

POOLE HOSPITAL NHS FOUNDATION TRUST

CORPORATE ADVERTISING AND SPONSORSHIP POLICY

1. Background

1.1 Poole Hospital has a reputation for high quality, professional care. We are firmly part of the NHS and uphold its principles. Poole Hospital has unique philosophy embedded in the 'Poole Approach'. We aspire to provide: 'friendly, professional patient-centred care with dignity and respect for all'. Our aim is to provide excellent services that are efficient, effective and friendly. Most importantly we put patients at the centre of everything we do.

1.2 As an NHS Foundation Trust, we are beginning to re-brand Poole Hospital so that its name becomes synonymous with the principles outlined above. This will include the look and feel of our publications and also that of the environment in which people are cared for.

1.3 One of the starting points for this re-branding exercise is to set down guidance and standards for the acceptance of advertising and sponsorship by the Trust. This includes advertisements displayed in the public areas, including on notice boards, and in patient information, appointment cards and other any other literature or medium, especially if it bears the Poole Hospital NHS Foundation Trust logo.

2. Principles for accepting advertising/sponsorship

2.1 Poole Hospital is not opposed in principle to accepting sponsorship for services, displaying or running paid for advertisements within the Hospital or in Trust publications.

2.2 Advertising displayed anywhere in the hospital and in any Trust publications will reflect our core values and principles as set out above. The look and feel of advertising from any source – be that a private individual to a big corporate company - will be professional and sympathetic to the caring environment.

2.3 No advertisements or sponsorship will be accepted from external organisations or bodies who have goals or values in conflict with those of the Trust. Care needs to be taken when considering advertising from companies in competition with services that we provide.

2.4 For this reason no advertisements will be accepted that could bring the hospital or NHS into disrepute, nor any that promote products or services associated with unhealthy lifestyles.

2.5 In some areas this is quite straight forward. For example, sponsorship and advertising **will not** be accepted from companies promoting:

- tobacco
- alcohol
- pornography
- gambling
- junk food
- advertisements expressing a personal or partisan view of the NHS.

2.6 There are some other areas which are less cut and dry, but may generate a potential source of advertiser that is attracted to the hospital environment.

These may include:

- personal financial service;
- legal services which overtly encourage personal injury or compensation claims;
- advertisements from independent providers such as care homes.

3.7 In order to ensure a consistent approach, all sources of potential advertising will be considered on an individual basis by a small panel made up of:

- The Director of Communications and Marketing;
- Director of Nursing;
- Head of Purchasing;
- PALS/Health Information Service Manager.

3.8 This will include sponsorship of patient information, leaflets, plasma screens, display advertising, and, where appropriate advertisements for notice boards.

3.9 The final decision regarding the placement of advertisements will rest with the Director of Communications and Marketing.

3.10 The Director of Communications and Marketing will see and approve all advertising copy before any Poole Hospital NHS Foundation Trust publication goes to press or any advertisement is displayed in any part of the hospital. Once approved, advertising copy must be checked and be signed off.

3.11 The layout, content and placement of any advertising features or supplements will be approved by the Director of Communications and Marketing.

3.12 In all circumstances the Director of Communications and Marketing retains the right to reject any advertisement or editorial related to advertisements.

3.13 All existing advertising will be reviewed in the light of this policy.

3.14 All contracts for corporate advertising/sponsorship will be managed centrally through the Head of Purchasing to ensure that the best terms are negotiated, that standing orders/financial instruments are not breached and to ensure continuity should the person originally party to the agreement change jobs or leave.

3. Advertising Codes

3.1 Advertising will adhere to codes set by the Advertising Standards Authority. These are that all advertisements should be:

- legal, decent, honest and truthful
- prepared with a sense of responsibility to the consumer society
- in line with the principles of fair competition generally accepted in business.

4. Disclaimer Notice

4.1 Acceptance of advertising does not imply endorsement of products and service by the Poole Hospital NHS Foundation Trust. In order to make this clear all publications with advertising should carry the following disclaimer:

‘Whilst every effort has been made to ensure the accuracy of advertisements contained in this publication, the Poole Hospital NHS Foundation Trust cannot accept liability for errors and omissions. The Poole Hospital NHS Foundation Trust cannot accept responsibility for claims made by advertisers and their inclusion in (name of publication) should not be taken as an endorsement by the Poole Hospital NHS Foundation Trust.’

5. Notice Boards

5.1 There are a number of notice boards in public areas of the hospital – notably, main reception, the dining room area; the outpatient’s corridor and connecting stairwells and lobbies.

5.2 Some of these notice boards are designated for use by unions such as Unison, the Royal College of Nursing and TGW, some for staff facing communications such as benefits or placing of personal advertisements and others are designated for Trust Board news, media coverage, volunteers and accommodation. While some of the notice boards are well maintained and their content is checked and controlled, many are not ‘owned’ by anyone. As a result, they often display out of date, tatty and/or inappropriate material and commercial or private advertising for which the Trust does not receive any income.

5.3 In order to overcome these problems, all notice boards in public places will become the responsibility of the Directorate of Communications and Marketing. Their current use and content will be reviewed and discussed, where possible and appropriate, with those responsible for generating the material. This will include the three notice boards – two in the outpatient’s corridor and one in main reception designated for staff use.

5.4 Any future advertising or material placed on these and other notice boards will be cleared through the Directorate of Communications and Marketing.

5.5 Advertising by outside commercial companies or private individuals that are not members of staff at Poole Hospital may only be displayed if they make a specified donation to the Wish List. In this way any income can be used to benefit the whole hospital.

5.6 Members of the Fundraising Team will check notice boards regularly to ensure that materials displayed on them are appropriate in content, presentation and tone.

6. Displays in the Dome and other public areas

6.1 Whilst not strictly advertising or sponsorship, all requests for promotional displays in the Dome and other public areas of the hospital, whether from staff or outside organisations, will be made through the Directorate of Communications and Marketing to ensure that the subject matter and materials displayed are compatible with the aims and objectives. These requests should be made at least three months in advance.

8. Exceptions

7.1 Any exceptions to the above conditions will be at the discretion of the Director of Communications and Marketing.

7.2 This guidance does not apply to staff attending events sponsored by companies external to the NHS, such as recruitment agencies or drug companies.

