

Report to:	NHS Hull Clinical Commissioning Group Board
Date of Meeting:	28 January 2022
Subject:	Media Policy
Presented by:	Sue Lee, Associate Director, Communications and Engagement
Author:	Sue Lee, Associate Director, Communications and Engagement

STATUS OF THE REPORT:

To approve	<input checked="" type="checkbox"/>	To endorse	<input type="checkbox"/>
To ratify	<input type="checkbox"/>	To discuss	<input type="checkbox"/>
To consider	<input type="checkbox"/>	For information	<input type="checkbox"/>
To note	<input type="checkbox"/>		

PURPOSE OF REPORT:

The CCG's Media Policy recognises the organisation's wider reputation, as well as its standing within its own local and professional communities, is heavily influenced by its coverage in the media. Similarly, the media has the power to either instil or damage public confidence in, and understanding of, an organisation, its aims and its services.

The CCG's existing media policy was reviewed in November 2021 and changes made in respect of the rising use of video and the importance of social media as a trusted source of information. Staff protocols have also been updated in this respect.

RECOMMENDATIONS:

a The CCG Board approves the policy

REPORT EXEMPT FROM PUBLIC DISCLOSURE No Yes

If yes, grounds for exemption
(FOIA or DPA section reference)

CCG STRATEGIC OBJECTIVE (See guidance notes below)	BOARD ASSURANCE FRAMEWORK SPECIFIC OBJECTIVE
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	(See guidance notes below)
Short summary as to how the report links to the CCG's strategic objectives	Short summary as to how the report adds assurance to the Assurance Framework

IMPLICATIONS: (summary of key implications, including risks, associated with the paper),	
Finance	
HR	
Quality	
Safety	

ENGAGEMENT: (Explain what engagement has taken place e.g. Partners, patients and the public prior to presenting the paper and the outcome of this)

The Senior Leadership team has approved the revisions to this policy.

LEGAL ISSUES: (Summarise key legal issues / legislation relevant to the report)

N/A

EQUALITY AND DIVERSITY ISSUES: (summary of impact, if any, of CCG's duty to promote equality and diversity based on Equality Impact Analysis (EIA). **All** reports relating to new services, changes to existing services or CCG strategies / policies **must** have a valid EIA and will not be received by the Committee if this is not appended to the report)

	Tick relevant box
An Equality Impact Analysis/Assessment is not required for this report.	
An Equality Impact Analysis/Assessment has been completed and approved by the lead Director for Equality and Diversity. As a result of performing the analysis/assessment there are no actions arising from the analysis/assessment.	
An Equality Impact Analysis/Assessment has been completed and there are actions arising from the analysis/assessment and these are included in section xx in the enclosed report.	x