



Naming Privileges

1. Introduction

1.1. Purpose

Working with the St. Paul's Foundation ("the Foundation"), Providence Health Care (PHC) is intentional about recognizing and acknowledging individuals and organizations that have made important contributions to our mission, programs, services, and caresettings, academic achievements, and the continued strengthening of our unique organizational culture.

The Naming Privileges policy supports a formalized process for recognizing such contributors.

We also recognize that the naming (or renaming) of places can serve as a powerful tool of decolonization and to advance our commitment to truth and reconciliation. As such, we will promote opportunities to utilize appropriate Indigenous names for spaces and in particular, names bestowed by and have meaning to the sovereign host Nations on whose territories Providence operates.

The purpose of this policy is to:

- a. Strengthen and promote PHC's identity and brand, and acknowledge and celebrate our history and legacy through a formal (re)naming process of select physical spaces and/or services and programs at PHC sites.
- b. Assist and support the philanthropic work of the Foundation that supports PHC by recognizing donor gifts.
- c. Ensure our naming decisions and practices are consistent with and advance our commitment to truth and reconciliation.

1.2. Scope

This policy applies to all PHC owned and operated facilities and spaces and/or programs and services and is applicable for use by all staff and physicians of PHC.

This can include:

1. PHC meeting rooms and lecture theatres
2. All PHC clinical or support programs and services
3. Cafeterias
4. Staff gathering spaces and lounges
5. Gardens, fountains, courtyards, walkways and paths

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6. Buildings, clinics, wings, walls, roofs, laboratories, care settings/units and/or other areas at PHC sites.

1.3. Exceptions

This policy does not include naming of equipment or other capital assets (e.g. vehicles).

2. Policy

PHC staff and the Foundation may nominate individuals or groups of individuals, past (posthumous) or present, to be recognized through naming of an available and applicable physical space or program/service at any PHC site. All non-donor-related naming opportunities, plans or requests that originate from PHC staff or programs shall require the review and guidance of PHC's Communications and Public Affairs department and final approval of the PHC Brand and Naming Integrity Committee (see Section 4 "Definitions" for the Naming Committee). St. Paul's Foundation-originating naming decisions shall be brought to PHC's Senior Leadership Team for approval. Foundation-originating naming opportunities that may require adjudication, dispute resolution, and/or clarity of direction shall be routed to the PHC Brand and Naming Integrity Committee for final decision, and then presented to the SLT for information (see Branding & Naming Approvals Process Map, Appendix A).

2.1. Criteria

- 2.1.1 Any proposed naming privilege shall celebrate and recognize the legacy of contributors to PHC.
- 2.1.2 Naming shall be consistent with PHC's vision, mission and values, and build on PHC's reputation of compassion, integrity, social justice and inclusivity.
- 2.1.3 Naming shall be consistent with PHC's commitment to truth and reconciliation, including: promotion of opportunities to reclaim and/or utilize names deemed appropriate by sovereign host Nations; specifying spaces solely for Indigenous-specific naming; and, ensuring that naming proposals are reviewed from the perspective of an individual and/or organization's relationship with truth and reconciliation.
- 2.1.4 Individuals and organizations whose names are approved are expected to exemplify the attributes of integrity and civic leadership. Should an honoree, for whom naming has been made, not be in line with these standards, PHC reserves the right to remove the naming. No naming may be approved if it is likely to have a negative impact on the image or reputation of PHC or of the Foundation.
- 2.1.5 Naming privileges shall not be sought for partisan political individuals, groups or

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organizations.

- 2.1.6 The naming privileges requested should pass all applicable conflict-of-interest requirements and standards.

2.2. Term / Longevity of Naming Privileges

- 2.2.1. For non-donor related naming, PHC shall set the term (length of time) of the naming.
- 2.2.2. For donor-related naming instances, the naming longevity can be available for a specific term and stated in a Named Gift Agreement. Once the term has expired, the existing donor shall be provided with the opportunity to make another gift through first right of refusal.
- 2.2.3. If a term has not been identified and if having met the conditions set out in this policy, donor-related naming rights shall exist for the useful life of the facility and/or the named space or program/service. In the event that the facility or named space is demolished or destroyed, or in the event that the named spaces are relocated or substantially renovated, or if the named programs or service is changed or discontinued, PHC will work to ensure appropriate continued recognition as determined by the SLT and the Foundation. Recognition is not transferrable to another building.

