

Consent to be filmed, interviewed or photographed

Why am I being asked to take part?

UHNM and UHNM Charity produce publications and operate websites/social media, work with the media or work with partner third party organisations to promote the work of the hospital, its staff and fundraisers. We may be interested in you because of a story which is specifically about your case, or we may ask you to take part to illustrate a more general purpose. Before taking part we will explain to you what we are doing and how you are being asked to help. After this explanation we will ask you to sign this consent form.

Do the UHNM and UHNM Charity have permission to do this?

We have a very strict policy on patients taking part in filming, interviews or photographs. You cannot be involved without your written permission. A Board member, Charity Trustee or senior representative of the Comms Team will counter-sign your consent form to confirm we have your permission on this occasion.

Do I have to take part?

No you don't. If you prefer not to be involved, you do not have to be. If you decide not to take part, we will understand and respect your decision. Your care will not be affected in any way and you should not feel under any pressure to take part.

Can I change my mind?

We prefer you to think carefully before you decide to take part and hope you will not wish to change your mind later. However, if you have any reservations during the filming, interview or photography please tell us and we will stop immediately. Once the filming, interview or photography has taken place UHNM and UHNM Charity will be unable to stop publication. We recommend that you should be sure before you agree to take part.

Will my contribution be re-used?

Once filming, interview or photography has taken place and has been released the UHNM and UHNM Charity cannot control its use. Stories in the local media or in UHNM and UHNM Charity's many publications may be repeated elsewhere without their permission, even though that may be a legal breach of copyright. The organisation which took the photographs, video or written articles, own the copyright under the law.

What about children taking part?

Children aged 16 and 17 are judged legally able to consent for themselves, but we will still involve parents in discussions. For children under 16 we must obtain written consent from their parent or guardian, but will involve children as much as possible. In all cases we will not normally go ahead against the wishes of either parents or children.

Who decides the UHNM and UHNM Charity's procedure on films, interviews or photographs?

Our procedure is designed to meet the requirements of the law. It also conforms to our own Media Policy, which is approved by our Trust Board.

What about adult patients who cannot consent?

The national NHS guidelines do set out procedures for filming and photographing adult patients who are unable to give consent, for example unconscious patients.

What happens to the consent form I sign?

A copy of your written consent will be kept by the Trust's Communication Department.

If I have any questions who can I talk to? Andrew Ashcroft, Head of Communications, on 01782 676644 or andrew.ashcroft@uhn.nhs.uk



Consent to be filmed, interviewed or photographed by the media

Section 1 – Details of Project/Media

Purpose:	
Date:	
Media/organisation:	
Named contact:	
Contact details:	
UHNM representative:	

Section 2 – Patient Consent

- I confirm that the project as summarised above has been explained to me
- I understand that I am free not to take part if I do not wish to do so
- I understand that once I have taken part UHNM/UHNM Charity does not have the power to prevent publication
- I understand that UHNM/UHNM Charity cannot control the re-use of any part of my contribution

I hereby give my consent to take part (Please tick as appropriate):

Internal Communication Tools (Intranet, Staff Newsletters)	
Public UHNM/UHNM Charity channels (websites, social media, brochures, leaflets)	
Use by the Media (TV, Radio, Newspapers and online)	
Third Party Use (E.g. Keele University)	

Name of Patient:	
Home Address:	
Telephone Number:	
Signature of Patient:	
<i>(For patients under aged 16, parent or guardian must sign consent)</i>	
Signature of Parent/ Guardian	
Name of Parent/Guardian	
Patient Date of Birth	

Section 3 – Trust Agreement

I confirm that:

- The media organisation named in Section 1 has the UHNM/UHNM Charity's permission for this project
- The process has been fully explained to the patient in Section 2
- The patient (or parent/guardian) has not been pressured to consent

Signed:	
Name:	
Designation:	
Reference No.:	

NOTES:.....

