

LSU HEALTH CARE SERVICES DIVISION
BATON ROUGE, LOUISIANA

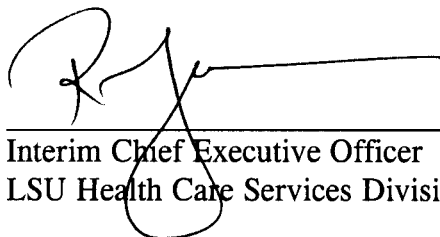
POLICY NUMBER: 9501-10

SUBJECT: Communications-Public Information Policy

CONTENT: Protocols for News Media and Public Information

EFFECTIVE DATE: November 10, 2006
Reviewed: February 26, 2008
Reviewed and Revised: July 30, 2010

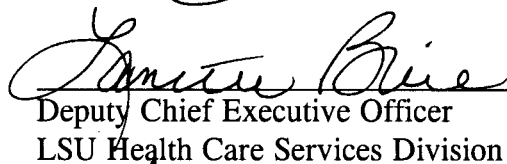
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Interim Chief Executive Officer
LSU Health Care Services Division

8.13.10

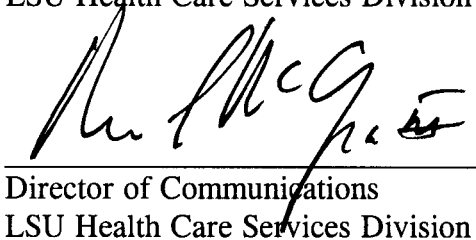
Date



Deputy Chief Executive Officer
LSU Health Care Services Division

8/6/10

Date



Director of Communications
LSU Health Care Services Division

8.5.2010

Date

PUBLIC INFORMATION POLICY
Protocols for News Media and Public Information

I. STATEMENT OF POLICY

This policy is in keeping with the LSU Health Care Services Divisions' desire to accurately inform the public about its work and to share important information about health care and services available through departmental programs. This policy shall be carried out under the direction of the Communications Director and shall conform to the provisions of Louisiana's Public Records Law, R.S.44.1 et seq.

II. DEFINITIONS

- A. Recordings, films, or other images-This shall refer to photographic, video, electronic or audio media
- B. Recordings, films, or other images made for external use-Those that will be heard or seen by the public (for example, commercial filming, television program, or marketing materials)

III. APPLICABILITY

This policy is applicable to all LSU Health Care Services Division employees and workers, faculty, contract staff and trainees assigned to HCSD offices, facilities, and apply to all functions designed to publicize departmental activities or to respond to news media inquiries about LSU Health Care Services programs, services, etc.

IV. EFFECTIVE DATE

This policy is effective upon the signature of the LSU HCSD CEO.

V. RESPONSIBILITIES

The LSU HCSD Communications Department is established to help LSU Health Care Services Division and its employees appropriately communicate

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with the internal and external audiences. While the Communications Department provides many functions, the following are important to note for purposes of this policy:

- Coordinate with the LSU Health Care Services Division CEO to ensure that media requests are handled appropriately.
- Provide appropriate media-related support and training to LSU Health Care Services Divisions faculty, staff and employees.
- Provide technical assistance in developing brochures, pamphlets, news releases, print and electronic public service announcements, media campaigns, etc.

VI. POLICY PROVISIONS

A. Procedures and Guidelines for News Media Communications

These procedures and guidelines are designed to ensure timely and accurate communications with the news media in a continuing effort to keep Louisiana citizens informed.

LSU Health Care Services Division employees, in the scope of their employment, who are contacted by news media representatives and asked to speak on behalf of departmental programs, services or issues, should first contact the LSU HCSD Communications Director to discuss the nature of the media contact. The LSU HCSD Communications Director, with the employee and the appropriate managers, will determine the proper contact/response and will coordinate that contact/response accordingly. Such contact includes, but is not limited to, the following subjects:

- Legislative issues (including appropriations, capital outlay).
- Statements/comments about LSU Health Care Services Division policies.
- Potential or actual crises (threats to the health/safety of citizens/LSU Health Care Services Division clients/staff).
- Areas outside the employee's/manager's jurisdiction.
- Client/consumer/beneficiary issues
- Current health news and events

B. Procedures for Other Activities

- 1) Contracts for Special Public Relations Services**
Employees, workers, faculty, contract staff and trainees assigned to HCSD shall contact the LSU HCSD Communications Director before contracting for public relations/information/advertising services. The LSU HCSD Communications Director will determine if the services are available/feasible within the department before a contract for the services is processed.
- 2) Public Affairs/Programs/Interviews**
Employees, workers, faculty, contract staff and trainees assigned to HCSD shall contact the LSU HCSD Communications Director for approval to be interviewed or appear on any public affairs program on behalf of departmental programs, services or issues. This notification shall be initiated at the earliest possible time.
- 3) Promotional Activities**
LSU Health Care Services Division employees shall confer with the LSU HCSD Communications Director regarding the development of any publicity or information campaigns relating to LSU Health Care Services Division programs or other activities. The LSU HCSD Communications Director shall be informed of any public information, advertising, public service announcements, brochures or other public information materials before they are developed/produced to ensure coordination with overall LSU Health Care Services Divisions policies and initiatives.
- 4) Web Site**
Any information to be placed on the LSU HCSD website or any HCSD hospital or clinic website must be coordinated through appropriate staff in the LSU HCSD Communications Department.