2.3. Visual / Brand / Language Consistency

- 2.3.1 To ensure a consistent image and look, all plaques, signs and lettering shall be consistent with the PHC Visual Identity policy and the PHC Brand Rules, and have alignment between the PHC and the Foundation.
- 2.3.2 All new or updated requests for logos, names or branding must adhere to the PHC Visual Identity policy and the PHC Brand Rules. For such requirements, PHC Communications shall be the first contact for PHC staff and programs (see Page 3 of Appendix A - Branding & Naming Approvals Process Map).
- 2.3.3 With PHC having final approval of proposed naming privileges, it is important to ensure that there is alignment with the Foundation's policies in this regard (e.g. such as with sunset clauses or terms/timing/longevity of the naming).
- 2.3.4 Other limiting factors toward naming available PHC rooms or physical spaces or programs/services may include proprietary rights, formal or informal agreements, MOUs, arrangements and/or expectations that may currently apply (for example existing PHC meeting rooms that have already been named to recognize PHC contributors/history, such as the Sr. Germaine Roy conference room at Mount Saint Joseph Hospital).
- 2.3.5 Additionally, the PHC Naming Privileges process may include informing the provincial

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government of any major name changes.

2.4. Responsibilities

All PHC staff, leaders, physicians/medical staff, scientists and volunteers may make nominations for naming privileges and forward the nominations to the PHC Brand and Naming Integrity Committee for consideration.

Nominations must be done by filling out the “Naming Privileges Nomination Form” (Appendix B) and ensuring all its requirements are met.

Nominees must ensure the proper internal groups have been engaged (e.g. St. Paul’s Foundation, UBC, PHC Research Institute, specific program area, etc.), as required and requested in the nomination form/process.

PHC and the Foundation shall mutually agree on a comprehensive list of naming opportunities associated with capital campaigns or other fundraising activities as appropriate. All naming decisions involving a gift shall be supported by appropriate documents in a Gift Agreement.

When a facility or area is proposed for renaming or to add a second name, PHC or the Foundation shall make all reasonable efforts to inform in advance the original honorees or, if they are deceased, their immediate family members.

The nomination form should first be approved by the nominating individual’s supervisor and forwarded to the SLT member accountable for the area. The SLT member should then bring it forward to the PHC Branding & Naming Integrity Committee for discussion/decision.

PHC may continue, change, terminate – or impose sunset clauses on – any of the naming privileges, if required.

2.5. Compliance

All staff members are responsible for adhering to this policy and monitoring their activities in accordance with the policy. Staff members may warn others if they observe a violation of this policy. Failure by staff to comply with this policy may result in disciplinary action up to and including termination of employment, services or privileges.



3. Supporting Documents

3.1 Related Policies

[Conflict of Interest](#)

[Corporate Facilities: Use of by External Agencies](#)

3.2 Guidelines/Procedures/Forms

[Visual Identity Guidelines](#)

4. Definitions

“Staff” means all employees (including management and leadership), Medical Staff Members (including physicians, midwives, dentists and Nurse Practitioners), residents, fellows and trainees, health care professionals, students, volunteers, contractors and other service providers.

“PHC Brand and Naming Integrity Committee” has been established to adjudicate on naming, branding, co-branding, and signage issues that are of a scope or profile that could have a reputational impact on the parent brand of Providence Health Care and its fundraising arm, St. Paul’s Foundation. Chaired by VP of Public Affairs, Communications and Stakeholder Engagement, the Committee reviews naming, branding, co-branding, and signage options for buildings, centres, rooms and programs. It is also responsible for reviewing any naming and branding issues presented and making a determination of the best name or brand based on three criteria: 1) best practices/patient-resident-centredness, 2) clear communication, and 3) reputational benefit. The Committee’s members include PHC’s President & CEO, the St. Paul’s Foundation’s President & CEO, PHC VP of Indigenous Wellness & Reconciliation, PHC VP of Mission, Ethics & Spirituality, and VP of Major Capital Projects.

