

Corporate	ICBP028 Media Handling Policy
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Version Number	Date Issued	Review Date
4	October 2025	October 2026

Prepared By:	ICB Communications Team
Consultation Process:	NA
Formally Approved:	October 2025
Approved By:	Executive Committee

EQUALITY IMPACT ASSESSMENT

Date	Issues
June 2022	None identified.

POLICY VALIDITY STATEMENT

Policy users should ensure that they are consulting the currently valid version of the documentation. The policy will remain valid, including during its period of review. However, the policy must be reviewed at least once in every 3-year period.

ACCESSIBLE INFORMATION STANDARDS

If you require this document in an alternative format, such as easy read, large text, braille or an alternative language please contact nencicb.comms@nhs.net

Version Control

Version	Release Date	Author	Update comments
1	July 2022	Senior Communications Manager, NECS	New policy.
2	February 2023	Senior Communications Manager, NECS	Reviewed within first 6 months of ICB establishment, no updates required
3	October 2025	Strategic head of communications	Reviewed and updated

Approval

Role	Name	Date
Approver	Executive Committee	July 2022
Approver	Executive Committee	February 2023
Approver	Executive Committee	October 2025

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1. Introduction

The media play an important role in sharing information and communicating with the public and other stakeholders about NHS services and the work of the ICB.

We are committed to be working with the media in an open and transparent way to share information about our successes and challenges and to ensure information is fairly and accurately reported to our communities across the North East and North Cumbria and beyond.

The purpose of this policy is to provide guidance to all ICB staff including contractors and agency staff on the process which must be followed for handling **any** media requests. This applies to **all** media enquiries, regardless of whether the enquiry relates directly to the ICB, an individual's role within the ICB or any links that staff may have with professional bodies or organisations.

In the context of this policy the **media refers to radio, television, newspapers, magazines, social media, websites and/or any other means of disseminating information to a wide audience.**

Any staff who are approached by the media should immediately refer the journalist to the communications team who can be contacted during normal office hours via nencicb.comms@nhs.net. For out of hours media enquiries visit the [media section of the ICB website](#).

In doing so, staff should follow the same behavioural standards as they would in their everyday roles and abide by their legal and ethical duties to protect patient/service user and colleague confidentiality in line with the 'Caldicott principles'.

1.1 Status

This policy is a corporate policy.

1.2 Purpose and scope

This policy provides guidance for all ICB staff, contractors and agency staff, on the procedure you must follow for handling any media requests for information which relate directly, or indirectly, to your role with the ICB or the organisation itself. It also aims to provide information on how the ICB operates when engaging and working with the media.

This policy applies to those members of staff that are employed by the ICB, both substantive, non-substantive and agency staff for whom the ICB has legal responsibility. It also applies to volunteers working for the ICB.

What it means to staff

Policy author – is responsible for keeping this policy up to date and communicating the policy and any changes to all staff

Managers/supervisors – are responsible for ensuring adequate dissemination and implementation of policies

All ICB employees/volunteers/agency and contract staff – are responsible for reading the new/revised policies to maintain current awareness of changes which may impact on them and their roles.

- **Chief Executive/Board** – have ultimate responsibility for the implementation of this policy including ensuring that the ICB policies comply with all legal, statutory and good practice requirements.
- **Director of Communications** – has delegated responsibility and reports to the ICB Board on all issues relating to media.
- **All managers** are responsible for ensuring adequate dissemination and implementation of this policy amongst staff, including contractors and agency staff.
- **Caldicott Guardian/Senior Information Risk Owner (SIRO)**
The ICB's Caldicott Guardian and SIRO has a strategic role which involves representing and championing confidentiality and information sharing requirements and issues at senior management level, in addition, they actively support information sharing and advise on options for lawful and ethical processing of information. As such, the Caldicott Guardian/SIRO will be called upon for advice in relation to engagement with the media – including on social media – and in any circumstances where staff may have contravened this policy.
- **IG/IT/HR staff** – IG/IT staff have a responsibility in assisting the successful implementation of this policy with regards to content and usage of social media by staff.

