

## Communications & Engagement

# Policy for reusing our leaflet content

This document outlines the terms and conditions under which other NHS trusts may republish or adapt the content of leaflets published by Oxford Health NHS Foundation Trust. By using our content, you agree to adhere to this policy.

## Permission to reuse text content

You are permitted to reuse, adapt, or republish the text content of our leaflets under the following conditions:

1. **Acknowledgement:** You must include an attribution statement at the end of the leaflet or adapted content, acknowledging that the original content was created by our organisation. For example:

*"This leaflet is adapted from content originally created by Oxford Health NHS Foundation Trust."*

2. **Significant changes:** If you make significant changes to the text, you must state that the content has been modified and briefly summarise the nature of the changes. For example:

*"This leaflet has been adapted from content originally created by Oxford Health NHS Foundation Trust, with significant updates to reflect local practice."*

# Restrictions on reusing images

Images included in our leaflets may be subject to third-party copyright restrictions.

1. **Third-party images:** You are not permitted to reuse any images that are sourced from third-party services such as iStock or Shutterstock. If you wish to use similar images, you must purchase or source these independently in accordance with the licensing terms of the respective service.
2. **Original images:** Where images are created in-house by our organisation and not subject to third-party copyright, these may be reused under the same conditions as the text content.

## General conditions

1. **Accuracy and relevance:** You are responsible for ensuring that any reused or adapted content remains accurate and relevant to your intended audience, particularly where clinical or procedural details are concerned.
2. **Compliance:** Reused content must comply with all applicable legal, ethical, and regulatory requirements, including those set by the Care Quality Commission (CQC) or equivalent bodies.
3. **No endorsement implied:** Republishing our content does not imply that our organisation endorses the republishing NHS Trust or its practices.
4. **Exclusions:** This policy applies only to leaflet content and not to other materials, such as website content, branding, or logos, unless otherwise explicitly agreed in writing.

## Withdrawal of permission

We reserve the right to withdraw permission to reuse our content if these terms are violated or if its reuse could harm the reputation of our organisation.

## Contact us

If you have any questions about this policy or require clarification about specific content, please contact us by email: [communications.team@oxfordhealth.nhs.uk](mailto:communications.team@oxfordhealth.nhs.uk)

# Agreement for reusing leaflet content

Please complete this form to request permission to reuse or adapt content from our leaflets. By submitting this form, you confirm that you have read and agree to the terms outlined in our policy for reusing leaflet content.

Complete agreement form online via <https://forms.office.com/e/angQaMCNdx>

## Your organisation details

Name of NHS Trust: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

## Named contact

Name: \_\_\_\_\_

Job title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

## Leaflet details

Title of leaflet: \_\_\_\_\_

Leaflet code (if applicable): \_\_\_\_\_

Intended use:

Direct reproduction (no changes)

Adaptation with minor changes

Adaptation with significant changes (please summarise below):

\_\_\_\_\_

\_\_\_\_\_

## Declaration of adherence to policy

I confirm that:

1. Content reused or adapted will include an attribution to Oxford Health NHS Foundation Trust as required.
2. Any significant changes made to the content will be clearly noted.
3. Images sourced from third-party services such as iStock or Shutterstock will not be reused, and alternative images will be independently sourced.
4. The adapted or reused leaflet will comply with all applicable legal, ethical, and regulatory standards.

Signed: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

### For internal use only

Request received on: \_\_\_\_\_

Reviewed by: \_\_\_\_\_

Date of approval/denial: \_\_\_\_\_

Decision:  Approved  Denied

Reason for denial (if applicable):

\_\_\_\_\_