

We encourage you to document your birthing experience, which includes taking personal photos and videos. We ask that this is done in a way that supports and respects the midwives, doctors and other staff caring for you.

This information answers some commonly asked questions about your rights and responsibilities when taking photos and or videos during your care with us.

Would you like more information?

Please call one of the numbers below if you have any questions or concerns.

The Tweed Hospital
Women's Care Unit:
07 5506 7490

Lismore Base Hospital
Birth Suite
02 6620 7450

Grafton Base Hospital
Women's Care Unit
02 6640 2222

Shared Decision Making

It is always okay to ask questions

BRAND is a handy memory prompt for questions you might like to ask us.

B stands for BENEFITS - What are the benefits of each option in my situation?

R stands for RISKS - What are the risks of each option in my situation?

A stands for ALTERNATIVES - What alternatives might I have to what is being offered? (There are always alternatives!)

N stands for NOTHING - What if I do nothing? Doing nothing, or 'wait and see' is always an option. N can also stand for NOW? - Do I need to make this decision now? Taking time to consider your options, even if only for a few minutes, might be valuable to you.

D stands for DECISION - What is my decision?

If you have any questions or suggestions regarding this brochure, please provide this feedback to your healthcare provider.

Endorsed by Northern NSW Maternity and Neonatal Services Committee
December 2020



Not everyone likes their photo taken

Privacy information - birth video and photography.

Privacy

Privacy and confidentiality of our patients, their families and staff is a priority. We expect that you, and your visitors will respect other patients and staff when taking photos or other recordings, including on smartphones.

If you plan to take personal photos or videos during your labour and birth, we ask that you do it in a way that is respectful. This means:

- ✘ You cannot include other patients or staff who have not consented or agreed to be included.
- ✘ Staff have the right to say no to having their photo taken or to being filmed/recorded. You cannot photograph or film any member of staff unless they give their consent.

Consent

You should only take photos, video or voice recordings with the written permission of each person whose image or voice is included.

This means whenever possible you must have consent from our staff *before* you take their picture or video. If you are not able to obtain written consent, their verbal consent may be gained at the time and written later. However best practice is to obtain written consent first.

A NSWLHD multimedia consent form is available for this purpose.

Professional Photography

If you choose to employ a professional birth photographer/videographer you are responsible for sharing this information with them. They will also need to sign an agreement.

Safety

Our staff can ask you and your visitors not to take photos or other recordings where doing so may breach privacy or where they believe that it interferes with, or compromises care.

Social Media

Social media varies widely and takes many forms, including: Instagram, Facebook and Twitter.

Before you post any image or video on a social media site we expect that you will have the written consent of each staff member. Social media posts must not contain:

- ✘ Other patients or staff who have not consented or agreed to be included
- ✘ Names of staff, including their identification badges
- ✘ Documentation of patient information
- ✘ Video recordings of consultations

We understand that families may want to share the positive and beautiful images from their birth. However there is no such thing as a 'private' social media site, regardless of your privacy settings.

Posting pictures and videos online is no different from publishing in a newspaper. If a NSW Health staff member is represented on a social media site it is considered public. We have a responsibility to protect their privacy.

Photography and Video Agreement

The NSWLHD Maternity Photography and Videography Agreement sets out your rights and responsibilities when taking photos or videos during your labour and birth.

If you plan to take photos, video or voice recordings at your birth, please ask your midwife for a copy of the **NNSW Maternity Photography and Video Agreement form**.

On the day of your baby's birth, or if you have already taken photos, video or voice recordings, please ensure that anyone included in these has completed a **NNSWLHD multimedia consent form**.

Sharing your images with us

In NSW we have a variety of ways we interact with our community and staff, including social media. If you would like to share photos with us as a way of communicating your experience and sharing feedback about your care, we would love to see them. Please get in touch.