



Public – To be published on the Trust external website

Consent for the use of person-identifiable images and information in Trust promotional and training materials

Including consent for the use of artwork and written materials produced by the people we care for, carers and family members

Ref: CORP-0010-001-v4

Status: Approved

Document type: Procedure

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1 Introduction

Sometimes we ask the people we care for, carers, family members, experts by experience and volunteers to support our communication activities by sharing their stories and experiences.

This may involve being photographed, filmed or interviewed, and may include items such as artwork, film or music projects, or written content such as letters or poems.

When we do this, it is important that we ensure processes are in place to respect people's privacy and support the wellbeing of those taking part.

This procedure supports the delivery of ***Our Journey to Change***, and our ambition to co-create safe and personalised care that improves the lives of people with mental health needs, a learning disability or autism. It helps us deliver our three strategic goals in the following ways:

This procedure supports our Trust to co-create a great experience for our patients, carers and families because it ensures that they are supported with clear and compassionate guidance on giving informed consent, and their choices around this. It supports people to share their experiences with others safely and may provide comfort for other people in our care and those who are going through a tough time with their mental health.

This procedure supports our Trust to co-create a great experience for our colleagues by ensuring staff are aware of and understand the principles of informed consent when using person-identifiable images and information in Trust promotional and training materials. It gives our staff guidance around how to be responsible, respectful and compassionate when discussing choices and options around consent with the people in our care, their family members, carers and volunteers.

This procedure supports our Trust to be a great partner because it ensures that we are a trustworthy organisation that puts the wellbeing of the people we work with first. It allows us to share stories about the work we do and the impact we have in a meaningful way, providing a greater understanding of the Trust to partners in our communities.

2 Purpose

Following this procedure will help all our Trust colleagues to:

- follow the correct procedure for obtaining and recording consent, ensuring they are compassionate and responsible, and respect the decision of a person who may not wish to give consent
- ensure that the people we care for, carers, family members, volunteers and, in some situations, staff, give informed consent for the use of their photographs, written, audio, film/video, artwork and other person-identifiable information used in Trust promotional and training materials

3 Who this procedure applies to

This procedure applies to all Trust colleagues who want to:

- take **PHOTOGRAPHS, VIDEO or AUDIO RECORDINGS** of people in our care, their carers or family members, people with lived experience, volunteers and apprentices under the age of 18, to be used in Trust promotional or training material
- It also applies to Trust colleagues who want to display or photograph **WRITTEN WORK or ARTWORK** created by the same groups of people outlined above
- take photographs or videos at public events held by the Trust

This procedure also applies to Trust colleagues, including apprentices of any age, when what is being revealed could be considered part of their private life, or where it would draw upon their experience as a patient, person with lived experience and/or carer.



The review of this procedure involved engagement with Trust involvement members

3.1 What this procedure applies to

This procedure applies to gaining consent for the use of person-identifiable images and information in Trust promotional and training materials.

Trust promotional material includes but is not limited to:

- social media (including but not limited to Facebook, LinkedIn, Instagram, Twitter and Youtube)
- media (local and national newspapers, radio, TV and their websites)
- the Trust's staff intranet and website (www.tevv.nhs.uk)
- newsletters, posters and leaflets
- podcasts
- Trust public events (including recruitment events and award ceremonies)
- Public displays within Trust properties or at an external venue (including artwork or written work)

Consenting to the Trust using images or information in Trust promotional material means that the person agrees to all elements within this. If they wish to opt-out of an element within this, it should be discussed with the promoter/lead staff member before the consent form is signed. The promoter/lead staff member should also discuss this with the communications team.

Trust training material includes but is not limited to:

- Written or filmed training materials for staff, patients, carers or the public
- Live training events for staff, patients, carers and the public
- Personal contributions for the virtual Recovery College (public facing website)
- E-learning training materials
- Video role play

3.2 What this procedure does not apply to

- This procedure does not apply to:
- Trust colleagues, including apprentices over the age of 18, providing their image or information in relation to their professional capacity
- the [use of visual and audio recordings within clinical procedures](#)

4 Related documents



The Confidentiality and Sharing Information Policy [ref CORP-0010] defines the legislation and processes which you must read, understand and be trained in before carrying out the procedures described in this document.

