



## Planned patient/service filming in HSE premises

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Draft or Final document			

## Planned patient/service filming in HSE premises

Enquiries from television companies, radio stations and film companies should be referred in the first instance to the National Press Office or satellite Communications Office (Cork, Kells, Galway, Tullamore)

The Communications Division will consider the appropriateness of the subject matter and any fees to be charged to the film company (if the premises are being used as a non-specified film set/location; most film companies have a standard fee payment).

All requests to film news or current affairs issues must be directed to the relevant Communications Manager or National Press Office and should be dealt with as a press query rather than planned filming projects.

All requests must be assessed on the basis of the impact on services/resources required and the benefit to the HSE. For example a one off news piece will require fewer resources than a six part documentary but the news piece may have no added benefit or value for the HSE.

### Process

- All requests from Film Company's or programme commissioner to film in HSE services must be addressed to the satellite Communications Manager or National Press Office (for documentaries covering national issues) who will consult with the relevant service manager. The service manager will consult with the lead clinician prior to filming.
- Planned filming of individual patients (excluding news/current affairs) can be facilitated if the outcome is in the interest of improved patient information and knowledge (e.g. following a breast cancer patient through their treatment or shadowing a service).
- Film makers must at all times be sensitive to the effect of taking part in the series will have on the patient/client (s) in question and on their family.
- A filming agreement must be signed off prior to filming taking place; a layout of a HSE filming agreement is attached along with a completed example. Once an agreement has been made with the service manager/relevant clinicians, the film agreement should be signed by the National Press Office or the relevant local Communications Manager on behalf of the HSE.
- The granting of permission can be removed if the service is under pressure or there is a change in circumstances or film objectives.
- There shall be no conditions laid down by the film company. The event is not a promotional event for the company, the use of the HSE logo by the company is not allowed unless it is approved by the National Communications Division.
- The HSE places great emphasis on the need for strictest confidentiality in respect of our patients and clients. Every patient and client in the care of the HSE is entitled to the reassurance that their care or identity will not be placed on the public record unless they have give written consent (sample consent form attached) or the patient/client identity is digitally obscured.
- Film companies must take responsibility for obtaining patient/client consent forms and retaining them.

- The film company must be accompanied by a member of communications staff **or** the service managers staff at all times.
- In clinical or operational areas, small films crews (no more than three staff) can be accommodated, all members of the film crew must comply with HSE health and safety and infection control procedures.
- All film companies must provide proof of public liability insurance cover of €6.5m, with indemnity to the HSE and employers liability of €12.7m.
- Where permission/access to film has not been granted, film crews can film outside the HSE property on public roadways and paths.

## Consent Form

..... (Insert film company name) has been granted permission by the Health Service Executive (list service)..... to film  
at:  
on:

### Patient consent

I consent that I am willing to be recorded/filmed and I understand that the content becomes the property of

..... (Insert film company name) and that it may be edited and broadcast on TV and online

Patient's name (print) \_\_\_\_\_

Patient's signature \_\_\_\_\_

Ward/date: \_\_\_\_\_

### Hospital Manager consent

I consent that I am willing to have the service as listed above filmed/recorded (and have notified the lead clinician and the Area Communications Office prior to filming)

Hospital Manager's name (print) \_\_\_\_\_

Manager's signature \_\_\_\_\_

Service/date: \_\_\_\_\_

If this is a HSE arranged production; please return a copy to your local Area Communications Manager by fax or post prior to the filming. Please note if this is not a HSE arranged production that that Film Companies are required to collect and retain patient consents as per their film agreement.

#### Tullamore Office

Dymphna Bracken,  
HSE Offices  
Tullamore  
Co. Offaly

#### Cork Office

Angie O'Brien  
HSE Communications  
Government Buildings  
Model Farm Road, Cork

#### Kells Office

Rosaleen Harlin  
HSE Offices  
Dublin Road, Kells  
Co. Meath

#### Galway Office

Audrey Lambourn  
Communications Department  
Merlin Park Hospital,  
Galway

## Filming Agreement & Protocol

Between the HSE and *insert film company name and programme name*

### Background

Give an over view of the programme/film/documentary – its objectives and plans

The production company have requested access to film a number of HSE facilities, both exterior and interior as follows:

*List the services/areas/patients that are required*

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*Insert film company name* has agreed to include in the final programme *list any HSE initiatives/information that you want included*

.....

