

Australian and New Zealand Paired Kidney Exchange Program

Protocol 12: Media Protocol for the ANZKX Program



Media Protocol for the Australian and New Zealand Paired Kidney Exchange (ANZKX) Program

This document outlines the proactive and reactive media and management approach for the Australian and New Zealand Paired Kidney Exchange (ANZKX) Program.

Media management for the ANZKX program will be a collaborative and coordinated approach between the Organ and Tissue Authority (OTA), the ANZKX Program Director, the New Zealand Ministry of Health and participating hospitals in Australia and New Zealand (ANZKX Partners). The OTA will be the central point of contact for media interaction in Australia; the New Zealand Ministry of Health will be the central point of contact for media interaction in New Zealand.

The media play an important role in building public awareness of the ANZKX Program and more broadly about organ donation and transplantation in Australia and New Zealand. Media engagement also plays an important role in highlighting the primary objective of the program, which is to enable transplants for more recipients across Australia and New Zealand.

Any engagement with the media must adhere with jurisdictional legal requirements including the relevant Human Tissue Acts, privacy considerations and ethical standards that apply in these circumstances.

This protocol should be used in addition to individual hospital and jurisdictional protocols governing media management and patient welfare.

The following protocol covers:

1. Roles and responsibilities
2. Media engagement
3. Responding to media enquiries
4. Media interviews
5. Interviews prior to surgery
6. Interviews post-surgery
7. Supporting participants in an interview
8. Media releases
9. Social Media policy
10. Key messages
11. Contacts
12. ANZKX partners



1. Roles and responsibilities

OTA:

- is the central point of contact for media coordination within Australia
- manages media in consultation with ANZKX Partners
- identifies proactive media opportunities to build the profile of ANZKX
- provides media monitoring and issues briefs as required
- drafts media releases, responses and corrections, and organises media interviews in Australia in collaboration with participating transplant units and the relevant state or territories DonateLife media team
- identifies/engages with spokespeople in consultation with relevant ANZKX Partners
- prepares spokespeople for interviews
- publishes media releases/media statements on the OTA website
- drafts social media content as required
- moderates posts on social media

ANZKX Director:

- advises OTA on media approaches
- advises OTA of any recipients or donors who might be willing to take part in a media interview
- advised OTA of any recipients or donors who have approached them advising they would like to do a media story
- provides program advice and key information in preparation of media responses
- is a spokesperson for interviews, with support from the OTA

Participating hospitals (Australia and New Zealand):

- advises OTA on media opportunities and works collaboratively in responding to opportunities/issues
- identifies patients and prepares them for media interviews in collaboration with the OTA
- engages with hospital media team and that state or territories DonateLife media team
- supports surgical teams, donors and recipients in interview

New Zealand Ministry of Health:

- Coordinates media engagement in New Zealand and works collaboratively with the OTA on ANZKX enquiries
- provides advice on media opportunities within New Zealand that may have an impact on ANZKX Program
- drafts media releases, responses and corrections, and organises media interviews in New Zealand
- provides advice/agreement of draft media releases and responses where it relates to New Zealand's participation in the program
- prepares spokespeople for interviews in New Zealand, including surgical teams, donors and recipients

2. Media engagement

To ensure alignment with the strategic goals of the ANZKX, media engagement should be considered carefully in consultation with partners to ensure that the desired outcomes are achieved.

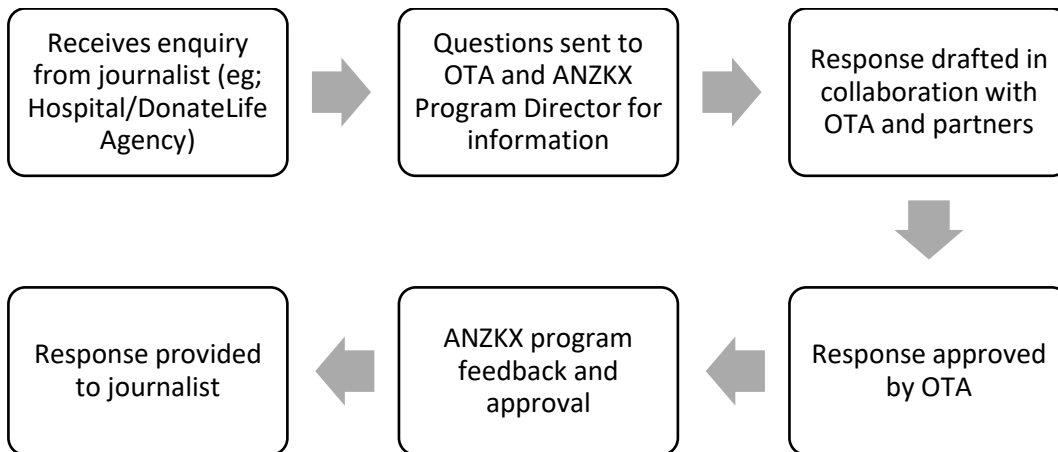
Media engagement may be in the form of a response to a journalist enquiry or a proactive approach to a media outlet promoting the ANZKX's program of work.