Go to our Trust's T drive for the following documents:

[Printable and editable version of the consent form](#)

[Printable version of the poster in appendix 8](#)

For clinical procedures, refer to [Use of visual and audio recordings in clinical procedures](#).

5 Consent, confidentiality and privacy

The people we care for, carers, family members and volunteers have a right to confidentiality and privacy. We must respect and protect that right at all times. These rights also extend to staff when what is being revealed could be considered part of their private life, or where it would draw upon their experience as a patient, person with lived experience and/or carer.

5.1 Principles of informed consent

The key principles of informed consent for using personal identifiable information, images, audio or video are:

- Giving people the information and support they need to help them understand what is being asked:
 - The person needs to have capacity to consent
 - The information needs to be clear, respectful and in an accessible language. This may involve translating the consent form and/or information sheet into another language and/or using an interpreter if required
 - You should confirm that the person understands what you are asking of them
- Providing information on how and where it will be used
- Supporting them to think about whether giving consent is right for them
- Being clear about their right to withdraw consent and explain that although every effort will be made to remove the image, written, audio, video or information, unfortunately this cannot always be guaranteed (See section 5.2 – Withdrawing consent)
- Giving people the opportunity to ask questions
- Making sure the person is happy to proceed before they give consent
- Giving people enough time to decide if they wish to be involved

Different levels of personal disclosure require different levels of diligence in supporting people through the process.



People who have shared their own experiences publicly recommend that a person considers that there may be a negative impact of sharing their images or personal information. It may affect their search for work, an application for benefits where relevant, and there may be stigma and discrimination towards them, their children, or future children. This must be considered as part of the consent procedure.

5.2 Withdrawing consent

A person has the right to withdraw their consent in the future. If they do, it is important to respect their decision and respond in a compassionate way.

The Trust will do its best to remove the person's image, written material, audio, video or information from wherever it has been used as quickly as possible.

However, the Trust cannot always guarantee the full removal of the image, written, audio, video or information. Once something has been posted on the internet, it is already in the public domain and may have been shared by other internet users. It is an important part of the consent process that people understand this.

In addition, the Trust cannot be held responsible for what other people might do with information or images that are already in the public domain.

If a person is unsure whether to give consent or has questions about how their information will be used, talk to them about it. See section 6.2 – Developing an information sheet, which may help you do this.



Be clear about a person's right to withdraw consent and the choices around this

6 Consent Procedure

6.1 Overarching guidance

Informed consent must be given to use person-identifiable images or information in all types of promotional or training materials before they are taken/released.

Before taking the photograph or audio/visual recording, or producing the written piece, check the names of those involved against the consent forms and ask them to confirm they are still happy to take part.

Video recordings could include people directly talking about their experiences or individuals taking part in role play scenarios. When creating a role play video, give careful consideration to the process for producing this. For guidance on the development of role play material, see Appendix 5.

Ownership of artwork or written work created by the people we care for, or anyone not employed by the Trust (either directly or indirectly), lies with the originator. Informed consent must be given to display or photograph their work.

Avoid the accidental photographing/filming of people who have not given their consent. Destroy any images which have been accidentally recorded.

It may be possible to use photographs where a person is not identifiable (e.g. photos taken of the back of people) but care must be taken. Consider whether the person is identifiable by other personal features or by their voice.

See section 6.5 – Trust public events, for more information on photographs and/or videos being taken at Trust public events.

Where a Trust colleague is providing their image or information in relation to their professional capacity, written consent is not required, but verbal consent will be sought by the communications team.

If in doubt, seek consent.

6.2 Developing an information sheet

A colleague or department should develop an information sheet to go alongside a consent form. This should clearly explain the project or piece of work, where it will be used, and what people can expect. The following appendices give guidance on information sheets:

Appendix 4: a standard information sheet that can be used for providing information for promotional materials used by the communications department

Appendix 5: guidance on developing an information sheet for more detailed or specific pieces of work

Appendix 6: example of an information sheet

6.3 Consent form

For the consent form for photographs, written work, artwork, audio or video recordings, see Appendix 3.

