relevant manager any perceived weaknesses or breaches of this policy as soon as they become aware of them.
- Validating and authenticating information retrieved from the Internet before using it for business purposes.
- Ensuring all information posted to or communicated via the Internet/Intranet is accurate and has an appropriate level of authorisation.
- Ensuring all content conforms to the standards outlined in the policy.

5. Social Media

Social Media allows people to connect, communicate and interact in real time to share and exchange information. The DHB supports and recognises the benefits of social media particularly in the areas of public health information and recruitment. However, there are risks to both the DHB and individuals when using social media.

Be sure to make clear in some way that your profile is not an official DHB communication channel. If necessary, add a disclaimer (e.g. "The opinions and positions expressed are my own and don't necessarily reflect those of the DHB") to indicate that you are not speaking on behalf of the

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organisation.

The DHB wants to prevent the risk of individuals inadvertently damaging the organisation's brands, divulging private information or getting themselves into trouble. In the same vein, it does not want to restrict employees' freedom of expression or create a culture of intimidation. Some of the advantages of social media:


- Easy, inexpensive route for engaging in conversation with patients and our communities on public health matters to targeted groups.
- Useful tool in recruiting staff
- A well-managed social media presence in an invaluable communication tool and can enhance the reputation of the DHB.

The DHB has the following expectations of employees using social media:

- All employees will understand the importance of keeping confidential, sensitive work matters private, knowing careless social media chatter could be a serious breach of an employment contract.
- All employees will understand their workplace obligations of trust and confidence and therefore will not bring the DHB into disrepute
- Engaging in social media activities on privately owned mobile devices should not take place in work time.

6. Success indicators

- Clinical successes and / or developments shared with the Waikato public.
- Meet all deadlines agreed between Waikato DHB and media outlets.
- All media releases and comment adhere to the values and strategic direction of the Waikato DHB.
- Media and Communications regularly remind employees of the policy and their responsibilities under it by postings on the Internet and Intranet.
- Staff who participate in social media activities behave responsibly and with good manners which will not bring the DHB into disrepute.

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Appendix B

1. Definitions

Patient representative

- **Where the patient has died** – that patient's personal representative (e.g. the executor or administrator of the patient's estate); or
- **Where the patient is under the age of 16 years** – the patient's parent or guardian; or
- **Where the patient is otherwise unable to give their consent** – a person lawfully acting on the patient's behalf or in the patient's interests.

Seek advice from the Waikato DHB Legal Advisor if in doubt.

Clinical Images

Any photograph of any Waikato DHB patient, part of a patient or record of a patient, regardless of:

- the technology used to create the photograph, e.g. digital camera, video camera, **telemedicine** equipment, conventional camera, Polaroid camera
- the purpose of **the** image, which may include but is not limited to diagnostic, teaching, record keeping, research, publication, promotion purposes.

Facilitator

The person designated to develop the publication by the authoriser.

ISBN

International Standard Book Number: a worldwide identification code for books.

ISSN

International Standard Serial Number: a worldwide identification code for serial publications, e.g. newspapers, magazines, annual reports.

Mihimihi


Formal acknowledgements and greetings.

Publications Facilitator Publication

Director of Media and Communications

A publication is generally any document, tape, disk, CD Rom, DVD or photograph/image produced by the efforts of Waikato DHB employees (or for Waikato DHB by external parties under control) for the purpose of:

- formal reporting on an ongoing basis to an external body or agency with direct or **indirect** oversight of any aspect of the Waikato DHB's operations providing guidance to any external party or parties on an on-going basis as to the nature, structure, processes or requirements of the Waikato DHB
- providing **guidance** to the staff of the Waikato DHB on an on-going basis as to the nature, structure, processes or requirements of the organisation
- informing the **community** at large, or any professional or occupational part thereof, of the results of research, planning or policy development undertaken at the Waikato DHB.
- NOTE: There may be items produced within Waikato DHB that do not fall within this definition **that** may or may not be publications e.g. responses to recommendations arising from external audits. Where you need help, contact the director of media and communications.