3. Responding to media enquiries

All enquiries from a journalist regarding the ANZKX Program should be referred to the OTA in the first instance. Media enquires can be directed via email to media@donatelife.gov.au or see the OTA Media centre webpage for further information: <https://www.donatelife.gov.au/media-centre>

The OTA will draft responses and where required work with partners, participating hospitals and the state or territories' DonateLife media team, to write the response to ensure it is factually correct. The OTA will consult with the New Zealand Ministry of Health where it relates to New Zealand exchanges.

If a participating hospital receives an enquiry about an ANZKX patient they must keep OTA, their state or territories' DonateLife media team and the ANZKX Director informed throughout.



4. Media interviews

In some instances, journalists will request interviews to support a news story. For the ANZKX Program identified spokespeople are:

- ANZKX Program Director
- ANZKX Program Deputy Director
- New Zealand based Clinical Leads
- OTA Chief Executive Officer
- New Zealand Ministry of Health representative
- Australian donors or recipients
- New Zealand donors or recipients
- Relevant Subject Matter Experts (SMEs)

Identification of spokespeople will be managed by the OTA in consultation with the relevant partners. The OTA will work with the journalist and partners to **facilitate or decline the interview**.

Once identified, the OTA will work with spokespeople to prepare them for the interview which may include interview preparation and a media briefing pack. Partners may be asked to provide information to support these products.

5. Interviews prior to surgery

Interview requests prior to surgery can often be for a 'before and after' story, where a journalist follows a pair in the lead up to an exchange and then conducts follow up interviews after surgery.

These types of stories are generally discouraged because any disclosure of confidential information could prevent the surgery from proceeding.

In the first instance the OTA will offer other options to journalists in order to safeguard the program and participants, including:

- another willing program participant (individual donor or recipient)
- a pair who has already participated in the ANZKX Program
- point to pre-existing publicly available information
- an interview with a medical professional involved in the transplant process

However, while there is the need to ensure participants remain anonymous (a requirement of the program) the ANZKX and OTA has previously worked with journalists and patients to facilitate this type of story and will consider this in specific circumstances. In the situation where a journalist is granted the privilege of conducting interviews with pairs pre- and post-surgery, the OTA and ANZKX request prior access to the story prior to publication to ensure patient anonymity is maintained.

The ANZKX Participation Agreement forms, which must be signed by donors and recipients, provide information on the importance of pairs not undertaking media activity prior to an exchange, and encouraging them to contact their transplant team if they are approached by the media. This is primarily to ensure the pairs can remain anonymous.

This does not guarantee that enrolled pairs, or the media, will not seek out and engage with each other pre-surgery.

If this occurs and OTA are informed:

- The participating hospital will contact the pair and discuss the issue with them, strongly encouraging them to refrain from engaging with the media until post-surgery.
- If the pair elects to proceed, OTA will contact the journalist to brief them on the privacy requirements of the program, assisting the journalist to navigate this requirement. ANZKX partners may seek agreement to hold the story until an agreed date following surgery.
- OTA will manage and coordinate any follow up media or interview requests regarding the program.
- The participating hospital communication unit will manage any onsite media.

6. Interviews post-surgery

Interviews post-exchange are at the discretion of the hospital's treating team, to ensure that recovery is the priority and the surgery has been successful. This process also protects the integrity and confidentiality of the program.

For interview requests received by the OTA, the OTA will contact the ANZKX Director who, in consultation with the relevant treating physician, will identify an appropriate pair.

The hospital's communication unit, after liaison with OTA, will contact the pair to discuss the media opportunity and with their permission, coordinate the interview and provide background information to the journalist.

For media requests received by the treating hospital media unit, the media unit will contact the OTA to provide an overview of the media opportunity. The proposed approach will be developed by the treating hospital in agreement with the OTA and the ANZKX Director.

7. Supporting participants in an interview

When communicating with an enrolled pair willing to participate in an interview, it is helpful to inform them of the following:

1. Due to the nature of the ANZKX Program, it is strongly advised that donors, recipients and their families do not engage with the media until post-surgery.
2. Pairs can change their mind about participating in media opportunities at any time prior to the story being aired and/or published.
3. Unless an interview is live to air, there is always the possibility that the story may not run, this is important to communicate to those enthusiastic to share their story
4. Everything that is said to a journalist is "on-the-record" and could appear in the story. Ask for written questions prior to an interview so the pair can practice their answers.
5. Pairs should understand engagement with the media may result in a pair and their families becoming better known in their community.
6. In accordance with the ANZKX Agreement to Participate, pairs should not reveal any information to a journalist or any other party that could allow other enrolled pairs to identify them in the chain (e.g. date of exchange, number of pairs enrolled in the exchange, location of the exchange etc.).

8. Media Releases

Media releases will be prepared and distributed only if all partners agree it is necessary. Media releases will be used to make an announcement or in response to emerging or ongoing issue.

The OTA will draft media releases in consultation with ANZKX partners before arranging clearance from the participating hospital. The OTA will also consult with the New Zealand Ministry of Health to advise on the upcoming media release and to seek advice if the release relates to a New Zealand exchange. The OTA will distribute media releases and publish a copy on the DonateLife website.