6.4 Steps in the process

Steps in the process	Photograph	Written / art work	Audio	Video
Give the person an information sheet about your work and how you want them to be involved in it.	✓	✓	✓	✓
Give the person time to ask questions and think about whether they wish to take part	✓	✓	✓	✓
Get signed consent to create the information, image, audio or video	✓ With a photo all stages may happen at the same time, so consent is only taken once, before the photo is taken	✓ Initial consent is implicit when an article is written and submitted or a person is interviewed	✓	✓
Allow a gap in time before the next stage for the person to prepare for storytelling or role play and to withdraw if they wish	✗	✗	✓	✓
Create the information, image, audio or video	✓	✗ The person will often submit their own text but the communications team may write an interview or story about a person	✓	✓
Hold a debrief	✗	? Often not required but where the material is more personal this should be offered	✓ Debrief when relevant to nature of audio produced	✓ De-rolling and debrief needed when role play is filmed. Debrief needed when personal stories are filmed. See appendix 7 for guidance
Give the person an opportunity to review the content of the information.	✗	✓ Review needed when work isn't written by the individual, or edits have been made to original text	✓	✓
Leave a gap to consider if happy to go ahead when required	✗	✗	✓	✓
Get signed consent to use the information, audio or video. File the consent form securely.	✗	✓	✓	✓

6.5 Trust public events

It is permitted to take photos or video at public events without written or verbal consent from each person. However, the people at the event should be made aware that it is being recorded and how the images will be used. People must also be given the option not to be photographed or filmed if they don't want to be. It is best practice to:

- display a poster from the start of the event (i.e. before any photographs are taken). See Appendix 8
- announce that photography or filming will take place

It is important to respect if a person does not wish to be photographed or filmed. A poster and any event announcements should instruct the person to tell event staff. An example is included in the poster in Appendix 8.

7 Definitions

Term	Definition
Promoter	The colleague who wants to use personal identifiable images and/or information in promotional or training materials
Consent	Consent is an act of reason; the person giving consent must be of sufficient mental capacity and have all essential information in order to give valid consent
Implied consent	The granting of permission without a formal agreement. Within the scope of this procedure, implied consent is not acceptable as it does not evidence the knowledge and understanding of the individual
Informed consent	The essential criteria of informed consent are that: <ul style="list-style-type: none"> • The person has both knowledge and comprehension • consent is freely given without duress or undue influence • the right of withdrawal at any time is clearly communicated See Principles of Informed Consent

7.1 Roles and responsibilities

Role	Responsibility
Promoter (could also be the lead / delegated staff member)	To develop an information sheet (see section 6.2) Ensure the person has capacity to consent. You may need support or guidance from the person's care team, family member or carer

<p>Lead/delegated staff member (may also be the promoter)</p>	<p>Providing information on how and where a person’s image, video, audio or information will be used</p> <p>To give the person enough time to decide whether to consent</p> <p>Giving people the opportunity to ask questions</p> <p>Obtain written consent from the person</p> <p>Being clear about their right to withdraw consent</p> <p>Ensure the person has capacity to consent. You may need support or guidance from the person’s care team, family member or carer</p>
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8 How this procedure will be implemented

- This procedure will be published on the Trust intranet and Trust website and available to all colleagues to access
- The communications team will inform Trust colleagues that there is guidance and a form for gaining consent for the use of person-identifiable images and information in Trust promotional and training materials. The communications team can support colleagues if they need guidance with this process

8.1 Training needs analysis

Staff/Professional Group	Type of Training	Duration	Frequency of Training
All staff	Intranet page with information and link to procedure	5 minutes	Available at any time

9 How the implementation of this procedure will be monitored

This is an established process fully embedded into Trust practice monitored and supported by the communications team.

