

HEALTH CONSUMERS' COUNCIL

MEDIA POLICY

Background

The Health Consumers' Council is an independent bi-partisan community organisation that values the opportunity to comment in the media to raise awareness of and advocate for health consumer rights in Western Australia.

The Health Consumers' Council is committed to providing clear, concise and accurate information to the media on health matters.

It is not the role of the Health Consumers' Council to be critical of or embarrass any individual Member of Parliament or Public Servant, however the Council will not resile from adverse criticism of government policy when necessary.

It is the duty of the Health Consumers' Council to comment from a consumer/patient perspective on health matters and to challenge government actions in health when such proposals may impact negatively on health consumer rights.

Policy Statement

The Health Consumers' Council will comment in the media on relevant health matters in a way that is fair, accurate and/or constructive. The media comments will reflect the Health Consumers' Council's Strategic Plan and all other current policies of the Health Consumers' Council. In particular, comment will be guided by the beliefs stated in the Health Consumers' Council's Strategic Plan that all people are entitled to:

- Be treated with respect dignity and understanding
- Be informed about their rights and have those rights protected and enhanced
- Receive safe evidenced based care
- Be informed about their condition and any proposed treatment
- Have equitable access to health services
- Have access to information about themselves held by health professionals and the right to correct anomalies

The Health Consumers' Council will not embarrass the Minister for Health or any other Member of Parliament or individual Public Servants but will focus on the health issue and give appropriate comment.

Media Spokespersons

The Health Consumers' Council Chairperson, Executive Director and Deputy Director are responsible for speaking to the media on behalf of the Health Consumers' Council. In some circumstances, other people appointed by the Chair, Executive Director, Deputy Director will be authorised to speak to the media when they have specialised knowledge of a health issue.

Adopted: **January 2007**
Reviewed: **January 2010**
Review Again **January 2012**