

MICs GROUP OF HEALTH SERVICES... MICs Board of Directors 	TOPIC: Communication & Public Relations	NUMBER: GOV-015
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	AUTHORITY: MICs Board Chairs	
	APPROVED SIGNATURES: <i>Danielle Delaurier</i> <i>Donald Johnston</i> <i>Patricia Wolf</i>	LAST DATE REVIEWED: September 20, 2022

COMMUNICATION AND PUBLIC RELATIONS

The Board Chair for each community of the MICs Group of Health Services is ultimately responsible for communicating externally to the community, government, media, other organizations and agencies in ways that will strengthen MICs' ability to accomplish its mission and will not hinder the public image or credibility of the Corporation.

- 1.0 Each local Board within MICs will comply with its obligations on consultation and communication with its stakeholders in a manner consistent with accountability standards and legislative requirements.
- 1.1 The Corporation will respond in a timely manner to public inquiries, complaints and concerns on the activities and operations of the Corporation.
- 1.2 Only the MICs Board Chairs and CEO of the Corporation shall speak externally; the Chairs may delegate authority to one or more Board Directors or employees of the Corporation to make statements to the news media or public about matters that local Chairs determine appropriate for disclosure. No Director will be a spokesperson for the Board unless specifically delegated by the Chairs.
- 1.3 The MICs Board of Directors will respond to matters of media interest regarding Board meetings with the Chief Executive Officer addressing media requests relating to facility happenings. Local communication and public relation issues will be addressed by the local Board Chairs but in consultation with the MICs Board of Directors and Chief Executive Officer.
- 1.4 The Chief Executive Officer is the spokesperson for the Corporation for all operational matters. The Chairs and Chief Executive Officer will mutually determine their respective roles as may be required from time to time.
- 1.5 From time to time, the Chief of Staff may be expected to speak on clinical and patient care issues.
- 1.6 The Board of Directors will receive all correspondence that, in the opinion of the Chairs, Chief Executive Officer or Chief of Staff, is appropriate to the role of the board. The

Chairs, Chief Executive Officer or Chief of Staff may direct a letter to one of the Board Committees for action before receipt of correspondence by MICs or the local Boards.

- 1.7 The MICs Board of Directors will ensure that the Corporation develops policies and processes as required to ensure effective ongoing communication and positive relationships between the Corporation and the communities. Recognizing the breadth of the communities, the Chair and the Chief Executive Officer will ensure that information respecting the Corporations' activities is widely communicated to the public through the media throughout the Catchment Area. Mechanisms for broader ongoing communication to the public include:
- (a) establishment, maintenance and support of a Patient & Family Advisory Council to assist the Corporation in meeting its community engagement obligations in planning and setting priorities for the delivery of health services
 - (b) regular Board updates
 - (c) an annual report to the communities on the activities of the Corporation
 - (d) periodic media briefings on the activities of the Corporation
 - (e) periodic articles in the local media on matters of interest to the communities served by the Corporation and
 - (f) maintenance of the MICs website and Facebook page
- All matters reviewed and discussed at the Hospital Board meetings are confidential and are not to be released unless approved by the Board Chairs.
 - All hospital statements are to be released by the MICs Chief Executive Officer or Board Chairs.
 - The media will be permitted to attend Board meetings according to Board Policy and Procedure.