9. Social Media Policy

ANZKX follows the social media guidelines of DonateLife which can be accessed on:

<https://www.donatelife.gov.au/social-media-guidelines>

It is particularly important that donors, recipients and their friends and family avoid posting any details of transplants such as the dates or approximate dates of surgery or information that could identify other people in the same exchange. This forms part of the donor and recipient agreement to participate in the program. If a significant breach of confidentiality occurs then the ANZKX program will consider whether the exchange should be allowed to proceed.

10. Key Messages

The following messages have been approved to use in media materials:

- The Australian and New Zealand Paired Kidney Exchange (ANZKX) Program is a collaborative trans-Tasman live kidney donor program involving transplanting centres in Australia and New Zealand.
- The focus is on finding matches for people who are eligible for a kidney transplant and who have a living donor who is willing to donate, but is unable to because their blood or tissue type is not compatible.
- The ANZKX Program helps to find and organise a compatible transplant for donor-recipient pairs in Australia and/or New Zealand who are incompatible or have poor tissue matching.
- The ANZKX Program is an important way to help people receive a life-saving kidney transplant.
- The more donor/recipient pairs enrolled in the ANZKX Program, the greater the chance of finding a match.
- The ANZKX Program uses the national organ matching system, OrganMatch, to match incompatible kidney donors with a recipient in another incompatible pair.
- The ANZKX Program is a collaboration between the Organ and Tissue Authority, the New Zealand Ministry of Health and participating transplant centres in Australia and New Zealand.
- The Organ and Tissue Authority has been working with the Department of Home Affairs, Australian Border Force, Department of Agriculture, Therapeutic Goods Administration and the Department of Health to facilitate the transport of donated kidneys across the Australian border. At the same time, the New Zealand Ministry of Health has been working with their border agencies.
- Matching of donors and recipients occurs continuously as new recipients and donors are entered in the program.
- New Zealand joined AKX in August 2019 to form the collaborative ANZKX Program. The first trans-Tasman exchange occurred in October 2019.
- Since the program began the AKX then ANZKX has facilitated almost 450 organ transplants in Australia and New Zealand, including 5 of which have crossed the Tasman.

Impact of COVID-19 on the ANZKX Program

- In early March 2020, a number of hospitals suspended elective surgery including living kidney transplants due to the COVID-19 pandemic. As a result, the Australian and New Zealand Kidney Exchange Program (ANZKX) placed a temporary hold on ANZKX transplants from 6 March 2020
- Matching and transplantation has recommenced in both countries, although trans-Tasman kidney exchanges are on hold until all travel restrictions are lifted.

11. Contact details

Please refer all media enquiries to the Community Engagement Team at OTA:

<p>OTA Media Phone: (02) 6198 9865 Mobile: 0403 058 662 (after hours contact) Email: media@donatelife.gov.au</p>	<p>ANZKX Program Clinical Director Associate Professor Peter Hughes Phone: (03) 9342 7058 Email: peter.hughes@mh.org.au</p>
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12. ANZKX Partners

State/Territory	Hospitals	Notes
Australian Capital Territory	Canberra Hospital	Referring non-transplanting centre
New South Wales	John Hunter Hospital (Newcastle)	
	Prince of Wales Hospital	
	Prince of Wales Private Hospital	
	Sydney Children's Hospital (on POW campus)	
	Royal North Shore Hospital	
	Royal Prince Alfred Hospital	
	St George Hospital	Referring non-transplanting centre
	St Vincent's Hospital Sydney	Recipient surgery only, no donors
	Westmead Hospital	
	The Children's Hospital at Westmead	
Northern Territory	Alice Springs Hospital	Referring non-transplanting centre
	Royal Darwin Hospital	Referring non-transplanting centre
Queensland	Princess Alexandra Hospital	
South Australia	Flinders Medical Centre	Referring non-transplanting centre
	Royal Adelaide Hospital	
	Women's and Children's Hospital	



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Tasmania	Launceston General Hospital	Referring non-transplanting centre
	Royal Hobart Hospital	Referring non-transplanting centre
Victoria	The Alfred Hospital	
	Austin Hospital	
	Monash Medical Centre	
	Monash Children's Hospital	
	The Royal Children's Hospital	
	The Royal Melbourne Hospital	
	Melbourne Private Hospital	
	St Vincent's Hospital Melbourne	Recipient surgery only, no donors
Western Australia	Fiona Stanley Hospital	
	Sir Charles Gairdner Hospital (Queen Elizabeth II Medical Centre)	
	Perth Children's Hospital (Queen Elizabeth II Medical Centre)	
New Zealand	Auckland City Hospital	
	Christchurch Hospital	
	Wellington Regional Hospital	
Other partners		
	StarTrack	Courier



VERSION CONTROL			
Version	Date	Author	Comments
V 1.0	Jul 2019	ANZKX Team	AKX transitioned to ANZKX
V 2.0	Feb 2021	ANZKX Team	Impact of COVID-19
V 3.0	Nov 2021	ANZKX Team	Addition of Social Media policy

