



Policy:	INDUSTRY PARTNERSHIP		
Approval By:	CAPWHN Board of Directors		
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POLICY STATEMENT

CAPWHN may solicit and accept industry partnerships for financial support of programs, events and services that comply with the terms outlined below. Acceptance of sponsorship does not imply endorsement of an industry partner's product or service by CAPWHN. Revenue from industry partnership is used to support CAPWHN's not-for-profit mission, which is to promote excellence in nursing practice, leadership, education, and research in the areas of perinatal and women's health care.

PURPOSE

1. Outline criteria for CAPWHN's participation in industry partnership and sponsorship opportunities (e.g. local and national events; clinical guideline development, etc.).
2. Establish a decision-making process for developing and expanding industry partnerships.
3. Promote CAPWHN's mission and mandate and values while generating non-dues revenue.

DEFINITION

An industry partnership is defined as a mutually beneficial arrangement between CAPWHN and an organization with or without commercial interests where the partner organization supports a project, program, event and/or service by providing CAPWHN with an unrestricted educational grant, in-kind services, or other compensation as agreed upon by CAPWHN and the partner organization.

GENERAL PRINCIPLES

1. Acceptance of sponsorship does not imply endorsement of an industry partner's product or service by CAPWHN.
2. CAPWHN abides by the World Health Organization's *International Code of Marketing of Breast-milk Substitutes (1981)* as well as the International Board of Lactation Consultant Examiners' *Minimizing Commercial Influence on Education Policy (November 1, 2011)*.
3. Event organizers and committees are permitted to solicit industry partnerships limited to events or single program activities (in accordance with the standards outlined in this policy and based on prior discussion and approval with the ED).
4. Negotiation and acceptance of industry partnership contracts are conducted in conjunction with CAPWHN's Executive Director. The Executive Director ensures that contracts and other financial arrangements meet the standards outlined in this policy. The Executive Director may consult with the Executive Committee prior to finalizing a contract, as needed.

5. Decisions to engage in industry partnership are made by the CAPWHN Board of Directors when there is any concern about compliance with the Industry Partnerships Policy.
6. CAPWHN publicly acknowledges all forms of support be it in kind, indirect and /or involving monetary agreements.

PARTNERSHIP ACCEPTANCE CRITERIA

Individuals and organizations whose image, products or services support and enhance CAPWHN's mission and mandate are considered as industry partners. CAPWHN's reputation and integrity takes precedence over financial considerations.

Each potential industry partnership is considered based on its benefits to CAPWHN and its membership. The following set of questions is used to evaluate the appropriateness of an industry partnership:

- Does the industry partner comply with the general principles listed above?
- Does this industry partnership fit with CAPWHN's mission, mandate and objectives?
- Is this organization a good fit with the CAPWHN's image?
- Does the industry partner comply with CAPWHN's values?
- Does the industry partnership fit with CAPWHN's overall strategy?

AUTHORITY FOR DECISION MAKING

1. Industry Support limited to events or single project/program actions:

Local and/or national event organizers and committees, working groups and task force chairs may solicit industry partnerships which are in full compliance with this policy following prior discussion and approval of the Executive Director and/or Executive Committee. The Annual Conference Planning Committee chair (co-chairs) is (are) responsible for working with chairs of conference committees, working groups or task forces to ensure that negotiations respect the CAPWHN Policy on Industry Partnerships and maximize the revenue possibilities for CAPWHN. All negotiations are carried out collaboratively with the Executive Director who will then finalize the partnership.

2. Agreements of any scope involving exclusivity and/or an extended duration of time:

The Executive Committee, in consultation with the CAPWHN Board of Directors, using its normal decision-making process, has the decision-making authority. For agreements of exclusivity and/or of extended duration, due diligence is maintained to ensure that the industry partner remains compatible with CAPWHN's mission and mandate. CAPWHN reserves the right to terminate an industry partnership in the event that the industry partner is no longer compatible with CAPWHN's mission and mandate.

SCOPE OF INDUSTRY PARTNERSHIP

1. **Timing:** Program and operational industry partnerships may be negotiated for any specified time period. Relationships that span multiple years are reviewed at minimum every two years. Industry support may be received for one event or a related series of events/programs.
2. **Number and size:** CAPWHN seeks industry partnerships when support is required to carry out events or specific activities. Multiple sources of funding may be sought to decrease the perception of industry bias.

BENEFITS AND RECOGNITION

Event/Program industry partners are recognized for their sponsored event. Recognition includes, but is not limited to: advance publicity, acknowledgement in program booklets, e-news and Newsletters, event signage, verbal recognition, or any other recognition deemed appropriate by CAPWHN.

Events/Programs supported by multiple industry partners may reflect levels of sponsorship support received. Industry partners are recognized directly when they have contributed to a portion of an event or by identifying levels (e.g. platinum, gold, silver, bronze). Sponsorship support levels are determined by the CAPWHN Executive Committee. CAPWHN determines the final wording and placement of all written industry partner acknowledgements.

Best practices in industry partnerships from one event are disseminated to ensure consistency in negotiations and terms of agreements/deliverables. CAPWHN establishes standard titles as well as ranges for sponsorship levels with outlined benefits applicable to each level. CAPWHN recognizes contributions of products or other financial support in the form of unrestricted educational grants, in-kind services, or other compensation as agreed upon by CAPWHN and the commercial organization. When sponsorship is received, CAPWHN reserves the right to make all decisions regarding content and delivery of the activity or event. Disbursement of financial support from industry is CAPWHN's responsibility, with no influence from industry partners. CAPWHN reviews all sponsorship opportunities for events and/or programs on an ongoing basis and does not grant exclusivity to incumbent sponsors.

PROMOTION

CAPWHN may develop promotional material to solicit industry partnership. This material may be aimed at organizations wishing to enhance their reputation by supporting a respected national professional organization and/or wishing to reach individuals with special influence in nursing. Developed material is distributed as deemed appropriate by CAPWHN.

TERMS

All sponsorship agreements are confirmed in writing by CAPWHN's Executive Director and co-signed by the industry partner representative. This agreement may range from an e-mail confirmation to a formal written agreement, as deemed appropriate by CAPWHN. Sponsorship agreements are signed directly with the industry partner, not with any agent or broker unless specifically directed by the industry partner and approved by CAPWHN.

INDUSTRY PARTNER'S RESPONSIBILITIES

Industry partners may not use the CAPWHN name or logo in any public material without written authorization from the CAPWHN Executive Director or a member of the Executive Committee with the support of the CAPWHN Board of Directors. Any unauthorized use of the CAPWHN name, logo or collateral material negates any existing industry partnership agreement and disqualifies the offending organization from further collaboration opportunities. The CAPWHN Board of Directors may review the decisions to restore eligibility of an organization.

REFERENCES

International Board of Lactation Consultant Examiners (Nov. 1, 2011). *Minimizing Commercial Influence on Education Policy*.

World Health Organization (1981). *International Code of Marketing of Breast-milk Substitutes*.