2. Definitions

The following terms are used in this document:

Media – the term 'media' or 'mass media' refers to means of communication which reach large numbers of people in a short time. Traditional media, introduced before the arrival of the internet, includes television, radio, newspapers and magazines. Today's media world includes a wide range of online publications and of course social media. Most 'traditional' media also broadcast or share news online.

Journalists – are people who write for newspapers, magazines or online publications. They also film/record news and prepare new stories to be broadcast online, on the radio or on television and share on social media.

3. Media handling

3.1 Policy Summary

The ICB is committed to open and transparent communication with the media and in developing good relationships with local, regional, national and international journalists across a variety of media outlets and channels.

The communications team is responsible for media contact on behalf of the ICB and will actively work with journalists, at all levels, to share information about the ICB and to provide briefings and appropriate background context on a range of issues and priorities.

This policy outlines the responsibilities of individuals if the media approach them about anything which directly or indirectly relates to their role at ICB or the overall business of the ICB. If a member of staff becomes aware of a breach of this policy, they should contact their line manager in the first instance who must then make Communications and HR aware. If this occurs out of hours, please contact the ICB media on-call officer or the exec on-call.

It should be noted that the line between the 'media' and 'social media' is increasingly blurred. Accordingly, this policy should be read/used in tandem with the social media policy.

3.2 Work with the media

Effective communication is essential to the success of any organisation and accordingly, the ICB works with the media as part of its efforts to build good, open relationships with patients, partner organisations, key stakeholders and the wider public.

The ICB engages with the media on the basis of authority and knowledge so that information in the public domain is reliable, trustworthy and accurate so that public confidence in the ICB and NHS services can be maintained and enhanced.

As an organisation we work closely with the media – proactively and reactively – for several reasons:

- To respond to legitimate enquiries
- To publicise the work of the ICB and health and care across the region
- To promote the services and work that we do within the ICB and across the region
- To provide information to the public
- To support clinical and/or operational objectives
- To raise awareness of health issues

- To provide reassurance, confidence and transparency at critical times such as major incidents, outbreaks or as a result of errors and mistakes.
- To promote general health and wellbeing

Media interviews or requests to speak to patients or staff

On occasion the media will request to interview/film/speak to staff and/or patients. This may occur on one of our sites or in the wider community. In such circumstances, it is the communications team's role to liaise with the journalist to ascertain the nature of the enquiry and coordinate an appropriate response.

Consent is required in all circumstances where the subject (staff or patient) could reasonably be identifiable.

In the case of

- A member of staff; verbal consent – given to a member of the communications team - is sufficient.
- Where a patient is visually identifiable e.g., sitting in the background of a wider filming shot - then consent (recorded or written) must be obtained.
- Where a patient is to be interviewed or appear as the focus of a broadcast or filming piece, then express written consent is required.

At no point will any patient or member of staff be subjected to undue pressure to take part in any media process with which they are uncomfortable.

The above applies to any filming the ICB undertakes for its own use on its channels or for distribution to the media.

Where a patient or member of staff consents to participate in media engagement, the member of the communications team present will offer any required advice or guidance which may be necessary and ensure appropriate documents are provided if needed.

At all times the right of our patients, their families and staff to privacy and dignity is, and will remain, our overriding priority. At all times, in all media engagement, the ICB complies with the Caldicott guidelines, appropriate editorial guidelines, the General Data Protection Regulation (GDPR) and industry best practice and standards to ensure this objective is met.

3.3 VIP and media visits

The ICB may, on occasions, arrange for external persons to visit ICB sites or other health and care services when appropriate. For example, VIP visits from local members of parliament or national dignitaries.

A member of the communications team will also coordinate all media activity related to the visit.

When this does occur, persons and the media will be accompanied at all times by a member of the communications team who will also make the necessary arrangements to ensure that staff are fully briefed about the visit. An appropriate member of the relevant department must also escort the visitor(s).

3.4 Guidance for all staff

3.4.1 Protocol for media enquiries

Any staff who are approached by the media should immediately refer the journalist to the communications team.

