NSRDDA | Nova Scotia Regulator of Dentistry and Dental Assisting

Communications Policy

Policy Number: G-07.01.00	Next Review Date: 2030
Approved by: NSRDDA Board	Approval Date: August 28, 2025

1. Purpose

This purpose of this policy is to establish a clear and consistent approach to internal and external communications for the NSRDDA. As a health professions regulator operating in the public interest, the NSRDDA is committed to transparent, accessible, timely, and respectful communication with the public, registrants, government, media and other stakeholders.

2. Scope

This policy applies to all Board members, volunteer members of Statutory Committees or staff involved in official communications, including verbal, written, electronic, and social media formats. It covers:

- Public communications (website, media releases, social media)
- Registrant and stakeholder communication
- Internal communications
- Crisis and issue-specific communications

3. Policy Statement

The NSRDDA will communicate in a manner that:

- Upholds its statutory mandate and supports awareness of its role in protecting the public
- Ensures the public, registrants, and stakeholders are informed about regulatory processes, decisions, and expectations
- Promotes clarity and accessibility of information across all communication channels utilized
- Maintains confidentiality where legally or ethically required
- Enables effective two-way communication and feedback
- Respects equity, diversity, inclusion, reconciliation and accessibility (EDIRA)
- Provides accurate and timely information in response to issues, crises, or emerging concerns
- Promotes public confidence in the regulatory process

4. Roles and Responsibilities

The **Board** approves the Communications Policy and ensures appropriate oversight. The **Board Chair** is the primary spokesperson for the NSRDDA, unless they delegate that authority to the Registrar on specific matters.

When delegated to do so by the Board Chair, the **Registrar** serves as the spokesperson for the NSRDDA on specific matters. The Registrar oversees all public communication strategies, including the management of day-to-day communications, digital content and media relations.

The Board Chair and the Registrar will both participate in culturally sensitive media training and may consider engaging trusted experts when dealing with subject matters where expertise is not available in-house.

All **staff and volunteer Committee members** will respect and comply with this policy and will refer any and all requests for public comments or media statements to the Registrar.

5. Key Communication Channels

The NSRDDA's communication channels include:

a. Website: primary channel for public access to information
b. Email/newsletters: used for regular updates to registrants and stakeholders
c. Social media: used selectively (YouTube only) for educational purposes; monitored and managed in accordance with internal guidelines
d. Media inquiries: managed centrally by the Registrar to ensure consistent messaging
e. Publications: annual reports, consultation documents, and notices are published in accessible formats and archived on the NSRDDA website

6. Crisis and Issue Communication

In the event of an issue or crisis, the Registrar will activate a communications response plan that may include:

- Timely and factual updates
- Designated spokespersons
- Internal briefings for staff and Board
- Coordination with legal or public affairs advisors, if required
- Media and stakeholder responses

7. Confidentiality and Privacy

All communications must comply with relevant privacy legislation (e.g., *Personal Information Protection and Electronic Documents Act (PIPEDA)* and/or applicable provincial laws). Confidential information, including details of complaints or investigations, must not be disclosed except as permitted by law or regulation.

8. Social Media and Personal Conduct

All persons to whom this policy applies must avoid using personal social media accounts to speak on matters relating to the NSRDDA. Any public statements about the organization must be authorized and consistent with this policy. Persons to whom this policy applies must also avoid making comments that could impair the Regulator's neutrality, credibility, or public trust.

9. Monitoring and Policy Review

The Registrar is responsible for monitoring implementation of this policy and reporting any significant communication issues to the Board. This policy will be reviewed in accordance with the Board's policy review cycle, or sooner if needed due to organizational or environmental changes.

10. Accountability

The Registrar and the Board Chair are accountable for ensuring compliance with this policy.