

PANDAS Foundation Media Engagement Policy

(Community Group & Peer Support Settings)

Created: February 2026

Review Date: February 2027

PANDAS Foundation welcomes responsible media coverage that raises awareness of perinatal mental health and helps reduce stigma.

We are a UK charity delivering structured peer support to parents experiencing perinatal mental health difficulties. The safety, confidentiality and wellbeing of the parents and volunteers who access and deliver our services is our priority.

This policy outlines the conditions under which media organisations may engage with PANDAS volunteers, venues and group settings.

Purpose

This policy ensures that any media involvement:

- Aligns with our safeguarding responsibilities
- Protects service users and volunteers
- Respects volunteer time and emotional wellbeing
- Maintains the integrity of our structured peer support model

Scope

This policy applies to all media requests, including:

- Television
- Radio
- Documentary
- Podcast
- Online features
- Social media productions
- Print journalism

Where involvement relates to PANDAS peer support services, volunteers or group venues.

Approval and Liaison Process

All media enquiries must be directed to:

Primary Media Contact

Sally Bunkham, CCO – Media

Sally.bunkham@pandasfoundation.org.uk

Volunteer Coordination Contact

Annie Belasco , CEO – Volunteer Coordination

Annie.Belasco@pandasfoundation.org.uk

[Via our initial media request form](#)

No direct contact may be made with group leaders or volunteers without prior written agreement through the above contacts.

Our PANDAS Group Managers will be copied into correspondence once final commitment and arrangements have been formally agreed.

PANDAS reserves the right to decline requests that do not follow this process.

Full Brief Requirement

Before any agreement is confirmed, PANDAS requires a full written brief outlining:

- The purpose and focus of the feature
- Programme or publication name
- Target audience
- Format (live, pre-recorded, documentary, feature article etc.)
- Intended narrative angle
- Broadcast or publication platform
- Estimated reach
- Proposed filming or recording schedule
- Location details
- Duration of filming or interviewing
- How PANDAS will be represented

A copy of the final edited segment featuring PANDAS should be provided following publication for record and safeguarding purposes.

No volunteer will be approached until the full brief has been received and reviewed.

Interview Questions

If questions are to be asked during filming, recording or interview, these must be submitted in writing no later than 48 hours in advance.

For live broadcasts where full wording is not possible, an outline of topic areas must be provided.

PANDAS reserves the right to decline or withdraw participation if questions are not provided within this timeframe.

This ensures safeguarding compliance, protects volunteers and allows for appropriate preparation.

Confirmation Requirements Before Volunteer Outreach

PANDAS will only approach volunteers or group leaders once the following are confirmed in writing:

- Confirmed filming or interview date
- Confirmed venue location
- Clear start and finish times
- Confirmation that reasonable travel expenses will be covered
- Written confirmation that the engagement has been formally commissioned and scheduled
- Full brief received and approved

We do not circulate provisional or exploratory requests to volunteers.

Cancellation Terms

Where a confirmed media engagement is cancelled by the production team with less than 48 hours' notice, PANDAS may request a contribution of £100 to cover coordination time, scheduling adjustments and volunteer preparation already undertaken.

This contribution should be made within 7 days of cancellation.

Repeated late cancellations may affect future collaboration.

Filming and Safeguarding Boundaries

PANDAS cannot permit filming, recording or interviewing of parents accessing support services.

Parents attending groups are protected under strict confidentiality and safeguarding frameworks. This boundary is non-negotiable due to safeguarding obligations.

Filming may take place during group “set-up” only, subject to:

- Explicit written permission from the group leader
- Confirmation that no parents are present
- No identifiable materials or personal information being captured
- Agreement that safeguarding boundaries are respected

No second names or identifiable personal information relating to parents, volunteers or service users may be shared publicly without explicit written consent.

Venue Access

PANDAS may offer access to one venue per group, subject to availability and local approval.

Venue access is not guaranteed and will depend on safeguarding suitability, scheduling and venue permissions.

Media organisations must confirm appropriate public liability insurance for any on-site filming.

Expenses and Donations

PANDAS does not charge for media participation.

However, reasonable travel expenses for volunteers or staff will be expected to be covered by the media organisation where attendance is required outside usual group activity.

A voluntary donation to support ongoing group delivery is welcomed but not required.

Recognition and Signposting

We expect that:

- PANDAS services are clearly signposted within the feature as: www.pandasfoundation.org.uk
- The charity is named accurately as **PANDAS Foundation**
- Clear information on how parents can access support is included where possible

- Signposting remains visible in online descriptions beyond initial broadcast where feasible

Operational Timings

Clear filming and interview start and finish times must be agreed in advance.

PANDAS does not permit open-ended filming windows. All activity must occur within agreed timeframes to avoid disruption to group delivery and volunteer wellbeing.

Professional Conduct

Media representatives must conduct themselves respectfully within group settings and adhere to PANDAS safeguarding guidance at all times.

PANDAS reserves the right to withdraw participation or terminate access at any stage if safeguarding, wellbeing or reputational concerns arise.

Commitment

PANDAS remains committed to raising awareness of perinatal mental health while ensuring that parents accessing support are protected, respected and safeguarded at all times.