



Guidance for engaging with media for FPH SIG members

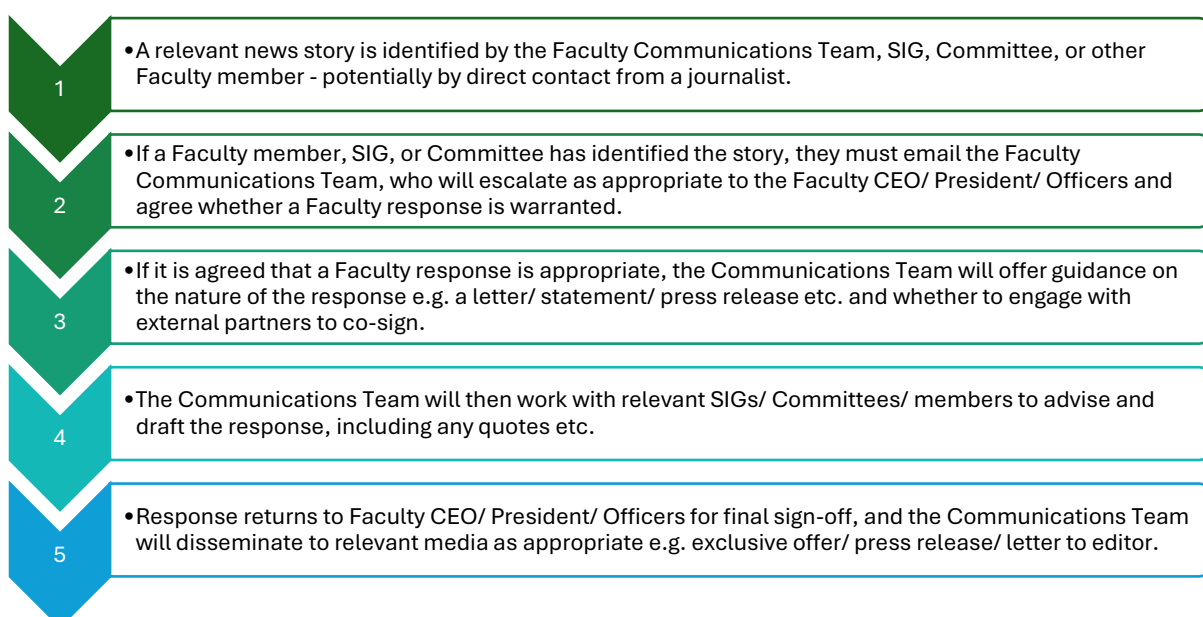
This document is for Faculty of Public Health (FPH) Special Interest Group (SIG) members and outlines Faculty processes and guidance for engaging with print, broadcast, or other media. The guidance should be considered alongside other Faculty policy on external communications, including our [Social Media Policy](#).

Important to note is that in no circumstance should any Faculty member, including Faculty Officers, Committee Chairs, or SIG Chairs, engage with journalists or other media representatives when using their FPH affiliation without first contacting the Faculty Communications Team.

The below processes are adapted from the Faculty's flowchart for consultation responses/endorsements.

Reactive media engagement

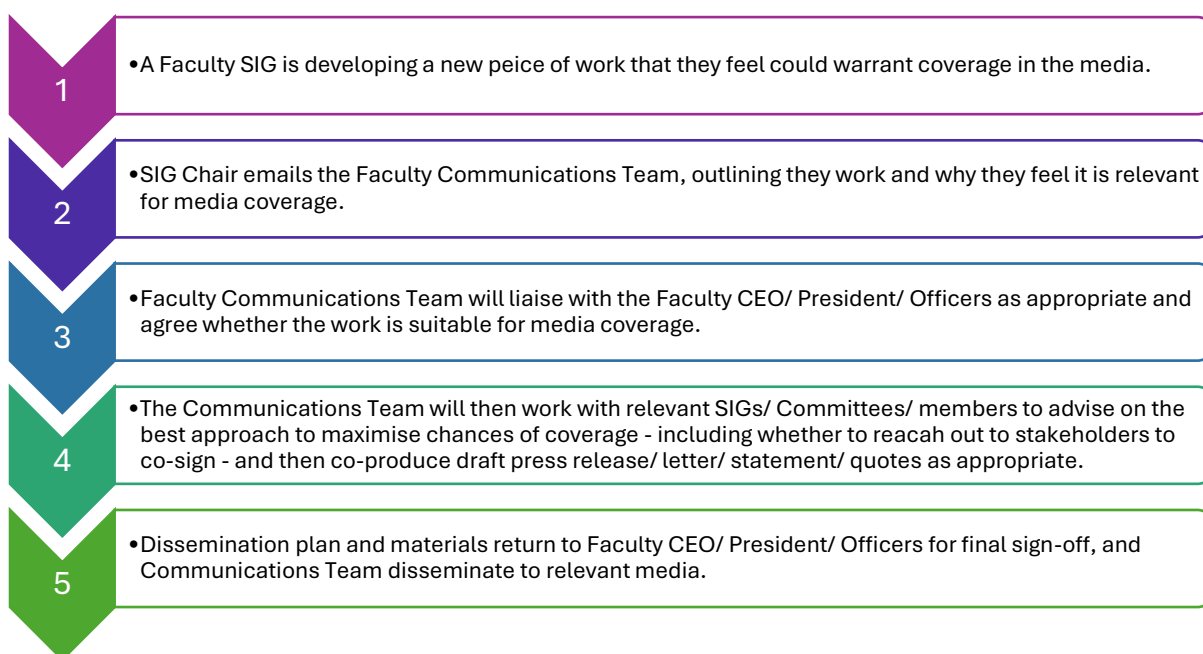
Reactive media engagement refers to a situation where the Faculty is responding to a current news story. In this case, a journalist or media representative may contact the Faculty or a Faculty member to elicit a response, or the Faculty may choose to issue an external statement and distribute to media.





Proactive media engagement

Proactive media engagement refers to a situation where the Faculty 'sells-in' an original story for coverage in the media. This will normally relate to a new report, project, or other piece of work that the Faculty is leading on, potentially in partnership with other organisations.



General guidance for successful media engagement

- Engage with the Faculty Communications team as early as possible when planning proactive media engagement – they can offer advice and support to build-in media hooks to your work.
- Journalists are looking for something new or novel – statements or other responses are unlikely to receive media coverage if they contain information which has already been reported on.
- For national/ mainstream media, the issue you are hoping to gain coverage on must have “cut-through” – it must be of wide concern and significance to the public, and must be relevant and contemporary.
- Impactful facts, figures, and statistics are welcomed by the media.



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- Where appropriate, engaging with the media when representing a collation of interests/ organisations can increase chances of coverage.
- Timing is very important in securing media coverage – having a story/ statement which ‘hooks in’ with other events e.g. a new report/ data from Government can increase chances of coverage.
- Having punchy and direct quotes from senior leaders will generally be necessary for any broadcast or print media.