

Media engagement guidance for independent healthcare services

Pre-inspection:

We would request that services:

- should not publicise that an inspection is about to take place, or has taken place (either via news release or social media).
- should not issue any publicity announcing anticipated findings of an inspection, or engage in advance media activity concerning draft inspection reports.

Inspection Reports and Publicity:

- Healthcare Improvement Scotland (HIS) will issue a media release and highlight on social media all 'unsatisfactory' inspection reports only as part of our duty to inform the public of the quality and safety of independent healthcare services. No other reports will be media released. Any HIS media release regarding a service would be shared with the service in advance.
- All final, published inspection reports will be batched together once a month and signposted via the HIS social media accounts (see social media for further information).

What can a service do to publicise an inspection report?

- Services may wish to publicise their own published inspection report in a media release or on social media. HIS will be unable to provide a quote or endorsement for media engagement.
- If a service is found to be exaggerating the findings of an inspection report or providing incorrect information on the report's findings, HIS retains the option to issue a public statement via media release / social media to correct any false or exaggerated claims.
- Any media release issued by a service should be sent to HIS for information before being issued to the media. Please email stephen.ferguson@nhs.scot.
- For information on using the HIS logo in promotional material, please see the attached guidance on using our logo.

Social Media:

- HIS will 'batch' published inspection reports on social media at the end of every month. We will provide a link to the HIS website where the inspection reports will reside. HIS will not tag individual services in these posts.
- IHC services may 'tag' HIS in their own social media activity, should they choose to publicise their own individual inspection report

Help and advice:

- If you require advice regarding media engagement please email Stephen Ferguson, Communications Manager, HIS, stephen.ferguson@nhs.scot.