



## ABCD Endorsement Policy

### 1. Purpose

This policy is intended firstly to help guide decision-making about endorsements within ABCD (Diabetes Care) Ltd and to help ABCD come to a logical, thought-out conclusion about whether or not to endorse a particular initiative based on a set of criteria.

Secondly it is intended to provide guidance to those seeking endorsement from ABCD in terms of what ABCD requires.

There may be exceptions not covered by this policy.

### 2. Scope

The policy deals with requests from both not-for-profit organisations and commercial companies. Among the initiatives ABCD might be asked to endorse are:

- Conferences and other meetings
- Guidelines
- Books or other printed resources and publications
- Web-based materials
- Other Educational programs

ABCD does **not** support or endorse individual drugs/pharmaceutical products or commercial devices or services. From time to time, if issues of practice related to the work of diabeticians arise which are related to specific products then a position statement may be produced but this will be a formal document produced and reviewed by the ABCD committee and approved by the trustees independent of input from the manufacturer. Any position statements produced, however, will not endorse or support the use of an individual drug or commercial product/service.

ABCD does not, in general, consider requests to endorse other commercial products or legal services. If there is a particular situation where ABCD has been a collaborator or it is particularly innovative and addresses a need that has already been identified, the specific situation will be referred to the ABCD committee and if appropriate to the trustees.

Only those members of the committee and/or trustees who do **not** have a conflict of interest; either direct or indirect, in the item/programme being reviewed will be involved in the decision to endorse.

### Definition of endorsement

In this document, endorsement is understood to mean overall support for an initiative, project, or product, based on a thorough review, where ABCD has been involved in its development. In the case of programmes or educational resources, ABCD endorsement implies that the ABCD agrees with the information being communicated.

### Criteria for ABCD endorsement

- The initiative must be compatible with the ABCD business priorities and/or its charitable objectives. The initiative must be of relevance to the role of the diabetes specialist and/or to the care and management of patients with diabetes.



- ABCD will only consider requests for endorsement where one or more ABCD representative have been involved with the initiative from the outset and contributed to its development. Any exceptions to this must be agreed by the ABCD committee
- There must be demonstrable benefit to the endorsing of an initiative. This may be a demonstrable benefit towards helping to achieve the ABCD charitable objectives and/or to the ABCD as an organisation (e.g. profile, reputation, income potential).
- If the initiative is a tool that purports to have scientific credibility, all data regarding this should be supplied and subject to peer review.
- ABCD in general will only consider requests to endorse specific initiatives, not entire organisations
- ABCD should be able to verify the credibility of the organisation seeking endorsement and the organisation should provide relevant information as requested.
- If appropriate, the organisation should be able to provide information about marketing and sponsorship of both the initiative and their organisation.
- The request for endorsement should define what is expected from ABCD and what ABCD can expect from the organisation in return. This may include for example, publicity for the ABCD
- In the case of long-term endorsements (more than one year), ABCD will require periodic review of the materials/project, at an interval agreeable to both organisations.
- If the endorsement is for a publication, ABCD should see and approve the final artwork. This should be repeated if there is any agreement to any further print-runs or subsequent editions.
- If the endorsement is for a conference or meeting, ABCD should agree the programme and speakers for the meeting and approve all materials produced in relation to the meeting including slides and speaker briefing materials.
- ABCD will not endorse or promote individual products or services

### Process

- Parties interested in securing ABCD endorsement should contact ABCD Operations Team via [info@abcd.care](mailto:info@abcd.care) with information on the proposed initiative. The Operations Team will acknowledge the enquiry and forward it to the ABCD chair of the committee and executive committee
- The chair of the committee and executive committee will review the application and disseminate to the ABCD committee for discussion.
- If the initiative is deemed a priority, the ABCD committee will:
  1. Make a recommendation for endorsement.
  2. Instruct the operations team to ensure a written agreement is put in place setting out the terms of ABCD's involvement including ownership of copyright/intellectual property, approval process/timescales and fees payable. This applies most specifically to requests from commercial companies.
- The ABCD committee will review endorsements that have been granted at its meetings.
- The Operations Team or chair of ABCD will let the organisation know of the decision, and in the case of a positive decision, discuss how ABCD can support the initiative more broadly (e.g. promoting it to its members) and make any necessary

**Date Approved by ABCD Committee; 27<sup>th</sup> May 2022**

**Date Approved by Trustees: 21<sup>st</sup> June 2022**

**Date of next review: June 2025**