Number	Auditable Standard/Key Performance Indicators	Frequency/Method/Person Responsible	Where results and any Associate Action Plan will be reported to, implemented and monitored; (this will usually be via the relevant Governance Group).
1	Informed consent received for each promotional or training material	<p>Monitored with each new promotional story.</p> <p>Communications team member checks informed</p>	Director of corporate affairs and involvement

		consent form completed to the standard as detailed in this procedure.	
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10 References

[Photography and video - NHS Digital](#)

[NHS Identity Guidelines | Imagery \(england.nhs.uk\)](#)

Data protection Act 2018

11 Document control (external)

To be recorded on the policy register by Policy Coordinator

Date of approval	30 May 2023
Next review date	30 May 2026
This document replaces	Consent for the use of person-identifiable images and information in Trust promotional and training materials. CORP-0010-001-v4
This document was approved by	Executive Quality Assurance and Improvement Group (EQAIG)
This document was approved	30 May 2023
This document was ratified by	Not applicable
This document was ratified	Not applicable
An equality analysis was completed on this policy on	18 August 2022
Document type	Public
FOI Clause (Private documents only)	n/a

Change record

Version	Date	Amendment details	Status
v4	30 May 2023	Full revision including: <ul style="list-style-type: none"> • minor changes and rewording throughout • Merged multiple consent forms into one form • New poster for Trust public events • Revised procedure template 	Approved

Appendix 1 - Equality Analysis Screening Form

Please note: [The Equality Analysis Policy and Equality Analysis Guidance can be found on the policy pages of the intranet](#)

Section 1	Scope
Name of service area/directorate/department	Corporate affairs and involvement
Title	Consent for the use of person identifiable information in Trust promotional and training materials
Type	Procedure
Geographical area covered	Trustwide
Aims and objectives	<p>Following this procedure will help all our Trust colleagues to:</p> <ul style="list-style-type: none"> • follow the correct procedure for obtaining and recording consent, ensuring they are compassionate and responsible, and respect the decision of a person who may not wish to give consent • ensure that the people we care for, experts by experience, carers, family members and, in some situations, staff, give informed consent for the use of their photographs, written, audio, film/video, artwork and other person-identifiable information used in Trust promotional and training materials
Start date of Equality Analysis Screening	05 July 2022
End date of Equality Analysis Screening	30 May 2023

Section 2	Impacts
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<p>Who does the Policy, Service, Function, Strategy, Code of practice, Guidance, Project or Business plan benefit?</p>	<p>Patients, carers and family members, colleagues and partner organisations</p>
<p>Will the Policy, Service, Function, Strategy, Code of practice, Guidance, Project or Business plan impact negatively on any of the protected characteristic groups?</p>	<ul style="list-style-type: none"> • Race (including Gypsy and Traveller) NO • Disability (includes physical, learning, mental health, sensory and medical disabilities) NO • Sex (Men, women and gender neutral etc.) NO • Gender reassignment (Transgender and gender identity) NO • Sexual Orientation (Lesbian, Gay, Bisexual, Heterosexual, Pansexual and Asexual etc.) NO • Age (includes, young people, older people – people of all ages) NO • Religion or Belief (includes faith groups, atheism and philosophical beliefs) NO • Pregnancy and Maternity (includes pregnancy, women who are breastfeeding and women on maternity leave) NO • Marriage and Civil Partnership (includes opposite and same sex couples who are married or civil partners) NO • Armed Forces (includes serving armed forces personnel, reservists, veterans and their families) NO
<p>Describe any negative impacts</p>	<p>Mitigated against any negative impact by ensuring that any person giving informed consent is fully informed about their choices around withdrawing consent, and that it is not always possible to remove from all channels, such as social media or the internet.</p> <p>Mitigated against negative impact of staff not being required to give consent if it is in relation to their professional capacity by ensuring that verbal consent is sought by the communications team before promotional material is used.</p>

Describe any positive impacts	
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Section 3	Research and involvement
What sources of information have you considered? (e.g. legislation, codes of practice, best practice, nice guidelines, CQC reports or feedback etc.)	See reference section
Have you engaged or consulted with service users, carers, staff and other stakeholders including people from the protected groups?	Yes
If you answered Yes above, describe the engagement and involvement that has taken place	Comment via email from involvement members. Two members responded.
If you answered No above, describe future plans that you may have to engage and involve people from different groups	

Section 4	Training needs
As part of this equality analysis have any training needs/service needs been identified?	No
Describe any training needs for Trust staff	N/A
Describe any training needs for patients	N/A
Describe any training needs for contractors or other outside agencies	N/A