- The team can be contacted during normal office hours via nencicb.comms@nhs.net
- Out of normal office hours please visit the [media section of the ICB website](#) for details on the communications person on call. If this is not possible, please contact the tactical director or executive director on-call

Whilst the majority of journalists will contact the ICB via the communications team, there may be instances where other staff are approached directly. For example, journalists may approach certain staff directly (via phone, social media or email) for expert commentary or opinions. In these circumstances, staff should direct any media enquiries to the ICB communications team.

Similarly, if a journalist or camera operator turns up at a site unannounced, staff should immediately contact the communications team who will handle the situation. If a member of staff notices someone taking photographs/filming on the site unaccompanied by a member of the communications team, they should approach them and ask what they are doing, and then alert the communications team.

All photographing/filming requests must be approved by the communications team in advance.

We recognise that some members of staff are highly active within their own professional bodies and may be contacted by the respective press offices of their professional bodies, or by journalists, in relation to their work or any national announcements. In all cases, staff should contact the ICB communications team before speaking to the journalist or agreeing to take part in an interview so the communications team can provide appropriate advice.

All staff should be aware that the **Public Interest Disclosure Act 1998** gives legal protection to employees who raise concerns about wrongdoing, malpractice, or risks to patient safety ('whistleblowing'). Staff are expected to raise concerns **internally in the first instance**, following the ICB Whistleblowing Policy. Disclosure to the media or other external parties **should only be considered in exceptional circumstances**, where internal reporting has been ineffective or is not possible, and where failing to do so would create a serious risk to patients, staff, or the public.

3.4.2 Dos and don'ts

- Don't ever feel pressured by a journalist to make a comment or give any information
- Do refer journalists immediately to the communications team straight away, as the media are often working to tight deadlines and will require a swift response
- Don't ignore anyone who is on an ICB or NHS site and has a camera or you think may be a journalist
- Do call the communications team immediately so that appropriate arrangements can be made, and patient/staff confidentiality is protected
- Don't agree to an interview before alerting the communications team to any request you've had
- Do call the communications team straight away if you have been approached by a journalist directly
- Don't, under any circumstances, disclose confidential information to the media. All enquiries from such sources should be referred to the communications team.
- Do pro-actively contact the communications team if you are engaging with the media for a non-professional reason (charity fundraising, stories related to a sports team, events in your personal life etc) where you mention or use your professional role or feel that it could be seen to be related to your role.

3.5 Arrangements Out of Hours

A member of the communications team is available 24 hours a day, seven days a week, to help manage and respond to media enquiries. During office hours staff should email nencicb.comms@nhs.net

At evenings, weekends and during all bank holidays, an on call rota will be implemented and calls should be directed to the [media on call officer](#) or if this is not possible, please contact the tactical director or executive director on-call

3.6 Process

This policy has been developed on based on industry best practice.

The communications team will advise on how to deal with media enquiries. These can range from responses to straightforward questions/queries to written statements, identifying and briefing spokespeople through to urgent/crisis media support.

Should ICB staff be contacted by a media representative, be this via email or phone call it is important that staff are not drawn in to respond to the query. Staff should immediately signpost the representative to the communications team. Alternatively, they should forward the caller's details/forward their email to the communications team.

The communications team will liaise with the responsible staff member to respond to the enquiry within the deadline set by the media outlet. The communications officer handling the enquiry will ensure the appropriate sign off is in place. They will also notify executive officers, the Board and other relevant officers of the enquiry and the handling/response.

3.7 Dealing with inaccurate media coverage

If an article/news programme is clearly factually incorrect the communications team will advise on an appropriate response or action working with the relevant subject matter lead within the ICB and/or relevant director. This may include raising the issue directly with the media outlet in question, a request for correction to be made or a rebuttal issued.

3.8 Potentially contentious issues

The communications team should be briefed as early as possible on any contentious issue likely to attract or result in media interest.

