

# ACT Health Policy

## ACT Public Service (ACTPS) Media Communications and Engagement

### Purpose

Timely and effective media relations support the strategic objectives of an organisation by providing clear accurate information to:

- a. deliver public health and safety messages including about health promotion and prevention;
- b. provide an understanding of ACT Health values and improve the understanding of the services ACT Health offers and where and how they can be accessed;
- c. respond to incidents and issues of a controversial or sensitive nature; and
- d. build the reputation and the brand of ACT Health with the public, staff and other key stakeholders.

The ACT Public Service (ACTPS) Media Communications and Engagement Policy, the ACTPS Media Communications and Engagement Guidelines and the ACT Government Use of Social Media Policy, provide supporting guidance to assist ACTPS employees understand their responsibilities when dealing with media communications and community engagement as part of their employment with the ACTPS.

### Scope

The policy and guidelines apply to all ACT Health staff whether they are operating in an official capacity or making reference to their association with ACT Health in a personal capacity.

The policy and guidelines do not apply to the Chief Health Officer, Deputy Chief Health Officer or any other on-call Chief Health Officer, in situations where vital public health messages are required to be released to protect the health and safety of the public. In the event of a public health emergency or incident, the Health Controller takes responsibility for all media messaging related to the incident.

### Which area in ACT Health can I contact for more information?

If contacted by the media employees should refer the journalist to the ACT Health Media Team in the Communications Branch (details below).

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Employees should also notify their relevant Executive Director or the office of their Deputy Director-General.

The ACT Health Media Team will advise the Minister’s Office as necessary, and provide direction on an appropriate response. The Media Team will also liaise with Calvary Public Hospital and/or other Directorates and Agencies across ACT Government for media enquires that require their input.

**Employees must advise the Media Team of all media contact.**

Media Team contact details:

- Media on-call phone (including after hours): 0403 344 080  
*Note: all local media have the media on-call number.*
- Media enquiries mailbox: [HealthMedia@act.gov.au](mailto:HealthMedia@act.gov.au)

**How can I access the document?**

ACT Public Service Media Communications and Engagement Policy –  
[https://www.cmtedd.act.gov.au/\\_data/assets/pdf\\_file/0003/875730/Media-Communications-Engagement-Policy.pdf](https://www.cmtedd.act.gov.au/_data/assets/pdf_file/0003/875730/Media-Communications-Engagement-Policy.pdf)

ACT Public Service Media Communications and Engagement Guidelines –  
[https://www.cmtedd.act.gov.au/\\_data/assets/pdf\\_file/0007/875725/Media-Communications-Engagement-Guidance.pdf](https://www.cmtedd.act.gov.au/_data/assets/pdf_file/0007/875725/Media-Communications-Engagement-Guidance.pdf)

ACT Government Use of Social Media Policy –  
[http://www.health.act.gov.au/sites/default/files//new\\_policy\\_and\\_plan/ACTPS%20-%20Use%20of%20Social%20Media%20Policy.pdf](http://www.health.act.gov.au/sites/default/files//new_policy_and_plan/ACTPS%20-%20Use%20of%20Social%20Media%20Policy.pdf)

**Search Terms**

Media, Communicate, Communicating, Communication, Communications, Journalist, News, Article, Outlet, Filming, Photography, Record, Recording, Social, Announcement

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*Policy Team ONLY to complete the following:*

<i>Date Amended</i>	<i>Section Amended</i>	<i>Divisional Approval</i>	<i>Final Approval</i>
09/03/2018	Complete Review	Elizabeth Tobler, ED Communication	Policy Advisory Committee

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*This document supersedes the following:*

<i>Document Number</i>	<i>Document Name</i>
<i>CED11-04</i>	<i>ACT Health Media Policy</i>