



POLICY NUMBER:	EL- 10
ISSUING AUTHORITY:	Board of Directors
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ISSUE DATE:	July 19, 2012
REVIEW DATE:	December 11, 2015
REVISE DATE:	December 16, 2015

SUBJECT: Executive Limitation
PUBLIC RELATIONS

REFERENCE BOARD END:
Sustainable, accountable and responsive health organization

POLICY:
The CEO shall not endanger the organization's public image or credibility, particularly in ways that would hinder accomplishment of its Mission and Vision and shall not fail to evaluate and minimize potential risks in accordance with Executive Limitation (EL-1) Global Executive Restraint & Risk Management.

Accordingly, the CEO shall not

1. Fail to establish an effective corporate communications and public relations strategy.
2. Permit staff members, other than him/herself, or designates, to make presentations to the public or media regarding Board policy.
3. Permit presentations to be made to the public or media, which portray as Board policy, information that is contrary to Board policy.
4. Fail to utilize a variety of mechanisms designed to provide for meaningful public and community engagement.