Such an early warning will help to plan an appropriate response to ensure timely and transparent communication. Public interest/safety should always be the determining factor in reaching such a decision. This may result in proactively releasing information or preparing reactive lines

4. Implementation

- 4.1 This policy will be available to all staff for use in relation to the specific function of the policy.
- 4.2 All directors and managers are responsible for ensuring that relevant staff have read and understood this document and are competent to carry out their duties in accordance with the procedures described.

5. Training Implications

The communications team will organise media training for those members of staff who are likely to be regularly called upon to do interviews on behalf of the ICB. Support and advice in relation to any aspect of the media is also available from the communications team.

6. Documentation

6.1 Other related policy documents.

None identified.

6.2 Legislation and statutory requirements

None identified.

6.3 Best practice recommendations

None identified.

7. Monitoring, Review and Archiving

7.1 Monitoring

The Board will agree with the Executive Director a method for monitoring the dissemination and implementation of this policy. Monitoring information will be recorded in the policy database.

7.2 Review

7.2.1 The Board will ensure that this policy document is reviewed in accordance with the timescale specified at the time of approval. **No policy or procedure will remain operational for a period exceeding three years without a review taking place.**

7.2.2 Staff who become aware of any change which may affect a policy should advise their line manager as soon as possible. The Executive Director will then consider the need to review the policy or procedure outside of the agreed timescale for revision.

7.2.3 For ease of reference for reviewers or approval bodies, changes should be noted in the 'document history' table on the front page of this document.

NB: If the review consists of a change to an appendix or procedure document, approval may be given by the sponsor director, and a revised document may be issued. Review to the main body of the policy must always follow the original approval process.

7.3 Archiving

The Board will ensure that archived copies of superseded policy documents are retained in accordance with Records Management: NHS Code of Practice 2021.

Schedule of Duties and Responsibilities

Through day-to-day work, employees are in the best position to recognise any specific fraud risks within their own areas of responsibility. They also have a duty to ensure that those risks, however large or small, are identified and eliminated. Where it is believed fraud, bribery or corruption could occur, or has occurred, this should be reported to the CFS or the chief finance officer immediately.

The Board	The Board is responsible for setting the strategic context in which organisational process documents are developed, and for establishing a scheme of governance for the formal review and approval of such documents.
Accountable Officer	The accountable officer has overall responsibility for the strategic direction and operational management, including ensuring that ICB process documents comply with all legal, statutory and good practice guidance requirements.
All Staff	<p>All staff, including temporary and agency staff, are responsible for:</p> <ul style="list-style-type: none"> • Compliance with relevant process documents. Failure to comply may result in disciplinary action being taken. • Co-operating with the development and implementation of policies and procedures and as part of their normal duties and responsibilities. • Identifying the need for a change in policy or procedure as a result of becoming aware of changes in practice, changes to statutory requirements, revised professional or clinical standards and local/national directives, and advising their line manager accordingly. • Identifying training needs in respect of policies and procedures and bringing them to the attention of their line manager. • Attending training / awareness sessions when provided.

Appendix A – Equality Impact Assessment

Equality Impact Assessment Initial Screening Assessment (STEP 1)

As a public body organisation we need to ensure that all our current and proposed strategies, policies, services and functions, have given proper consideration to equality, diversity and inclusion, do not aid barriers to access or generate discrimination against any protected groups under the Equality Act 2010 (Age, Disability, Gender Reassignment, Pregnancy and Maternity, Race, Religion/Belief, Sex, Sexual Orientation, Marriage and Civil Partnership).

This screening determines the relevance for all new and revised strategies, policies, projects, service reviews and functions.

Completed at the earliest opportunity, it will help to determine:

- The relevance of proposals and decisions to equality, diversity, cohesion and integration.
- Whether or not equality and diversity is being/has already been considered for due regard to the Equality Act 2010 and the Public Sector Equality Duty (PSED).
- Whether or not it is necessary to carry out a full Equality Impact Assessment.

