

CPD0100: Corporate Publications

Approved Date: May 2000

Reviewed/Revised Date: October 2013**1.0 Introduction**

Description

Effective communication in an organization as diverse and complex as Providence Health Care (PHC) is invaluable – and foundational – to the successful delivery of our mission, vision, strategic plan and continued promotion of our values.

PHC Communications & Public Affairs and PHC Media Services Centre, Conference Centre and Telemedicine Department (media services/telemedicine) are valuable corporate resources providing comprehensive services, expertise, and internal communications vehicles to assist staff and programs, while promoting PHC's external contribution, presence and reputation.

This policy further enables the successful communication of PHC initiatives and strategies through consistent and professional use of all official PHC communications.

Scope

The policy covers publications that officially represent corporate interest and are sanctioned by PHC's CEO, members of the Board of Directors, members of the Senior Leadership Team and/or others, and which may include: written materials; website copy; posters; advertisements; Foundation communications; operational, legislative or programmatic annual reports to be publically published; or communications/messages distributed through social media channels.

Publications such as Print Health Education Materials (PHEM*), practice guidelines, research papers, presentations at conferences, poster boards, or internal staff memos from leaders, and the like are not covered by this policy.

[*PHEM include any resources (informational or educational) that go home with the patient, resident or a family member and that requires a Catalogue Number for reordering purposes.]

2.0 Policy

PHC Communications & Public Affairs is responsible for approving all Providence Health Care publications or communications that are intended for broader communications objectives and needs (i.e. for staff, public, media, etc.).

All relevant publications must comply with PHC's graphic, editorial and visual-identity standards and guidelines, and all other policies (such as the media or social media policies).

2.1 Procedure and Responsibilities

2.1.1 All Employees

- Submit story ideas for publication to Communications e-mail.
- Submit for review and sign-off to Communications all publication materials within the scope of this policy.
- Materials submitted to the PHC Media Services Centre, Conference Centre and Telemedicine Department are forwarded by Media Services to Communications for review and sign-off.

2.1.2 Communications & Public Affairs

- Prepare, edit and produce articles for all publications.
- Distribute publications throughout the Corporation and the community via physical and online distribution.
- Review and approve materials within the scope of this policy submitted by staff, programs, Foundations and other PHC representatives.

2.1.3 PHC Media Services Centre, Conference Centre and Telemedicine Department

- Prepare, edit and produce communications materials as requested.
- Forward to Communications and Public Affairs for review and approval if materials are within the scope of the policy and have a public audience.

3.0 References

[CPD0300 - Visual Identity Guidelines](#)

PHC Graphic Standards Guide:

http://phconnect/programs_services/communications/communications_policies_and_guidelines/docs/binary_10910.pdf

PHC Editorial Standards Guide:

http://phconnect/programs_services/communications/communications_policies_and_guidelines/docs/binary_10911.pdf

Communications Toolkit:

http://phconnect/programs_services/communications/communication_resources/binary_111690.pdf#page=11

PHC Social Media Policy: <http://phcmanuals.phcnet.ca/corporate/doc/CPL1200.asp?LibCode=CORP>

PHC Social Media Guidelines: <http://phcmanuals.phcnet.ca/corporate/doc/CPL1200.asp?LibCode=CORP>

PHC Email Usage Guide: http://phconnect/policies_manuals/communications/docs/binary_24038.doc