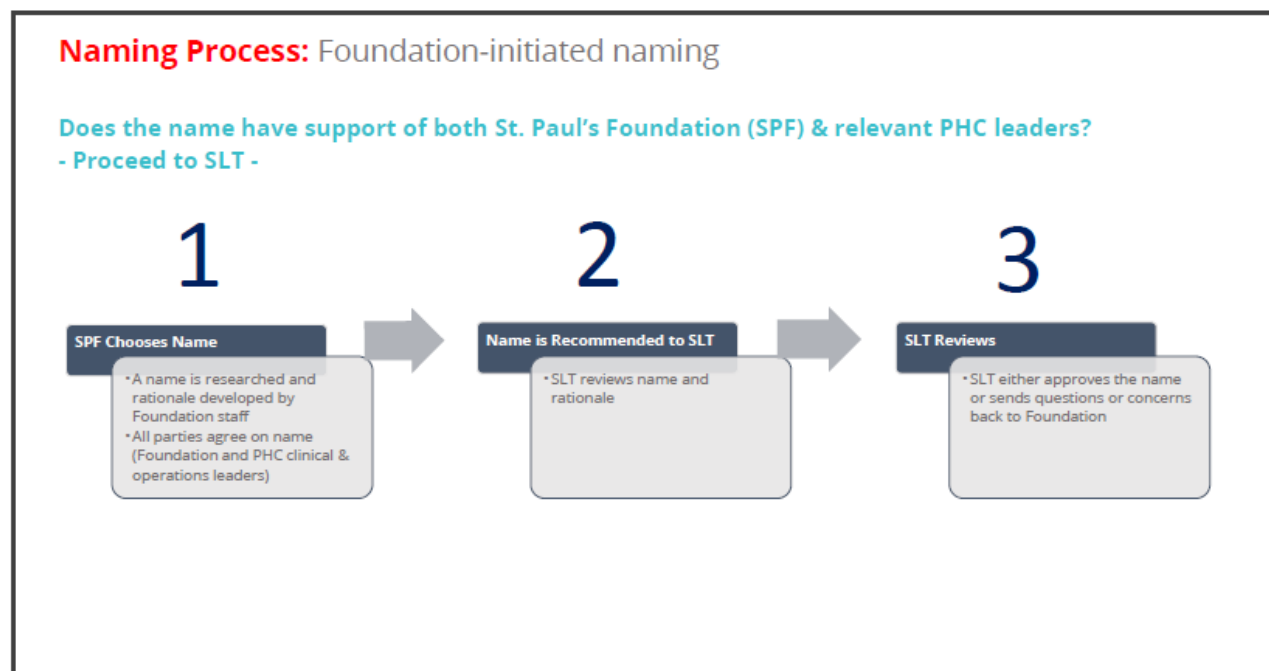
PHC Brand and Naming Integrity Committee Contact: communications@providencehealth.bc.ca



5. Appendices

Appendix A: Branding & Naming Approvals Process Map

NAMING APPROVAL PROCESS AT PROVIDENCE HEALTH CARE **Senior Leadership Team OR Branding & Naming Integrity Committee**



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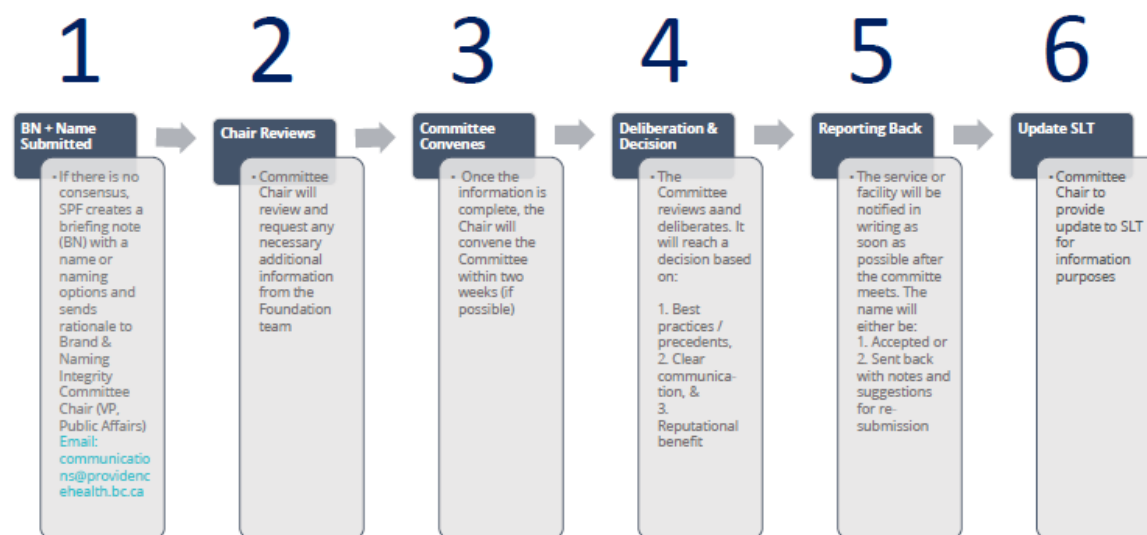
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Naming Process: Foundation-initiated naming

Does the name lack consensus among St. Paul's Foundation (SPF) & Operations leaders?

