

Reactivation Messaging and Team-Building Photo Slideshow Approval Processes

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As Northwestern Medicine transitions into the reactivation phase of the COVID-19 pandemic, unified messaging to employees, physicians, patients and communities is particularly important. Consistency will help NM communicate and build confidence around a strong commitment to safety while welcoming back patients for non-emergent visits and procedures. Because of this, all new, broad messaging is being reviewed by a Communications Work Group to ensure system consistency.

Reactivation messaging approval process

If you create materials or messaging using a Brand Center template, please send the completed piece to communications@nm.org for review and approval. A Communications team member will be in touch to discuss next steps. Please allow **three to five business days** for a review of these materials.

Team-building photo slideshow guidelines and approval process

If you would like to develop a team-building photo slideshow for targeted, local, internal distribution, such as nursing groups or business departments, please send it to communications@nm.org for review prior to distribution.

- Note that any team-building slideshows intended for all employees, leaders or physicians in one business unit, or systemwide, should be developed through and distributed by Communications.
- Slideshows must comply with existing NM policies, such as the social media policy, the privacy and confidentiality policy, and communications/branding processes.

Materials will be reviewed for the following:

- The inclusion of a message indicating that the slideshow should not be shared externally or posted on social media, as noted in existing NM policies
- If music is used, confirmation that it has been vetted by Legal to confirm it is not copyrighted or can be used in the manner in which the slideshow is being presented
- Images used are consistent with Centers for Disease Control and Prevention, Illinois Department of Public Health and Northwestern Medicine guidelines during the pandemic:
 - Everyone must wear appropriate PPE. This will vary by work location and situation, but will always include a mask for all staff as long as universal masking is NM policy.
 - Masks should be worn properly — not on the chin or pulled down off the face.
 - Clinical staff must be wearing a medical-grade mask issued by NM, not a homemade mask.

- Physical distancing should be honored in group shots, where possible, and in accordance with NM policy.
- No personal health information (PHI) may be in a photo. Be mindful of any PHI, such as text on a computer screen or a label. NM staff should not be taking pictures with their personal mobile devices that contain PHI.
- If anyone in a group photo is not compliant with these guidelines, the image can't be used.

If you have any questions about these processes, please email communications@nm.org.