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Email Electronic mail provides the ability to send and receive messages between computers. Emails are comprised of textual information but can have other documents and pictures in specialised formats attached to them.

Internet The internet is a global network of inter-linked computer systems that are individually owned and where information is shared using a common software protocol called TCP/IP (Transmission Control Protocol/Internet Protocol). These computers provide access to information and applications via a web browser located on a personal computer attached to the internet via a telephone line and modem.

Intranet An internal internet operates within the Waikato DHB firewall and provides “in house information” only. i.e. not available to the external environment. The intranet is accessible via the web browser on users’ personal computers and its content created and updated by trained users within service departments.

Protected disclosure A protected disclosure is a declaration made by an employee where he or she believes serious wrongdoing has occurred. Employees making disclosures will be protected against disciplinary proceedings by the employer and will not be liable to either civil or criminal proceedings directly related to the disclosure. For more information refer to the Protected Disclosures policy.

Social Media Social media is a set of online technologies, sites and practices which are used to share opinions, experiences and perspectives. Fundamentally it is about conversation.

The common principles when using social media are:

- Be credible, accurate, fair, thorough and transparent
- Be consistent, cordial, honest and professional
- Be responsive, answer questions in a timely manner
- Be integrated, align online participation with other offline communications
- Be a public servant and remember you are an ambassador for your agency
- Be a good custodian, check content and messages regularly, dispose of incorrect information speedily.


SPAM

SPAM is ‘unsolicited commercial electronic messages’. Electronic messages include emails, instant messaging, SMS, multimedia message services and other mobile phone messaging. In order to be considered SPAM the electronic message must be commercial in nature either directly through the promotion of goods and services or indirectly via the redirection to another website where a commercial transaction can occur. It is important to note that providing a hyperlink to a commercial site from an otherwise non-commercial email may make it commercial.

SPAM Checklist

1. Is your message electronic?
2. Is your message commercial?
3. Is your message unsolicited?

The message is only SPAM if it fits all three of these criteria.

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2. Legislative Requirements

Waikato DHB must comply with all relevant legislation which includes, but is not limited to the following:

- Code of Health and Disability Services Consumers' Rights 1996
- Copyright Act 1994
- Defamation Act 1992
- Employment Relations Act 2000
- Films, Videos and Publications Act 1993
- Films, Videos and Publications Classification Act 1993
- Health and Disability Commissioner Act 1994
- Health Information Privacy Code 1994
- Local Government Official Information and Meetings Act 1987 and amendments
- National Library Act 1965 and amendment 1994
- Official Information Act 1982
- Privacy Act 1993
- Protected Disclosures Act 2000
- State Services Commission Web Guidelines
- Trade Marks Act 1953
- Unsolicited Electronic Message Act 2007

3. Associated Documents

- Delegations of Authority manual
- Media guidelines for Waikato DHB Board Members
- Waikato DHB Clinical Images policy (Ref: 1815)
- Waikato DHB Clinical Records Management policy (Ref: 0182)
- Waikato DHB Confidentiality Agreement
- Waikato DHB Emergency Management plans
- Waikato DHB Get it Right style guide
- Waikato DHB Get the Look corporate Identity manual
- Waikato DHB Informed Consent policy (Ref: 1969)
- Waikato DHB Intellectual Property policy (Ref: 1036)
- Waikato DHB Māori Health policy (Ref: 0108)
- Waikato DHB Information Privacy policy (Ref: 1976)
- Waikato DHB Protected Disclosure (Whistleblower) policy (Ref: 5151)
- Waikato DHB HR Policies
- Waikato DHB Information Systems Security Policy (Ref: 1849)
- Social media guidelines for staff www.waikatodhb.health.nz/socialmedia
- Governmental Standards including:
 - State Services Web Guidelines, May 2002
 - Web Guidelines Content and Design Compliance Checklist
 - NZ Government Locator Service Metadata Standard and Reference Manual, August 2001
 - Social Media in Government, Department of Internal Affairs.