Check the information you have provided and ensure additional evidence can be provided if asked

Appendix 2 – Approval checklist

	Title of document being reviewed:	Yes / No / Not applicable	Comments
1.	Title		
	Is the title clear and unambiguous?	Yes	
	Is it clear whether the document is a guideline, policy, protocol or standard?	Yes	Procedure
2.	Rationale		
	Are reasons for development of the document stated?	Yes	
3.	Development Process		
	Are people involved in the development identified?	Yes	
	Has relevant expertise has been sought/used?	Yes	IG and Involvement team
	Is there evidence of consultation with stakeholders and users?	Yes	See above Consultation with involvement and engagement members
	Have any related documents or documents that are impacted by this change been identified and updated?	No	
4.	Content		
	Is the objective of the document clear?	Yes	
	Is the target population clear and unambiguous?	Yes	
	Are the intended outcomes described?	Yes	
	Are the statements clear and unambiguous?	Yes	
5.	Evidence Base		
	Is the type of evidence to support the document identified explicitly?	Yes	
	Are key references cited?	Yes	
	Are supporting documents referenced?	Yes	
6.	Training		
	Have training needs been considered?	Yes	
	Are training needs included in the document?	Yes	
7.	Implementation and monitoring		
	Does the document identify how it will be implemented and monitored?	Yes	

	Title of document being reviewed:	Yes / No / Not applicable	Comments
8.	Equality analysis		
	Has an equality analysis been completed for the document?	Yes	
	Have Equality and Diversity reviewed and approved the equality analysis?	Yes	Suggested amends made around translating the consent form / using an interpreter. Note re-reviewed and approved 30 May 2023.
9.	Approval		
	Does the document identify which committee/group will approve it?	Yes	Executive Quality Assurance and Improvement Group (EQAIG)
10.	Publication		
	Has the policy been reviewed for harm?	Yes	
	Does the document identify whether it is private or public?	Yes	Public
	If private, does the document identify which clause of the Freedom of Information Act 2000 applies?	N/A	

Appendix 3 - Consent form

This consent form is for photographs, written work, artwork, audio and video recordings, and other person-identifiable information to be used in promotional and training materials.

You consent to us using your (please tick)

- Photograph(s)
- Video / audio recording
- Written work / artwork

You consent to us using it in the following ways (please tick)

- Trust promotional material
 - This includes social media (including but not limited to Facebook, LinkedIn, Instagram, Twitter, and YouTube)
 - Media (local and national newspapers, radio, TV and their websites)
 - The Trust's staff intranet and website (www.tevv.nhs.uk)
 - Newsletters, posters, leaflets, and podcasts
 - Trust public events (including recruitment events and award ceremonies), and public displays within Trust properties or at an external venue (including artwork or written work)

Please remember that consenting to us using your images or information in 'Trust promotional material' means you agree to all elements within this. If you wish to opt-out of an element within this, you need to discuss this with the promoter/lead staff member before you give consent. This should also be discussed with the communications team.

- Written or filmed training materials for staff, patients, carers or the public
- Live training events for staff, patients, carers and the public
- Personal contributions for the virtual Recovery College (public facing website)
- E-learning training materials
- Video role play

Your identity (cross out as appropriate)

- I want to use my name / do not want to use my name
- I consent / do not consent to my photograph being used with my artwork, written work or audio recording

The way we will use your information (Staff to discuss and cross out as appropriate)

- Your written work, audio or video recording may / will not be edited in the final product
- If edited you will / will not see the final version before giving consent for it to be used
- Your written work or artwork may / will not be used as part of a collage/display including other works

Consider your involvement

Unfortunately, people are sometimes stigmatised and discriminated against because of their mental health experiences. People who have shared their own experiences publicly recommend that you consider that there may be a negative impact of sharing your personal information. It may affect your search for work, an application for benefits where relevant, and there may be stigma and discrimination towards you or your children/future children. Please tick the box to show you have been asked to consider this []

Withdrawal of consent

You have the right to withdraw your consent in future. We will do our best to remove your image or information as quickly as possible, however, we are unable to guarantee withdrawal from all channels, such as the internet or social media.