Name(s) and role(s) of person completing this assessment:

Name: Sarah McKellar

Job Title: Strategic head of communications

Organisation: North East and North Cumbria ICB

Title of the service/project or policy: Media Handling Policy

Is this a;

Strategy / Policy

Service Review

Project

Other [Click here to enter text.](#)

What are the aim(s) and objectives of the service, project or policy:

The policy outlines the ICB's approach to liaising with the media on a proactive and reactive basis and outlines the process for staff when contacted by the media.

The main objectives are:

- Outlining an approach to proactive media relations – highlighting services, key messages or announcements in a proactive manner.
- Outlining an approach to reactive media relations – responding to queries and questions from the media; this could be via written means or spokespeople being interviewed by the print or broadcast media. This could also involve challenging inaccurate information published the media.
- Highlighting the processes involved should staff be contacted by a

media representative.

Who will the project/service /policy/decision impact?

(Consider the actual and potential impact)

- **Staff**
- **Service User / Patients**
- **Other Public Sector Organisations**
- **Voluntary / Community groups / Trade Unions**
- **Others, please specify** [Click here to enter text.](#)

Questions	Yes	No
Could there be an existing or potential negative impact on any of the protected characteristic groups?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Has there been or likely to be any staff/patient/public concerns?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Could this piece of work affect how our services, commissioning or procurement activities are organised, provided, located and by whom?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Could this piece of work affect the workforce or employment practices?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Does the piece of work involve or have a negative impact on: <ul style="list-style-type: none"> • Eliminating unlawful discrimination, victimisation and harassment • Advancing quality of opportunity • Fostering good relations between protected and non-protected groups in either the workforce or community 	<input checked="" type="checkbox"/>	<input type="checkbox"/>

If you have answered no to the above and conclude that there will not be a detrimental impact on any equality group caused by the proposed policy/project/service change, please state how you have reached that conclusion below:

[Click here to enter text.](#)

If you have answered yes to any of the above, please now complete the ‘STEP 2 Equality Impact Assessment’ document

Accessible Information Standard	Yes	No
Please acknowledge you have considered the requirements of the Accessible Information Standard when communicating with staff and patients. https://www.england.nhs.uk/wp-content/uploads/2017/10/accessible-info-standard-overview-2017-18.pdf	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Governance, ownership and approval

Please state here who has approved the actions and outcomes of the screening		
Name	Job title	Date
Claire Riley	Chief Corporate Services Officer	April 2025

Publishing

This screening document will act as evidence that due regard to the Equality Act 2010 and the Public Sector Equality Duty (PSED) has been given.

FULL EQUALITY IMPACT ASSESSMENT

The Equality Act 2010 covers nine 'protected characteristics' on the grounds upon which discrimination and barriers to access is unlawful.

Outline what impact (or potential impact) the new policy/strategy/guidance will have on the following protected groups:

Age

A person belonging to a particular age

The policy will potentially affect all protected groups as media is available to a wide audience across the ICB area.

It is important therefore that the ICB has due regard to the types of media outlets it communicates with, to minimize any potential discrimination. The ICB should, for example, ensure that its proactive media communications are inclusive so as to reach as wide an audience as possible. The ICB in planning its communications with the media must have due regard to all demographic groups in order to disseminate messages.

Disability

A person who has a physical or mental impairment, which has a substantial and long-term adverse effect on that person's ability to carry out normal day-to-day activities).

The policy will potentially affect all protected groups as media is available to a wide audience across the ICB area. The ICB should be mindful of the varying needs of its population when dealing with the media. Should there be a need to communicate directly with groups we will ensure that relevant messages are shared across appropriate channels and available in a variety of formats e.g. easy read format for people who have a learning disability.

Gender reassignment (including transgender) and Gender Identity

Medical term for what transgender people often call gender-confirmation surgery; surgery to bring the primary and secondary sex characteristics of a transgender person's body into alignment with his or her internal self perception.

The policy will potentially affect all protected groups as media is available to a wide audience across the ICB area.

