

## COVID-19 Media Guidelines for Medical Staff Associations & Hospital-based Doctors

- Physicians hold a privileged place of trust with patients and the public and can help get important messages out. **When doctors do speak publicly, it is important to maintain a united front with public officials as a single source of truth.**
  - Public trust and confidence in BC health officials is critical to ensure the general public continues to comply with public health directives such as isolation and distancing.
  - The public will be confused with inconsistent messages.
- **If doctors have concerns that they feel are not being addressed:** public criticism through media is not an effective tactical approach to influence officials. We have seen greater influence through quiet collaboration than anything made public. Doctors of BC can help doctors develop a strategy for behind-the-scenes influence and collaboration.

### Guidelines for physicians/medical staff who are asked to talk to the news media

#### If representing your hospital:

- Follow your health authority's media policy which means getting in touch the HA communications and media team (ideally before agreeing to an interview). They will help you prepare and organize the interview. See contacts below.

#### If representing yourself (e.g. as a subject expert), your clinic, or a physician group:

- Ensure it is understood that you not a spokesperson for your hospital or health authority. If the interview is to be at your hospital, you'll need to clear that with your health authority media team. The Doctors of BC team can help support independent interviews. See contacts below.

### Communicating by Social Media

Doctors of BC encourages physicians or MSAs to reach out the public to continue to amplify messages about self-isolation and maintaining physical distancing for the foreseeable weeks ahead.

- [Instructions and wording for the above points are on the Doctors of BC website](#)
- Doctors of BC can help you organize these kinds of plans. See contacts below.

Doctors can continue to represent themselves on their personal social media accounts.

### Health authority media support teams for hospital-based doctors

When you contact your local media team, please indicate that you are a doctor looking for media support. If you have challenges reaching them, please contact the Doctors of BC below.

- [VANCOUVER COASTAL HEALTH](#)

- [PROVIDENCE HEALTH CARE](#)
- [PROVINCIAL HEALTH SERVICES AUTHORITY \(PHSA\)](#)
- [NORTHERN HEALTH](#)
- [ISLAND HEALTH](#)
- [INTERIOR HEALTH](#)
- [FRASER HEALTH](#)
- [FIRST NATIONS HEALTH AUTHORITY](#)

## Doctors of BC support teams for MSAs and specialists

### Contacts for support, advocacy and communications needs during COVID-19

#### Regional Advisors and Advocates (RAAs)

- **Advise & Advocate** assist you and your colleagues with local issues and concerns relating to COVID-19 concerns and advise on pathways of communication.
- **Inform** you and your colleagues on what Doctors of BC is doing or has done to support you in your practice during this time. This can include things such as billing, fee codes, temporary short term contracts, etc.
- **Connect** you with Doctors of BC's services that will support you, your health and your practice during COVID-19.

#### Doctors of BC Facility Engagement Liaisons (FELs)

- **Support Strategic Planning and Policy:** Support MSAs to develop a COVID-19 response strategy that is responsive to the needs of their membership in alignment with MOU Framework and FE policies.
- **Develop and support Regional and Intra- facility engagement:** Develop and facilitate regional and intra-facility linkages to enable COVID-19 based discussions and knowledge sharing between MSAs and with health authority leaders. Enable regional issue-based discussions and provide connections between MSAs and health authority leaders.
- **Provide hands on Support to MSA Leaders, Working Groups and MSA supports/contractors:** Share JCC and Doctors of BC updates, provide best practices and connect MSAs and MSA support staff with resources to enable physician/health authority engagement and support effective governance over SSC Facility Engagement funding.

#### **Doctors of BC Communications and Media Support**

- **Organize and prepare for** an independent media interview request
- **Help your MSA** develop a social media campaign
- Advise about **communications methods for doctors** that are being used across BC
- [Contact us here](#)