Audio and video recording only

For this project you consent to:

- [] Using and discussing your own personal experiences in an audio or video recording
- [] Your personal information being used on an audio or video recording but acted or presented by someone else
- [] Taking part in a video but not using your own personal information or experience

Where possible, we will give you two stages to consent to us using your audio and video recordings, to allow you time to reflect upon your decision before it is released.

- Stage 1 – consent to be involved in creating the material
- Stage 2 – consent for the material to be released for its intended purpose

During the time gap between the material being produced and being used it will be [Trust staff to explain where the material will be held and who will have access to it]

Please indicate which stage you consent to:.....

Before you sign

- [] Do you understand what you are being asked to do?
- [] Have you had a chance to ask questions about anything you are unsure of?

Please sign the consent form. A parent or legal guardian can sign on behalf of a child

Name (print):

Signature: Date:.....

Please send a copy of this form to the communications team at tevv.enquiries@nhs.net. You should also save it with the person's clinical notes in their paper file and make an entry on PARIS to indicate a signed consent form is saved in the person's paper file.

Appendix 4 - Information sheet for sharing information for Trust promotional materials

Sometimes we ask the people we care for, their carers and family members to raise awareness of mental health and learning disabilities, tell their own story about their experiences and tackle the stigma that's associated with mental ill health. This may involve being photographed, filmed or interviewed.

We really appreciate you helping us. We also respect your privacy and your right to confidentiality and would not use any image or information that would identify you without your written consent.

How will we use your image/ information

Consenting to us using your information in promotional material means you agree to all our promotional material in any or all of the following:

- Media (newspapers, magazines, radio, TV and their websites)
- Trust website - www.tevv.nhs.uk and staff intranet
- Trust printed publications – e.g. newsletters, posters, leaflets
- Trust social media (Facebook, Twitter, LinkedIn, Instagram and YouTube)
- Podcasts
- Trust public events (including recruitment events and award ceremonies)
- Displays of service user artwork or written materials, either within Trust properties or at an external venue

What happens if I want to withdraw my consent at a later date?

You have the right to withdraw your consent in future. The Trust will do its best to remove the person's image or information from wherever it has been used as quickly as possible. However, the Trust cannot guarantee the removal of all information, audio, video or images. In addition, the Trust cannot be held responsible for what other people might do with information or images once they are released. It's important to remember that once a photo, film or other information has been posted on the internet it's available for everyone to see and share and, in the case of social media, is almost impossible to remove.

Invitation to consider involvement

Unfortunately, people are sometimes stigmatised and discriminated against because of their mental health experiences. Individuals who have shared their experiences publicly have recommended that you consider the possible negative impact of sharing your personal information. Examples include searching for future work, possible stigma and discrimination, stigma by association towards your children (or future children) and on your applications for benefits where relevant.

Who can I contact if I have any further questions?

You can contact the person who gave you this leaflet, or the Trust's communications team on tewv.enquiries@nhs.net. We understand if you do not wish to give your consent.

Frequently Asked Questions

Can I give my permission for you to use my photo in one type of promotional material only? No. It's very difficult to restrict the use of photographs, particularly once they appear in public. If you're worried about your photo appearing in certain places we would advise you not to give consent.

I'm happy to be filmed or have my photo taken but don't wish to be named. Is this possible? This might be possible – please ask the person who has given you this leaflet. However, it's important to remember that people may recognise you, even if you're not named.

I'm willing to be interviewed by the newspaper but don't wish to be named or photographed. Is this possible? This may be possible. The media prefer to name people in their stories and use pictures, however, there are times when they will allow them to remain anonymous. The communications team arranges interviews with the media so please discuss this with them on tewv.enquiries@nhs.net.

If I'm interviewed by the media (newspaper, radio or TV) can I check it before its transmitted? It's very unlikely that the media will let you see or hear what will be published or broadcast before it goes out. If you would like advice or guidance before you speak to the media please get in touch with the communications team on tewv.enquiries@nhs.net.

I'm happy to give you a quote and for you to use my name but don't wish my photo to be used. Is this possible? Yes, we often use quotes from people without photos.

