



Media and Communications Policy

Prepared by : Communications Team

Vetted by : Grace Tan
HOD, Community Partnerships & Communications

Approved by : Koh Shukai
Chief Executive Officer

Dated : 7 September 2026



Media and Communications Policy

History Log for Document Update

Revision	Summary of Changes	Approved Date	Approved by
01	This is the first issue of this policy.	7 Sep 2026	CEO, Koh Shukai

Media and Communications Policy

1 PURPOSE

- 1.1 This Policy establishes the principles, governance framework, roles and responsibilities for the management of media and communications at Children's Cancer Foundation ("CCF").
- 1.2 The Policy aims to ensure that CCF's communications are timely, appropriate, consistent and aligned with CCF's mission, vision and strategic priorities.
- 1.3 It also seeks to ensure that communications involving CCF beneficiaries, and their families are conducted with due regard to consent, privacy and confidentiality.

2 SCOPE

- 2.1 This Policy applies to the Board of Directors, Chief Executive Officer ("CEO"), Heads of Departments ("HODs"), all CCF employees and other persons authorised to communicate or engage externally on behalf of CCF.
- 2.2 The Policy covers CCF's media and communications activities, including media enquiries and engagements, spokesperson arrangements, public enquiries, social media communications, publicity, branding, crisis and issues communications, and approvals.
- 2.3 Detailed procedures, workflows and operational requirements are set out in the **Media and Communications Standard Operating Procedure ("SOP")**.

3 DEFINITIONS

- 3.1 The following definition applies for the purpose of this Policy:
 - a. Communications Team - The team responsible for Corporate Communications, Development Communications, Social Media, Media and Public Relations, and other related communications functions.

4 ROLES AND RESPONSIBILITIES

- 4.1 CCF maintains clear and consistent media and communications protocols to ensure that all external communications are accurate, appropriate, timely and aligned with the organisation's mission, values and priorities.
- 4.2 All media enquiries and engagements shall be coordinated by the Communications Team in accordance with the Media and Communications SOP. The CCF Chairman and CEO are the two official spokespersons authorised to represent CCF in engagements with the media, press, partners and other external stakeholders, including interviews and other forms of media engagement. Where appropriate, the CEO may appoint a suitable staff member to serve as spokesperson for specific matters. Alternatively, the Chairman may, in consultation with the CEO, appoint a current Board Director or relevant Committee Member to represent CCF on specific matters. All

Media and Communications Policy

media engagements shall be subject to the appropriate review, approval and escalation processes to ensure communications are accurate, consistent and appropriately aligned with CCF's position.

- 4.3 The Board of CCF provides governance and policy oversight for publicity and awareness-building efforts, ensuring alignment with the organisation's mission and objectives.
- 4.4 The implementation and operational management of media and communications, branding and outreach activities are delegated to CP&C HOD and Communications Team, who are responsible for ensuring that the relevant requirements outlined in this Policy and the Media and Communications SOP are appropriately implemented and adhered to.
- 4.5 All staff are expected to comply with this Policy and the Media and Communications SOP when undertaking any communication or engagement on behalf of CCF. Where specific circumstances are not expressly covered, staff should seek guidance from the Communications Team and, where necessary, escalate the matter to the CP&C HOD and/or CEO.
- 4.6 Spokespersons and management communicating on behalf of CCF shall refrain from expressing personal political opinions or unauthorised views in any communication made in their capacity as representatives of CCF.
- 4.7 All media and communications activities involving images, names, stories or personal data of children and their families shall comply with the consent, privacy, confidentiality and safeguarding requirements set out in the Media and Communications SOP.

5 Media Engagement

- 5.1 CCF recognises the importance of maintaining constructive and positive relationships with media partners, media agencies, stakeholders and the public to advance awareness and understanding of childhood cancer, survivorship, and CCF's mission and work.
- 5.2 The Communications Team will proactively identify appropriate opportunities for CCF, its Board and Management to engage with the media and the public where such engagement supports CCF's mission and work, strategic priorities, advocacy, public education and awareness-building efforts.
- 5.3 Such engagement may include media interviews, briefings, meetings, events, publicity opportunities and other appropriate forms of media and public engagement, subject to the relevant review, approval and spokesperson arrangements set out in the Media and Communications SOP.