

<b>Manitoulin-Sudbury District Services Board POLICY &amp; PROCEDURES MANUAL</b>	
Section: G. Emergency Medical Services	Effective Date: July 1, 2004
Topic: 5. Public Relations	Replaces: New
Subject: 1. Contact with Media	
Policy No. G.5.1.	Page 1 of 1

**PURPOSE**

To establish guidelines when dealing with the media.

**APPLICATION**

Paramedics, EMAs, Management

**PROCEDURE**

- 1) Paramedics/EMAs are not to give verbal or written statements to the media or outside agencies on behalf of the Manitoulin-Sudbury DSB EMS unless approved by the Director of Manitoulin-Sudbury DSB EMS or the CAO of Manitoulin-Sudbury DSB.
- 2) Management may provide verbal or written statements regarding calls to the media or outside agencies on behalf of the Manitoulin-Sudbury EMS as long as patient confidentiality is maintained and under the following points:
  - a) Information should be limited to what happened, where (ensuring that comments do not identify the patient) and the end result (i.e. transported to local Hospital).
  - b) No personal comments are to be made on any issues.
  - c) In cases where there is any doubt as to whether comments should be made to the media, refer the matter to the Director or CAO.
- 3) Comments/statements regarding any program related issues must be directed to the Director or CAO for release.

**REFERENCE**