

# COLLEGE OF RESPIRATORY THERAPISTS OF ONTARIO



Title: **Communications Policy**

Number: **PR-General  
Communications-104**

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## POLICY

The purpose of this policy is to ensure communications from the College of Respiratory Therapists of Ontario (CRTO) are clear, consistent, coordinated, effectively managed and meet the needs of the public, our Members, and stakeholders. This approach will help us to provide timely, accurate, and high-quality information about our policies, programs, services and initiatives.

This Communications Policy will ensure that we are visible, accessible and accountable. CRTO communications will always aim to enhance the profile of our organization and to preserve the integrity and respect that our organization has established.

### **Designated Speakers / Spokespersons**

Official information related to decisions and resolutions made by Council and any other matters will be communicated to the media by the President, Registrar or designate which may include staff as required.

The Registrar and President are the official designated speakers of the CRTO unless otherwise authorized. These spokespersons may designate others to speak in an official capacity on issues or subjects where they have responsibility and expertise. Staff or volunteers will not speak to the media on behalf of the organization without prior authorization from the Registrar or President.

Officials designated to speak on behalf of the CRTO, in any capacity, must receive instruction and permission, to carry out their responsibilities appropriately and effectively, and to ensure the requirements of their role and this policy are met.

CRTO personnel who are not authorized to act as spokespersons will not respond on behalf of the CRTO in any situation or capacity.

### **Roles and Responsibilities of the Designated Spokesperson**

The designated spokespersons have a duty to speak truthfully and openly to the best of their knowledge regarding the CRTO, subject to any disclosure restrictions.

### **Public Statements of Personal Opinion**

CRTO personnel should refrain from making public statements of personal opinion regarding the CRTO, and from presenting a personal opinion regarding CRTO as a fact.

## Media and Public Relations

Media inquiries must be directed to the Registrar or President. Media responses will be developed in consultation with the appropriate content experts.

## Internal Communications

Internal communication within the CRTO includes but is not limited to communication between or among the CRTO staff, the CRTO Council, the CRTO Committees and the CRTO Members. Internal communication will be respectful, open and collaborative, and take into account the potential confidential nature of specific matters.

## Electronic Communication

Communication through electronic media such as email, Twitter™ and the CRTO website provide opportunities for interactive, two-way communication and greatly decrease the response time for distribution of information and for receiving feedback. It is important that Members and stakeholders who utilize these forms of communication do so in a responsible and respectful manner to promote and maintain professionalism. For more information please see the Electronic Media Policy.

## Accessibility for Ontarians with Disabilities (AODA) Information and Communication Standard

The CRTO through its Patient Relations Committee is committed to meeting the communication needs of people with disabilities and, where possible, will endeavour to fulfil this commitment by:

- Considering the anticipated accessibility needs of all new and existing information provided by the CRTO to the public (e.g., print material, website)
  - Surveys and feedback forms should include an alternative method of communication
- Ensuring that the CRTO has the capacity to accommodate specific accessibility requests within a reasonable amount of time (e.g., if a member of the public was not able to read material on the website, arrangements could be made for a staff member to read it to them over the telephone)
  - In circumstances where an individual accommodation request is related to a **regulatory process matter**, the request
    - (a) must be in writing or in another acceptable medium;
    - (b) must specify the nature of the accommodation requested; and
    - (c) must provide sufficient notice
- Communicate to the public that the CRTO will make information accessible upon request (e.g., webpage devoted to AODA communication)

## Press Releases

The CRTO will issue press releases from time to time to disclose information that is important or of use to the public. Press releases will be prepared and reviewed in accordance with the CRTO's established practices, including review by the CRTO's Council and Committees, where appropriate. All press releases must be approved by and issued under the supervision of a designated spokesperson.

## Related CRTO Documents

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| <ul style="list-style-type: none"><li>• Communications Plan</li><li>• Confidentiality Policy</li><li>• Privacy Policy</li><li>• Records Retention Policy</li></ul> | <ul style="list-style-type: none"><li>• Electronic Media Policy</li><li>• Strategic Plan</li><li>• Social Media Terms of Use Policy</li></ul> |
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**References:**

[Canadian Association of Petroleum Land Administration – Communication Policy](#)

[BC Ferries – Corporate Communications Policy](#)

[Communications Policy of the Government of Canada](#)

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