



## **MEDIA RELATIONS POLICY APPLICABLE TO OFFICERS AND STAFF OF THE CREE BOARD OF HEALTH AND SOCIAL SERVICES OF JAMES BAY (CBHSSJB)**

### **1. REGULATORY FRAMEWORK**

- An Act Respecting Health Services and Social Services for Cree Native Persons (L.R.Q., c. S-5)
- Quebec Civil Code
- An Act Respecting Access to Documents Held by Public Bodies and the Protection of Personal Information (L.R.Q., c.A-2.1)
- The Charter of Human Rights and Freedoms (L.R.Q., c. C-12)

### **2. POLICY STATEMENT**

2.1 The media play an important role in shaping the public's opinion and image of the institution, and furthering an understanding of the CBHSSJB's role and the services it provides. The media also play a key role in providing information about health care issues and public health priorities, and about Miyupimaatisiun. Establishing the CBHSSJB's reputation and promoting an understanding of the institution in Eeyou Istchee, in Quebec and across Canada relies upon promoting the CBHSSJB's activities and accomplishments.

2.2 Therefore, it is important that promotional activities and media relations be conducted in a coordinated, professional way in order to ensure that specific information is presented clearly and in a manner consistent with the CBHSSJB's corporate identity.

### **3. OBJECTIVES**

- 3.1 To supervise relations between the CBHSSJB's and the media.
- 3.2 To protect and preserve the institution's branding.
- 3.3 To promote the institution's reputation and the credibility of its spokespersons.
- 3.4 To identify the appropriate spokespersons and the means to support them in their role.
- 3.5 To manage access to the institution's facilities by the media (i.e., print, broadcast and online journalists, photographers and camera operators).
- 3.6 To establish guidelines as regards the privacy and confidentiality of personal information of the institution's clients.

#### **4. APPLICATION**

4.1 This policy applies to any officer or staff member employed by the institution, as well as to all members of the institution's Council of Physicians, Dentists and Pharmacists (CPDP).

4.2 This policy does not apply to the use of social media except as it relates to the institution's official social media platforms, and the professional print and broadcast media. Use of social media by CBHSSJB officers and employees is covered by the Social Media Policy of the CBHSSJB (forthcoming).

#### **5. DEFINITIONS**

5.1 "CPDP" refers to the institution's Council of Physicians, Dentists and Pharmacists.

5.2 "Institution" refers to the Cree Board of Health and Social Services of James Bay (CBHSSJB).

5.3 "Media" refers to commercial or public print, broadcast and online media in which the majority of content is created by professional journalists.<sup>1</sup>

5.4 "Social Media" refers to websites and applications that enable users to create and share content or to participate in social networking.

5.5 "Spokesperson" refers to the person designated by the CBHSSJB to speak to a member of the media on behalf of the institution. The statements provided by the spokesperson represent the official position of the CBHSSJB.

#### **6. IDENTIFICATION OF SPOKESPERSONS**

6.1 The institution's Executive Director and the Chairman of its Board of Directors ("the Board") are its official spokespersons.

6.2 The Executive Director primarily acts as spokesperson in response to requests related to the quality of health and social services, the management of operations of the institution, human resources, financial matters, and partnerships.

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<sup>1</sup> A comprehensive list of media outlets operating in the Region is available here:  
<http://www.nordduquebec.gouv.qc.ca/medias/RepertoireMedia.asp?Region=Nord-du-Quebec&Filtre=Tous>

6.3 The Chairman of the Board primarily acts as a spokesperson to requests related to policy, Board decisions, relations with Cree entities, political relations, and when it is a matter of defending the interests of the population.

6.4 In situations requiring a prompt response, aside from the Executive Director and the Chairman of the Board, other spokespersons may be designated by the Coordinator of Communications in consultation with the Executive Director, such as the Coordinator of Emergency Preparedness, the Director of Public Health, clinical specialists and Program, Planning and Research Officers.

6.5 Due to their special status, the Commissioner of Complaints and Quality of Services and the Medical Examiner, may disseminate information pertaining to the CBHSSJB's Complaint Policy and Code of Ethics contents.

6.6 The Coordinator of Communications within the Corporate Services Department of the CBHSSJB will coordinate all media relations. Any attempt by the media to enter into direct contact by any means such as by telephone or fax, email, electronic text message, social media post or in person, with an officer or staff member of the CBHSSJB or with a member of the institution's CPDP, must be referred immediately to the Coordinator of Communications who will make the appropriate arrangements in order to respond to the request. The cell number of the Coordinator of Communications is (418) 770-1444.