What if I change my mind after a photo has been taken?

If we haven't used the image or information then we would delete this straight away. If it's already been used we will do our best to remove it, but this might not be possible (e.g. if it's been sent to the media or posted on a social media site). If you have any concerns about your image or information being used, please discuss this with the person who has given you this leaflet.

Appendix 5 – Guidance for creating a detailed or specific information sheet

When asking people for consent to use their person identifiable information, images, video or audio, we must give enough information to help them understand what is being asked of them. Being clear about what we're asking at the beginning reduces the need for people to ask questions later. It can also encourage people to take part and make the experience more enjoyable.

It's good practice to give people an information sheet that includes the following information:

Tell the person

- who you are and explain that this information is being provided to help the person decide if they want to take part in this opportunity
- that they will be asked to sign a consent form before their information is used
- the details of the project, including what you are asking the person to do, and the benefit that their lived experience will bring to the project
- who the involvement opportunity is for and state what experiences you would expect people to have (e.g. if you need people to have used a particular service)
- when and where the recording going to happen and the deadline for confirming their involvement

Confirm and explain

- whether the person will be paid travel expenses and / or an honorarium
- their choices around anonymity
- what will happen to the information they provide, including how it will be stored and used, who will see it and who owns the rights
- what the person can expect and should not expect from us
- whether the information will be edited before being released and whether the person will see the information, video, audio or image before consenting to it being released

Remember to

- ask the person to consider the personal implications of sharing, using the statement from the example information sheet or consent form
- explain what happens if they change their mind at a later date, using the statement from the example information sheet or consent form
- provide them with contact details of who to speak to for further information

The person giving their consent should get a copy of the information sheet and a member of staff should store it with the consent form.

Appendix 6 – Example of a detailed or specific information sheet

Service user, expert by experience and carer information sheet for the use of personal information in the development and delivery of the Virtual Recovery College

Are you interested in being involved in supporting the content development for the new online Recovery College we are currently setting up?

Within our recovery developments we are setting up an online recovery college to support people experiencing mental health issues in their individual recovery. The college will also be available to carers and Trust colleagues. The college has two parts:

1. A range of self-management pages on a wide variety of topics – this will be available to everyone, the same as any public website
2. Online recovery courses

Who are we looking to involve and what experience are we looking for?

We are looking for people with lived experience of mental health who may have experience of receiving a particular diagnosis, have experience of a type of intervention or support or experience of self-help /self-management strategies or skills. We are looking for individuals who are able to share information in a recovery-focussed language and who are able to spread the recovery values and message by working with us on this project. If you are interested, we can discuss the topics and areas where you think you can provide input and support.

Why are we asking you to be involved?

We know that people who have lived experience of mental health or of caring for someone with mental health issues have extremely valuable experiences that offer a perspective that professionals cannot give. We also know that many people really benefit from hearing what others have done as a way of supporting or providing hope for their own recovery. We want this new resource to be innovative and different to just standard information regarding mental health. The way we can achieve that is by having the input and perspectives of those who have experienced challenges and progressed their recovery

What we would like you to do

We are developing the content of the college in a variety of ways. We are looking for input into the following:

- Personal written accounts or examples relating to your experiences
- General content development
- Interactive elements, including audio and video material

We would like you to work alongside us to develop this material and to share some of your experiences to either be used or to help us develop our content.

Will I be paid travel expenses or any payment for this work?

You will be paid travel expenses for any meetings you attend with us to help develop this material. This can either be public transport or car mileage. You will also be offered an

honarium payment of £20 for up to three hours and an honorarium of £20 for each piece of work you produce.

Will people be able to identify me and what choices do I have about this?

The likelihood of you being identified depends on how you agree to share your information, and this is something that we can discuss and agree prior to giving consent. Any written material you produce can be anonymous, but it will depend how much personal detail you include as to whether others would be able to identify you. If you want to be named you can, but then your identity will be in the public domain and attached to the work you have done. If you decide to feature on any audio or video material using your own information then you will be identifiable. You could however decide you want to provide some personal accounts that could be role played or audio recorded by an actor which would reduce the likelihood of you being identified. We can support you to think about this further.

