

The Newcastle upon Tyne Hospitals NHS Foundation Trust

Press Enquiries and Public Relations

Effective: February 2008

Revised: June 2010

Review: June 2013

I. Summary

- 1.1 The following information details what to do in the event of a press enquiry. The use of the word "press" throughout this procedure should be taken to include television, radio, newspaper and magazines. The procedure also details what process to follow if information is being produced for patients. Key personnel involved with this procedure are the Assistant to the Chairman and Chief Executive and the Chief Executive.

2. Introduction

- 2.1 It is important to preserve the confidential relationship between the hospital and the patients but the reasonable desire of the press to be provided with information in cases of public interest must also be recognised.
- 2.2 The maintenance of good relations and the promotion of mutual confidence between the hospital and the press is an important aim of the Trust.

3. Persons Authorised to Deal with Press Enquiries

- 3.1 It is important to ensure that the press receive up to date, accurate information of a consistent nature. For this reason press enquiries should be directed to the following:-
 - * Chief Executive's Office via the Assistant to the Chairman and Chief Executive extension 26055 (initially)
- 3.2 Outside of office hours the Officer on call should be contacted. They can be contacted through Switchboard.
- 3.3 The above individual must be contacted in the event of a press enquiry. No other member of staff should give **any** information to the media.

4. Information Produced for Patients

- 4.1 If information is being produced within departments to distribute to patients it is important that there is a consistency in style and detail across the whole of the Trust within the literature distributed.
- 4.2 All patient literature/information should be submitted to the Chief Executive's Office to ensure that all the literature is in plain English and is consistent with other literature being distributed by the Trust.

5. Monitoring

Monitoring of this policy will be undertaken by the Chief Executives office who will monitor all enquiries. Any comments, queries or suggested amendments should be addressed to the Assistant to The Chairman and Chief Executive.