6.7 Once the Coordinator of Communications has ascertained the nature of the media inquiry, she/he will identify a suitable spokesperson from within the organization in consultation with the Executive Director.

6.8 Any officer, staff member or member of the institution's CPDP required to act as a spokesperson, may request media guidance from the Corporate Services Department.

## **7. PRIVACY AND INFORMED CONSENT**

7.1 It is the responsibility of the CBHSSJB to protect the privacy and confidentiality of all clients, in particular with respect of the CBHSSJB's Code of Ethics (Guide for interveners and users of the pathways to 'Miyupimaatisiun').

7.2 The Coordinator of Communications will ensure that clients and staff have provided written consent prior to being interviewed, videotaped or filmed, or photographed by the media.

7.3 The Corporate Services Department will keep signed consent forms on file in compliance with applicable privacy legislation.

7.4 In the case of a client younger than 14 years of age, written consent must be obtained from a parent or legal guardian. In the case of a child younger than 14 years of age who is under youth protection or a child 14 years of age or older but who is deemed mentally incompetent, written consent must be obtained from the

appropriate legal authority. If any interview subject including a minor child is not comfortable with the process it will be stopped.

The same approach should be followed with adults deemed mentally incompetent.

## **8. ON-SITE VISITS TO CBHSSJB FACILITES**

8.1 The CBHSSJB reserves the right to decline on-site media visits on medical or privacy grounds.

8.2 To effectively welcome the media to CBHSSJB facilities, the Corporate Services Department has established guidelines for arranging interviews, video or film shoot and still photo sessions, as follows:

- a) The Coordinator of Communications must be advised in advance of any interview, video or film shoot, or still photo session so that she/he might reserve the space necessary, notify the patient care areas affected, and coordinate with any patients, families and CBHSSJB staff appropriate for the story.
- b) While on CBHSSJB premises, media must be accompanied by the Director of the facility (e.g., the Director of Hospital Services or the Local Director of a CMC) or by an individual designated by the Director.

Even if clients or family members consent to being photographed or speak with the media, the Director must approve any interview, video or film shoot, or still photo session to take place on the premises of a CBHSSJB facility.

## **9. IDENTIFICATION OF CBHSSJB IN MEDIA REPORTS**

9.1 In content related to the work or professional role of any officer or staff member of the CBHSSJB, reporters must identify the officer or staff member by her/his job title. In their initial reference to the institution or its staff in print, broadcast or electronic content, reporters must use the complete name of the institution, i.e., the Cree Board of Health and Social Services of James Bay after which further references to the institution may be formulated as “the CBHSSJB” or “the Cree Health Board”.

## **10. MEDIA RELEASES**

10.1 It is the responsibility of the Corporate Services Department to issue official media releases and media advisories on behalf of the CBHSSJB.

10.2 Media releases concerning research projects, including those prepared by external partners, must be approved by the Research Committee of the CBHSSJB.

10.3 Copies of all official media releases of the CBHSSJB are shared with the Communications of the Ministry of Health and Social Services of Quebec and the Cree Nation Government.

## **11. PAID ADVERTISING**

11.1 Departments of the CBHSSJB wishing to publicize events or activities through paid advertising must contact Corporate Services for support and advice. Corporate Services has the authority to approve or reject proposed promotional activities. Corporate Services will work with the department in question to ensure that communications related to their activities respect the standards of the institution.

11.2 Departments must consult with the Corporate Services Department before purchasing advertising space for paid publicity campaigns or advertising, with the following exceptions:

11.2.1 Publicity campaigns related to the Public Health mandate of the CBHSSJB will be supervised by the Communications Officer for the Regional Department of Public Health.

11.2.2 Recruitment campaigns will be supervised by the Staffing Unit of the Human Resources Department.

11.3 Any advertising or editorial content distributed by print, broadcast, or online media must respect the guidelines established by the Corporate Services Department as regards language and use of the CBHSSJB logo.

11.4 Any advertising or editorial content distributed by print, broadcast or online media that pertains to research partnerships must be approved by the Research Committee of the CBHSSJB.

## **12. BREACH OF POLICY**

12.1 Any person required to respect this policy who then breaches any of its provisions is subject to disciplinary measures up to and including dismissal, depending on the context of the breach.

## **13. MISCELLANEOUS**

13.1 The Corporate Services Department, in collaboration with the Coordinator of Communications, will prepare an annual report on the application of the said policy to be presented to the institution's Board.

13.2 This policy shall be subject to review by the Board every three years.