What will happen to the information I provide?

The information you provide will be used on the Virtual Recovery College website. Information that is provided and used on the self-management pages will be accessible by the general public and can be seen by anyone around the world. The Moodle course part of the site will be accessed by staff and individuals in TEWV's geographical area who register to be a student. In the future the access to the courses may widen to a much broader public audience. The information you provide will be stored either securely in a TEWV computer or in a securely locked filing cabinet.

Will this be used for a specific time period or will it be open ended?

We do not have any set times for changing the information on the site but we do plan to refresh information on a regular basis.

Will any of the information I give be edited or sampled before you release it?

Written information may need to be edited but we would discuss this with you and involve you in the process. When producing any interactive content such as videos or audio there could be an editing process. If you were involved in creating these we would allow you to review and consent to any changes prior to this being published.

Can I change my mind at a later date and ask for the information to be removed?

You have the right to withdraw your consent in future. The Trust will do its best to remove your image or information from wherever it has been used as quickly as possible. However, the Trust cannot guarantee the removal of all information, audio, video or images. In addition, the Trust cannot be held responsible for what other people might do with information or images once they are released. It's important to remember that once a photo, film or other information has been posted on the internet it's available for everyone to see and share and, in the case of social media, is almost impossible to remove. If the information was for use within the Trust such as e-learning packages, there is still the possibility, though less likely, that it could be copied and taken elsewhere.

Invitation to consider involvement

Unfortunately, people are sometimes stigmatised and discriminated against for their mental health experiences. Individuals who have shared their experiences publicly recommend that you consider the possible impact of sharing your personal information.

Examples include searching for future work, possible stigma and discrimination, stigma by association towards your children (or future children) and on your applications for benefits where relevant. We would ask you to consider the personal impact of sharing your information before you agree to do so in the different ways outlined above. If you have any concerns in this area please discuss this with us further before giving consent to take part. If after discussing this you still have concerns about sharing information then we would advise that you do not take part at this time.

If you would like to discuss further please contact:

<provide your name, role and contact details>

Appendix 7 – Guidelines for developing role play material

Within the Trust, there may be times when we would use role play to highlight the perspectives of individuals with lived experience when developing training videos for staff. This may involve using paid actors, staff and/or individuals with lived experience. While it is recognised that this could be an extremely powerful tool for supporting training, the process for producing this material needs to be managed respectfully.

The following sets out some guidelines when considering developing such material:

- There needs to be a process of careful planning to ensure that everyone involved understands and agrees with what the role playing will involve. The process and timelines for producing the materials should be clear
- The Trust consent procedure should be used together with this guidance, and you must allow adequate time for an informed consent process to be followed
- Space and time should be allocated between planning and the actual role play/recording phase to give everyone involved the time to reflect that they are clear on what the role play will consist of and are comfortable with this
- Prompt participants/actors to consider if the role they will be playing mirrors difficult experiences or situations they have faced in their life, and to consider if this may make the role more difficult to play. If so they may wish to not continue, to adjust the role play as a result, or give more consideration to the debrief session and self-care afterwards
- Everyone involved should take a shared responsibility for the process. If anyone is unhappy or uncomfortable with the process at any stage, they have a responsibility to raise their views and create the space for further discussion and establish if all other parties are happy to proceed
- A debrief session with all involved should take place immediately after the role play session to:
 - review the session
 - check how people think it went
 - discuss how people are feeling
 - 'de-role', i.e. helping people to get out of the roles they were playing and get back in touch with themselves. One way to do this is to simply ask the following questions to the room giving each person space to answer:
 - i. How do people feel today went? Any specific concerns or anything people felt went really well?
 - ii. How are people feeling after the filming?
 - iii. What is everyone going to do for the rest of the day

Appendix 8 – Poster for display when taking photos/filming at Trust public events

Poster is included as a separate page so it can be printed out individually

Photographs and videos will be taken at this event

These will be used by the Trust in our promotional materials, including:

- **Trust website and staff intranet**
- **social media channels**
- **the media, including local newspapers**
- **printed materials, including posters and leaflets**
- **training materials**

If you do not wish to be photographed or filmed, please speak to a member of staff.