

Consent Form To-Do

Background: A consent form is required in the event of a photo shoot, video shoot, interview, etc. to ensure that Seattle Children's has the authorized right to fully utilize all materials gathered, in a HPPA compliant way.

This document is designed to assist Seattle Children's stakeholders in walking signees (patients/families, providers and the workforce) through the consent forms and ensuring there's a thorough understanding from everyone as to what they are agreeing to and how the resources may be used.

Note: There are two versions of the consent form:

1. *Includes language that the signee will not be receiving any form of compensation for taking part in this interaction with Seattle Children's. (General Release)*
2. *Makes no reference to compensation (this form should be used if the patient/family will be compensated). (Specialty Release)*

With the signee:

- Walk the signee through what the consent form is and how it will be used, ensuring that each person has an understanding of the following:
 - A consent form gives permission to Seattle Children's to utilize resources captured (photography, videography, interviews) of the signee and/or their family.
 - By signing this form, the signee agrees to the terms of the consent form.
 - This includes agreeing to the vehicles in which the resources *could* be featured on and reiterating that this will all be done in a HPPA compliant way. Examples include (but are not limited to):
 - a. Seattle Children's and Affiliates: External Communications (e.g., print & digital articles, emails, posters, advertising, web, social media, video, partnership publications, public relations media, and any other media at deemed appropriate)
 - b. Seattle Children's and Affiliates: Internal Communications (e.g., internal/workforce emails & communications, internal publications, presentations, and any other media at deemed appropriate)
- Ask if the individual would like a copy of the signed consent form for their records.
- Before concluding the conversation, ask if there are any other questions.

After walking through the document:

- After the signee has been walked through the consent form, they can either sign in person or utilize DocuSign, where they can sign virtually.
- Whether signing in person or virtually, please make sure that the "For Children's Office Use" is filled out prior to the official signature.
- Regardless of the avenue in which they sign, please ensure that a digital copy of the signed consent form is sent to brand@seattlechildrens.org for upload to Bynder, the digital storage system.