It is important therefore that the ICB has due regard to the types of media outlets it communicates with, to minimize any potential discrimination. The ICB should, for example, ensure that its proactive media communications are inclusive so as to reach as wide an audience as possible

Marriage and civil partnership

Marriage is defined as a union of a man and a woman or two people of the same sex as partners in a relationship. Civil partners must be treated the same as married couples on a wide range of legal matters

The policy will potentially affect all protected groups as media is available to a wide audience across the ICB area.

It is important therefore that the ICB has due regard to the types of media outlets it communicates with, to minimize any potential discrimination. The ICB should, for example, ensure that its proactive media communications are inclusive so as to reach as wide an audience as possible

Pregnancy and maternity

Pregnancy is the condition of being pregnant or expecting a baby. Maternity refers to the period after the birth, and is linked to maternity leave in the employment context.

The policy will potentially affect all protected groups as media is available to a wide audience across the ICB area.

It is important therefore that the ICB has due regard to the types of media outlets it communicates with, to minimize any potential discrimination. The ICB should, for example, ensure that its proactive media communications are inclusive so as to reach as wide an audience as possible

Race

It refers to a group of people defined by their race, colour, and nationality, ethnic or national origins, including travelling communities.

The policy will potentially affect all protected groups as media is available to a wide audience across the ICB area.

It is important therefore that the ICB has due regard to the types of media outlets it communicates with, to minimize any potential discrimination. The ICB should, for example, ensure that its proactive media communications are inclusive so as to reach as wide an audience as possible

Religion or Belief

Religion is defined as a particular system of faith and worship but belief includes religious and philosophical beliefs including lack of belief (e.g. Atheism). Generally, a belief should affect your life choices or the way you live for it to be included in the definition.

The policy will potentially affect all protected groups as media is available to a wide audience across the ICB area.

It is important therefore that the ICB has due regard to the types of media outlets it communicates with, to minimize any potential discrimination. The ICB should, for example, ensure that its proactive media communications are inclusive so as to reach as wide an audience as possible

Sex/Gender

A man or a woman.

The policy will potentially affect all protected groups as media is available to a wide audience across the ICB area.

It is important therefore that the ICB has due regard to the types of media outlets it communicates with, to minimize any potential discrimination. The ICB should, for example, ensure that its proactive media communications are inclusive so as to reach as wide an audience as possible

Sexual orientation

Whether a person's sexual attraction is towards their own sex, the opposite sex or to both sexes

The policy will potentially affect all protected groups as media is available to a wide audience across the ICB area.

It is important therefore that the ICB has due regard to the types of media outlets it communicates with, to minimize any potential discrimination. The ICB should, for example, ensure that its proactive media communications are inclusive so as to reach as wide an audience as possible

Carers

A family member or paid helper who regularly looks after a child or a sick, elderly, or disabled person

The policy will potentially affect all protected groups as media is available to a wide audience across the ICB area.

It is important therefore that the ICB has due regard to the types of media outlets it communicates with, to minimize any potential discrimination. The ICB should, for example, ensure that its proactive media communications are inclusive so as to reach as wide an audience as possible

Other identified groups relating to Health Inequalities

such as deprived socio-economic groups, rural areas, armed forces, people with substance/alcohol abuse and sex workers.

(Health inequalities have been defined as “Differences in health status or in the distribution of health determinants between different population groups.”

Health inequalities can therefore occur across a range of social and demographic indicators, including socio-economic status, occupation, geographical locations.)

The policy will potentially affect all protected groups as media is available to a wide audience across the ICB area.

It is important therefore that the ICB has due regard to the types of media outlets it communicates with, to minimize any potential discrimination. The ICB should, for example, ensure that its proactive media communications are inclusive so as to reach as wide an audience as possible

ENGAGEMENT AND INVOLVEMENT

Have you engaged stakeholders in testing the policy/guidance or process proposals including the impact on protected characteristics?

Guidance Notes

- List the stakeholders engaged
- What was their feedback?
- List changes/improvements made as a result of their feedback
- List the mitigations provided following engagement for potential or actual impacts identified in the impact assessment.

Not applicable. This policy focuses on the internal process for handling the media with ICB staff.

