

## Washtenaw County Community Mental Health

### **MEDIA CONTACT – (policy)**

#### **PURPOSE**

Guidance regarding requests from all forms of media contact that pertains to WCCMH

#### **POLICY**

- All requests from media (e.g. television, radio, newspapers, etc.) for information regarding WCCMH, any contract agencies, and/or its recipients of service shall meet with the prior approval of the Executive Director or Clinical Director.
- Any staff initiated contact with media to request publicity of an issue or event shall also receive the prior approval of the Executive Director or Clinical Director in writing and applicable consumer consents must be in place.
- Additional standards regarding consumers are as follows:
  - Key concept is that consumers need to give fully informed and voluntary consent
  - Written consumer consent will be obtained before any type of personal information disclosure or re-disclosure
  - Staff will ensure consumers receive all of the information they need in order to make an informed decision about their participation in any release of personal information
  - Consumers will be made aware that once information appears in promotional material, that information could spread into the media and proper releases are required
  - If self disclosure at a program site occurs, the consumer will sign a form acknowledging that they have been counseled about the possible re-disclosure consequences of speaking to the media and that they are doing so voluntarily. Documentation of a voluntary self-disclosure should be noted on the consent form.
  - Consumers will be advised that promises by media to not use their name or identifying information do not guarantee anonymity. A consumer's name might be published or revealed, despite a reporter's promise to omit.

#### **DEFINITIONS**

Media contact: providing information to persons representing television, radio, newspapers, magazines, internet and any other type of information dispersing agency.

#### **PROCEDURES**

*See procedures manual*

#### **REFERENCES**

- 42 CFR Subpart C 2.31 & 2.32
- HIPAA, Part C Section 1173

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**EXHIBITS**  
(none)