The HSE has agreed to provide access for filming to HSE facilities, subject to local arrangements being put in place to accommodate the filming, and on agreement with *Insert film company name* as follows:

- List the areas/locations
- Where there is a requirement to film in wards still in use, (special arrangements need to be in place locally to accommodate staff and residents), the privacy of residents/clients/patients will at all times be respected and protected by the actions of the production team.
- Every effort must be made not to disrupt services and scheduling of shooting would be agreed with local Service management.
- In filming any materials/records/personal effects only non-identifying item belonging to residents will be shown. Where names or photographs which may identify individuals are filmed this will be done in a manner where identification is not possible or through the editing process to blur identifying features. This is necessary to protect the identity of individuals and is in keeping with Data Protection requirements.

## **Agreed Protocols**

- A representative from the service/facility and if required a representative from communications will be present during all filming.
- Special requests for access/additional filming requirements should be directed to the Area Communications Manager who will liaise with the services/facility accordingly.
- Public Liability Insurance needs to be given to each facility prior to filming. If this is furnished to the National Communications Office we can ensure that all facilities have it when required.
- Access to HSE facilities will be limited to the filming crew. No third parties can partake in this without prior approval.

## **Next Steps**

- Both parties to sign filming agreement and protocols.
- Agree dates for filming in other locations. *Insert film company name* to draft proposed filming schedule for agreement with HSE National Communications Office who will link with the facilities as necessary.
- Contacts details for each location, through the Area Communications Managers, to be provided to *Insert film company name* so that final local arrangements can be made once overall schedule is approved.

## **Signed by**

On behalf of the HSE

## **Signed by**

On behalf of *Insert film company name*

## EXAMPLE OF COMPLETED AGREEMENT

### Filming Agreement & Protocol

#### Between the HSE and Gmarsh TV Productions – RTE Series 'Nurses on Call'

#### **Background**

Gmarsh TV Productions have been commissioned by RTE to produce a 6 – 8 part series (Gmarsh – please confirm) entitled 'Nurses on Call' to transmit next Spring/Summer 2011, in an 8pm primetime slot.

The programme will feature 4 'characters' documenting their day to day life as community/public health nurse. The programme will profile the great work that is carried out on the ground by staff in the HSE's community services on a daily basis, as well as highlighting the personal difficulties that staff can face as well as some of the challenges clients can present with. While focused primarily on the chosen PHN's, the series will highlight community based health services generally and include a focus on PCT's as the base from which integrated community based care is delivered.

The HSE is assisting Gmarsh in indentifying community/public health nursing staff in both rural and urban areas to participate in the programme.

All participants selected by Gmarsh must be approved by the HSE prior to commencing filming.

Gmarsh will meet with Brian Murphy, National Lead for Primary Care, to receive a briefing on PCT's etc. This will inform the production team and the wider context/background against which these community services are being portrayed through the programme.

The HSE has agreed to provide access to Gmarsh TV Productions for filming in HSE facilities, subject to local arrangements being put in place with management and the relevant area communications manager.

#### **Filming Arrangements**

- Where the nurse is a member of a PCT, filming will take place in the PCT and the programme will illustrate the nurse's role within that PCT e.g. a client's interaction with the range of services available in the PCT may be featured.
- A schedule of filming arrangements will be provided by Gmarsh to the Area Communications Manager for that region/location in advance so that local management, staff and the relevant facilities can be notified.
- All filming arrangements are subject to approval by local management (through Area Communications Managers).

- Where filming is taking place in a HSE facility, the privacy of staff will at all times be respected and protected by the production team (Gmarsh to advise on policy regarding release forms and provide a copy of same).
- Where a staff member raises a concern about filming the facility manager and area communications will immediately be alerted and filming will cease until the issue is satisfactorily resolved.
- Patients will not be filmed or identified without their express consent.
- The production team will make every effort to minimise the impact of filming on patients and will at all times respect the patients'/clients' wishes
- Area Communications and/or local management may be present for parts of the filming – Gmarsh to facilitate this when requested.

**Next Steps**

- Both parties to sign filming agreement and protocols.
- Gmarsh to provide HSE with copy of consent form and public liability insurance certificate.
- Gmarsh to identify remaining candidates for HSE approval.
- Agree dates for filming in all locations. Gmarsh to draft proposed filming schedule for agreement with HSE National Communications Office who will link with the facilities as necessary.
- Contact details for each location, through the Area Communications Managers, to be provided to Gmarsh so that final local arrangements can be made once overall schedule is approved.

**Signed by On behalf of the HSE**

\_\_\_\_\_  
**Kirsten Connolly**  
**Head of Press & Media**  
**National Press Office**

**Date:** \_\_\_\_\_

\_\_\_\_\_  
**Valerie Kavanagh**  
**Press Officer**  
**National Press Office**

**Date:** \_\_\_\_\_

**Signed by On behalf of Gmarsh TV Productions**

\_\_\_\_\_  
**Mairead Tucker**  
**Gmarsh TV Productions**

**Date:** \_\_\_\_\_