The LSU Health Care Services Division monitors only official LSU HCSD pages. Any public relations, recruiting and/or promotional information published by HCSD or any of its offices or facilities is considered official Louisiana State University Health Care Services Division information.

All faculty, staff, and facilities of Louisiana State University Health Care Services Division are required to have a link to the webmaster of that site on all of their web pages and maintain content and design consistent with that of HCSD (www.lsuhsospitals.org).

It will be the policy of LSU Health Care Services Division to collect no personal information from visitors to the website. A web server automatically recognizes only the Internet domain and IP address from which a visitor accessed the website, however, this information does not result in the identification of personal e-mail addresses or other personal information.

5) Media Access to Facilities and Clients

Facility, administrators, managers, trainees, contract workers and other HCSD staff shall notify the LSU HCSD Communications Director of all requested visits by media representatives and the nature of the visit. Media visits to facilities must be arranged during daytime working hours and in accordance with state and federal regulations and laws regarding the confidentiality of client's records or identities. After-hours visits may be made only in coordination with the facility manager and the LSU HCSD Communications Director when sufficient justification is provided. Visits must be coordinated to ensure that there is as little disruption as possible in the services to clients.

6) Privacy Rights of Clients

LSU Health Care Services Division employees, faculty, trainees, contract workers and all other HCSD staff shall honor the patient's right to give or withhold informed consent to produce or use recordings, films, or other

images of the patient for purposes other than his or her care.

When recordings, films, or other images of patients are made for external use, the LSU HCSD hospital and HQ shall obtain and document informed consent prior to producing the recordings, films, or other images. The informed consent shall include an explanation of how the recording, film, or other image will be used.

When the LSU HCSD patient is unable to give informed consent prior to the production of recordings, films or other images, the production may occur provided that doing so is permitted by the LSU HCSD hospital's written policy, which shall be established through an ethical mechanism (i.e., an ethics committee, CAC) that includes community input.

When a LSU HCSD patient is unable to give informed consent prior to the production of recordings, films, or other images, the product shall remain in the LSU HCSD hospital's possession and shall not be used for any purpose until and unless informed consent is obtained from the LSU HCSD patient.

When a LSU HCSD patient is unable to give informed consent prior to the production of recordings, films, or other images and informed consent for use cannot subsequently be obtained, the hospital shall either destroy the product or remove the non consenting patient from the product.

The LSU HCSD hospital shall inform the patient of his or her right to request cessation of the production of the recordings, films, or other images.

Before engaging in the production of recordings, films, or other images of patients, anyone who is not already bound by the LSU HCSD hospital's confidentiality policy shall sign a confidentiality statement to protect the patient's identity and confidentiality information.

LSU HCSD shall accommodate the patient's right to rescind consent before the recording, film or image is used.

LSU Health Care Services Division employees, faculty, trainees, contract workers and all other HCSD staff shall not arrange or permit media interviews or photographs of LSU Health Care Services Division clients, unless the clients have signed release statements (see Appendix A) prior to the events. The following special procedures should be adhered to.

- The original of the signed release shall be kept on file at the facility or office.
- A copy of the signed release should be provided to the media representative if requested.
- Where appropriate, the guardian or custodian of a minor or client shall sign the release form.
- Where appropriate, the attending physician shall concur in the decision to permit the interview or photo session.
- The office or facility shall control the event to protect the privacy rights of other clients.
- State and federal regulations prohibit the release of information to the media about a specific client of an HCSD facility.
- Clients of LSU Health Care Services Division facilities, clinics, etc. shall have their rights to privacy honored. Information about these clients shall not be released without obtaining the appropriate releases as described above.
- When clients speak to the media on their own accord, LSU Health Care Services Division employees and representatives are still bound to observe the client's confidentiality and must obtain a written release from the client before releasing information from the client's file.

C. CONSEQUENCES

Failure to adhere to this policy may result in disciplinary action up to and including termination.

Permission for Public Information and/or Photographs

Name of Patient (Print) _____

The attending physician must give approval.

Name of Physician (Print) _____

Physician's approval by initials: _____ If verbal permission please indicate:
Yes No

I / We hereby consent to an interview and/or photographs [still or video] of the above named

patient by representative(s) of _____

____ For the purpose of public information (including new media)

____ For hospital promotions of patient care

____ For research programs/medical education

____ Other purpose (please provide a detailed explanation)

(specify): _____

Permission is voluntary and, as such, I/We relieve and hereby agree to hold the hospital, its representatives and the LSU Health Care Services Division free and harmless from any and all liability arising out of the interviewing, photographing, and/or any subsequent publication or broadcasting of such information or photographs. Any requested restrictions are described below. In granting consent, I/We assume full responsibility and acknowledge that said photographs and /or information may be used at the discretion of the news media or other party named herein.

Signature of Patient

If patient is unable to sign, Next of Kin
(Print) _____

If patient is a minor, Parent / Legal Guardian
(Print) _____

Signatures of Witnesses

1.) _____

2.) _____

Signature of at least one parent or the legal guardian is required for a minor.
Signature of two witnesses is required when patient is unable to sign.