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Appendix C


Permission slip for media outlets

Below is an example of what should be sent to media outlets when giving permission to film/interview within Waikato DHB facilities.

These are the following interview/filming procedures that are to be followed as part of Waikato DHB's permission to interview and/or film within our facilities. If your media outlet does not agree to the following procedures in writing, the Waikato DHB withdraws permission to film within its facilities.

Specific Filming/Interviewing/ Observation Conditions

- The rights to privacy, confidentiality and safety of the patient, his/her family/whānau and employees, are paramount at all times.
- The premises must be left in the same condition as they are found.
- Film crew must observe the hospital's health and safety procedures e.g. obeying fire alarms.
- If bright lights are interfering with employees' procedures they may not be used.
- The film crew may only film clinical procedures with the express permission of the clinician in charge.
- Any deviations from the plan or timetable to be discussed with the clinical consultant.
- NO close ups of patients or families unless written permission is granted by the patient and/or families at the consultant initiation.
- NO other employees interviewed.
- Employees must give their consent to be in any background shots.
- When not observing, the reporter may use the public cafe for meals and drinks - not the employees' tearoom.
- If employees ask the crew to stop shooting at any time, they must stop immediately.
- If employees ask the crew to leave Waikato DHB facilities at any time, they must leave immediately.
- All employees reserve the right to withdraw consent at any time up to, during or seven days after filming by contacting the director of communications.
- Filming will not hinder patient, visitor, emergency service, delivery and bus access to the hospital.

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Appendix D

Media waiver form

Date:

Director of Communications
 Waikato DHB
 P.O. Box 934
 Hamilton 3240

This is to advise that I consent to my child taking part in filming or a photo shoot that will appear in the media at a yet to be determined date. [I have discussed this matter with my child and he/she is willing to participate in the filming or photo shoot.]

Also note that where a child is able to understand what is happening (regardless of age) and certainly for older children, their views must be ascertained and recorded.

I agree to my child or me being filmed or having my/his/her picture taken and my or his/her name appearing in the media.

My child's name is:

My name is:


My address is:

My telephone number is: Landline

Mobile

Signature:

Date:

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Appendix E

Standards for Intranet and Internet use

Acceptable use

- Communication with researchers, educators, peers and organisations providing reciprocal exchange for professional development, to maintain currency, or to debate issues in a field or related area of knowledge pertaining to the mission and goals of Waikato DHB.
- Any traffic originating from another government or associated body, providing the traffic meets the acceptable use policy of both agencies.
- Announcements of new products, services or publication for use within the field of employment, which does not involve personal or charitable remuneration.
- Private use where it does not interfere with the productivity of service unit outputs or put the organisation and /or its employees at risk.
- Communication incidental to otherwise acceptable use, except for illegal or specifically unacceptable use.

Unacceptable use

- For-profit or charitable activities; or use by for profit organisations, unless approved by the Internet/Intranet Steering Committee.
- Use that will negatively affect the performance of the Internet for other users.
- Accessing confidential information without the owner's permission.
- Intentional representation as another user.
- Harassment, discrimination, intimidation or illegal activities.
- Unsecured transmission of confidential information.
- Visiting sites or receiving communications that contain material that is obscene, objectionable or likely to be offensive.
- Gambling.
- Soliciting for personal gain or profit.
- Making or posting indecent remarks or proposals.
- Uploading or downloading commercial software in violation of its copyright.
- Downloading any software or electronic files without reasonable virus protection measures in place.
- Passing off personal views as representing those of Waikato DHB.
- Any activity that violates New Zealand law and/or the public service code of conduct.
- Private usage – where this usage interferes with the productivity of service unit outputs or puts the organisation and/or its employee's at risk.
- Objectionable material, as defined by the Films, Videos and Publications Classification Act 1993.
- Any activity that may bring the organisation of employees into disrepute or may cause embarrassment to the organisation or employees.
- The generation of unsolicited electronic messages i.e. SPAM.