
Overview

This standard covers responding to requests from the media for information about health and wellbeing. It is most likely to be of relevance to those practitioners who have a specific role within their organisation to work with the media (as organisations usually restrict media work to a few individuals). Work with the media might be reactive or proactive.

Users of this standard will need to ensure that practice reflects up to date information and policies.

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Performance criteria

- You must be able to:*
- P1 respond positively and constructively to requests for information from the media and gather as much accurate information as possible from them about
 - P1.1 what information they already have and who else they are contacting
 - P1.2 their intended angle and the specific information that they are seeking from the agency
 - P1.3 their deadline and timescales
 - P1.4 the nature of the response they are seeking and record this accurately and completely
 - P2 gather full and accurate background information from relevant people and identify
 - P2.1 the facts relevant to the request for information
 - P2.2 the significance of the enquiry
 - P2.3 the potential for damage
 - P2.4 who needs to be involved in deciding how a response should be made
 - P2.5 relevant policy and objectives
 - P2.6 what information is available and what can be disclosed to the media
 - P2.7 potential opportunities to present positive images of related work
 - P3 make an accurate evaluation of the available information and decide with the relevant people
 - P3.1 whether it is appropriate to make a response
 - P3.2 what the response should be
 - P3.3 who is the most appropriate person to respond to the enquiry
 - P4 identify the potential range of additional questions that may be asked and agree responses with relevant people
 - P5 agree strategies for handling situations when it is not possible to make a response
 - P6 respond to requests for information
 - P6.1 within agreed timescales
 - P6.2 clearly, concisely and accurately, confirming key details in writing
 - P6.3 consistent with agreed line and statements
 - P6.4 in ways that are consistent with policy and guidelines and statutory requirements and with the management of risk
 - P6.5 in ways which show due regard for sensitivity about the nature of the work
 - P6.6 in ways which promote the ongoing work
 - P7 seek immediate support and assistance from appropriate people if you are unsure of your role or the actions you should take

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- P8 refer promptly to the appropriate organisations justifiable concerns and complaints about the media if their conduct is in breach of codes of practice

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Knowledge and understanding

You need to know and understand:

- K1 the social construction of health and illness and how this affects people's perceptions
- K2 the kinds of misinformation which people receive about health and wellbeing and how this can be counteracted
- K3 stressors to health and wellbeing: biological; chemical; physical; social; psychosocial
- K4 health needs including those which may remain hidden, why needs related to health and wellbeing may not be known (e.g. domestic violence)
- K5 inequality and discrimination and their impact on health and wellbeing; how to recognise and address inequality and discrimination
- K6 making contact with a range of people: the benefits of establishing contact with people, organisations, groups, networks, and partnerships; a range of methods and styles for appropriately contacting people, organisations and groups particularly those who face exclusion; the importance of maintaining commitments to others
- K7 the range and forms which communication takes, and the role which communication plays in maintaining identity
- K8 the ways in which it is necessary to alter communication when working with different individuals, communities and agencies/ representatives of different agencies
- K9 the forms of injustice, discrimination and social exclusion globally, nationally and locally and the impact these have on the lives of individuals and communities and their relationships with others
- K10 the positive aspects, experiences, perspectives and impact of diversity and difference
- K11 the various forms of media, the timescales to which they work in relation to different types of event and the different approaches they may take (e.g. news, features)
- K12 the codes of conduct and guidelines which apply to the conduct of the media, how to make complaints about the conduct of the media and to whom these can be made; how the media may distort the messages which the agency is attempting to give and why this may occur
- K13 the values, aims, objectives, policies and work of the agency; how these influence the message and image the agency wants to convey and the processes it uses in working with the media; how these can best be explained and promoted to others
- K14 the potential benefits and risks of building relationships with the media, ways of building and sustaining effective relationships with media contacts
- K15 the importance of being clear of the key messages one is trying to

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- convey to the media and how to keep to those messages and avoid being drawn into disclosing more information than one had intended
- K16 the potential risks associated with inappropriate disclosure of information - to the agency, to those using the services of the agency, to relationships with other agencies and to relationships with the media
- K17 the role and responsibilities of those acting as a spokesperson for the agency, why it is important to maintain professional boundaries when speaking to the media and not offer personal opinion
- K18 the specific legislation, guidelines of good practice, charters and service standards that relate to the work being undertaken and the impact of these on the work
- K19 the services, policies and priorities of the worker's agency and how it relates to other agencies in the sector
- K20 a factual knowledge of the data storage and retrieval systems used by agencies working in health improvement
- K21 codes of practice and protocols about confidentiality and information sharing between agencies working in partnership
- K22 own role and responsibilities and from whom assistance and advice should be sought if necessary
- K23 how to apply the principles of equality, diversity and anti-discriminatory practice to work
- K24 how to develop one's own competence and skills in line with changes in knowledge and practice; how the worker's area and scope of practice are changing, the evidence which is available on the work and the implications of this for their own skill and knowledge base

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Additional Information

External Links

This standard links with the following dimension within the NHS Knowledge and Skills Framework (October 2004):

Dimension: G8 Public relations and marketing

Level: 3.

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