- Proceed to Branding & Naming Integrity Committee -



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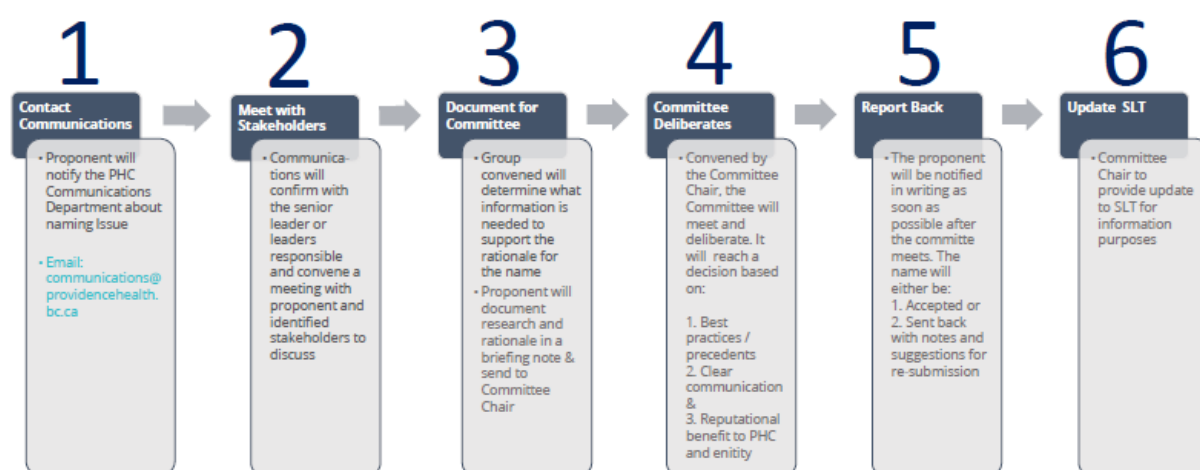
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Naming Process: PHC Operations-initiated naming

Are you considering naming or re-naming a clinic, program or centre within PHC or with which PHC is a key partner? Follow this process:



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Appendix B: Naming Opportunity Request Form

Purpose: This form is to be used by Providence Health Care staff and medical staff to submit nominations to the PHC Branding and Naming Integrity Committee (Email: communications@providencehealth.bc.ca) pursuant to the PHC Naming Privileges Policy.

Details of Request
1. Name of nominator (i.e. name of PHC individual or program/service originating the nomination): _____
2. Identify the site or room (or any other parts of PHC facilities) being nominated for naming:
3. Describe the naming opportunity and the proposed new name (include whether the site/room/asset has a current name and what it is):
4. Describe the rationale for the new name chosen (include, if possible, how the naming fits with the history, legacy, mission and values of PHC, and why the naming is of value to PHC):
5. Describe how the proposed name advances PHC's commitment to truth and reconciliation.
6. Recommended duration of the naming privilege, e.g. either permanent or suggested period of time (e.g. five years). [Note: the Senior Leadership Team will have final decision on the duration of any naming privileges and may choose a duration other than the one recommended.]

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7. Describe what engagement has been done with relevant internal or external parties to enable the recommended naming (e.g. have relevant physician leaders, staff, and external agencies, such as UBC, been engaged, if required?):
8. Has St. Paul's Foundation reviewed the opportunity and signed off on the opportunity as not being within the foundations' donor-opportunity parameters?
9. Does the nominator have any conflicts of interest regarding this recommendation?
10. Describe what, if any, physical changes need to occur to the space (i.e. signage requirements, plaques, etc.) should the nomination be approved:

Nomination Approved By:

(Nominator's name)

(Nominator's Supervisor)

(SLT Member Responsible)

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Owners:	PHC			
	Shaf Hussain, VP Communications and Public Affairs			
Revision History: <i>(optional)</i>	Version	Date	Description/ Key Changes	Revised By
	3	Sep 28, 2022	Minor wording changes	Shaf Hussain

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