



Provincial Health Services Authority

MEDIA AND PUBLIC RELATIONS REQUESTS PROCEDURE: BREAST SCREENING

PROGRAM INFORMATION AND PROMOTION – SL 010

Summary of Changes

	NEW	Previous
BC Cancer		December 2017, May 1996

Last Revised:	29/AUG/2023	Next Review:	29/AUG/2026	
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1. Introduction

1.1. Focus

The focus of this procedure is to outline the steps to address media and public relations requests.

1.2. Health Organization Site Applicability

All BC Cancer Breast Screening Centres

1.3. Practice Level

- BC Cancer Breast Screening Operations Director
- BC Cancer Communications Director

1.4. Need to Know

All requests for media interviews, press releases or other public statements concerning the BC Cancer Breast Screening Program (the Program) will be reviewed with the Program prior to their release.

When speaking on behalf of the Program, current program policy must be quoted. Scientific publications, media articles, lectures or radio-television interviews that are likely to evoke a media response should be reviewed in advance with program leadership. Information including when the issue will be publicized will be shared so that program leadership can respond appropriately to queries and/or refer enquiries to the appropriate person.

Questions or enquiries concerning existing program policies or interpretation of policies on screening issues will be referred to the Screening Operations Director and/or Breast Screening Medical Director.

2. Procedure

2.1. Steps and Rationale

Workflow Step	#	Procedure	Role
Request	1.	Notify the Operations Director immediately upon receiving a request for a statement or speaking engagement regarding program operations.	Breast Screening Staff
Request Review	2.	Review request.	

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	2.1	Determine if the request has been assigned to an appropriate person.	Operations Director
	2.2	Inform the BC Cancer Communications Manager of the request.	
Key Messages	3.	Develop issue notes and key messages for background information for the media requests. The key messages must not be changed without prior approval of the program.	Operations Director BC Cancer Communications Manager

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Approving Body:	Breast Screening Quality Management Committee		
Final Sign Off:	Name	Title	Date Signed
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	Amanda Padula	Updated to Procedure template	30-MAR-2023