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| Standard:            | Advertising/Media Communication |
| Approved By:         | CMNL                            |
| Date Approved:       | August 2017                     |
| Date to be Reviewed: |                                 |
| Effective Date:      | September 2016                  |



## **ADVERTISING/MEDIA COMMUNICATION for Midwives Practicing in Newfoundland and Labrador**

1. All statements, whether verbal, graphic, filmed, or using any medium, shall be professionally appropriate and not denigrate midwifery, midwives or persons.
2. All statements must be related to College issues and if outside the College remit must be directed to the Council.
3. The College chairperson, or in the absence of the chairperson, the vice chairperson, shall approve all publications and statements issued on behalf of the College, including use of the name and/or logo of the College.
4. All media contacts concerning the College shall be channelled and coordinated through the chairperson of the College. Any officer or committee being asked by media representatives to provide interviews, respond to inquiries or to comment on issues concerning the operation of the College should refer them to the chairperson.
5. The chairperson, or in the absence of the chairperson, the vice-chairperson, is the authorized spokesperson of the College.
6. At times the chairperson, or in the absence of the chairperson, the vice chairperson, will recommend a midwife or midwives to speak to the media about a relevant matter on behalf of the College.
7. Unless authorized, a member shall not communicate with the media to provide interviews or respond to inquiries or comment on issues concerning the operation of the College.
8. All messages to the media and to the public must be consistent with the established or approved policies and positions of the College; protection of the public and not advocate for the profession.
9. The Personal Health Information Act (2011) requirements shall be maintained.