If no engagement has taken place, please state why:

[Click here to enter text.](#)

METHODS OF COMMUNICATION

What methods of communication do you plan to use to inform service users/staff about the policy/strategy/guidance?

- | | | |
|---|---|---|
| <input type="checkbox"/> Verbal – meetings | <input type="checkbox"/> Verbal - Telephone | |
| <input type="checkbox"/> Written – Letter | <input type="checkbox"/> Written – Leaflets/guidance booklets | |
| <input checked="" type="checkbox"/> Written - Email | <input checked="" type="checkbox"/> Internet/website | <input checked="" type="checkbox"/> Intranet page |
| <input type="checkbox"/> Other | | |

If other please state: This policy is for staff. We will use internal social media channels, intranet and circulate this to senior leaders so they are aware it has been updated and ask them to remind their staff

Accessible Information Standard Check

From 1st August 2016 onwards, all organisations that provide NHS care and / or publicly-funded adult social care are legally required to follow the Accessible Information Standard. The Standard sets out a specific, consistent approach to identifying, recording, flagging, sharing and meeting the information and

communication support needs of patients, service users, carers and parents with a disability, impairment or sensory loss.

<https://www.england.nhs.uk/wp-content/uploads/2017/10/accessible-info-standard-overview-2017-18.pdf>

Tick to confirm you have you considered an agreed process for:

- Asking people if they have any information or communication needs, and find out how to meet their needs.
- Have processes in place that ensure people receive information which they can access and understand, and receive communication support they need it.

This policy is for staff we would as managers to ensure their staff are aware and understand the policy and to ask if anyone needs support to understand the policy.

POTENTIAL IMPACTS IDENTIFIED; ACTION PLAN

Ref no.	Potential/actual Impact identified	Protected Group Impacted	Action(s) required	Expected Outcome	Action Owner	Timescale/ Completion date
	No actions identified					

GOVERNANCE, OWNERSHIP AND APPROVAL

Please state here who has approved the actions and outcomes of the screening		
Name	Job title	Date
Claire Riley	Chief Corporate Services Officer Executive Director of Corporate Governance, Communications and Involvement	June 2022

Presented to (Appropriate Committee)	Publication Date
Executive Committee	July 2022



Appendix B – Photo and video consent form

For people participating in filming, photography, audio recording or other media activity to highlight and promote the work of the NHS.

Name of Job / Event	
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To comply with data protection law, we need your signed permission to use any images, videos, audio, or written personal details of you, for NHS promotional purposes. If you agree, please sign and date the form.

We:

- will use your information to promote the work of the NHS
- may use your video/photograph/audio across various media channels such as NHS websites, NHS leaflets, NHS social media and also with external media (television, press, radio) to promote the work of the NHS (if agreed by you)
- will not share your video/photograph/audio with anyone outside of the groups involved in the above promotional work.

You:

- are confirming that you, or the patient you are consenting on behalf of, agree to being recognisable and/or identified on film, audio recording, photography and/or written material.
- understand that the NHS North East and North Cumbria Integrated Care Board has no control over the future use of materials by external/media organisations.
- have the right to withdraw your consent for the purposes specified above at any time. You can do this by contacting nencicb.comms@nhs.net

Your information will be kept securely and will be accessible only by staff within NHS North East and North Cumbria Integrated Care Board.

Declaration

You are signing this consent form as: (Please tick appropriate box)

A member of the public

A parent/guardian*

Member of staff

(an adult with parental responsibility must provide consent if the child is under 13)

(this includes staff employed by other healthcare organisations working with the NHS)

*NB: If you are a parent or guardian and are signing this form for a child under 13, please give the child's full name and also their address if it is different from your own.

"I hereby give my consent to take part in publicity and/or the publication of my photograph(s) / video(s) / audio in materials promoting the work of the NHS."

Name	
Address	
Phone	
Signed	

Thank you.

This form must be completed and sent to:

Communications Team
NHS North East and North Cumbria Integrated Care Board,
Pemberton House, Colima Avenue,
Sunderland Enterprise Park,
Sunderland SR5 3XB

nencicb.comms@nhs.net