



## Corporate Partnership Policy

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### **Purpose:**

To clearly state the parameters within which the Executive Director may undertake a corporate partnership, through a contract, with sponsors, exhibitors and advertisers.

For the purposes of this policy, “sponsors” and “sponsorship” includes advertisers and advertising, and exhibitors.

Sponsorship, advertising and exhibitors can be an efficient source of information to AOM members with regards to various services and products that may be beneficial to them as individuals, clinicians or business owners. Sponsorship, advertising and exhibitor revenue is an important source of funds that can be used to support AOM activities, including but not exclusively, education and research. Sponsorship, advertising and exhibitor revenue supports a diversified revenue stream to the AOM, thereby increasing the long-term financial health of the AOM.

This policy’s intent is to ensure that the AOM’s name, logo and other intangible intellectual assets are protected, and that the reputation of midwives remains positive and credible to clients, other health care colleagues and stakeholders.

### ***Corporate Partnerships with the Pharmaceutical Industry***

The AOM is aware that the pharmaceutical industry has the ability to influence and, therefore, potentially “compromise, clinical decision-making, adversely affecting health care delivery and undermining the reputation of [a health] profession”<sup>1</sup>. Therefore, this policy is built on the following principles and premises:

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<sup>1</sup> “Professional Medical Associations and their Relationship with Industry”, JAMA, 2009.



- The pharmaceutical industry makes important contributions to health care
- The provision of a gift to a clinician creates a conflict of interest at the least, and potentially a bias
- The AOM has a duty to bring the best evidence regarding drugs to its members; “these efforts must be separate from and not affected by industry promotions”<sup>2</sup>
- Industry funding should not dictate the priorities of the AOM

### **Definitions:**

**Sponsorship:** a relationship in which a business or other organization, (known as the “sponsor”) supports a program activity, event or other cause identified by the AOM, which may be in return for recognition from the AOM.

A sponsorship has the following characteristics:

- it is a mutually beneficial business arrangement with an external party;
- the external party contributes funds, goods or services to a program, facility, event or activity;
- in return the sponsor receives recognition, acknowledgement or other promotional considerations;
- it may include naming rights, discounting prices for products or services;
- Exhibit space and/or advertising space may be included in a sponsorship agreement.

**Pharmaceutical Industry partner:** Any company involved in the manufacture or sales of:

- A substance recognized by an official pharmacopoeia or formulary.
- A substance intended for use in the diagnosis, cure mitigation, treatment or prevention of disease.
- A substance (other than food) intended to affect the structure or any function of the body.
- A substance intended for use as a component of a medicine but not a device or a component, part or accessory of a device.
- Biological products are included within this definition.

### **Policy:**

1. The Executive Director will take reasonable action to ensure that:

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<sup>2</sup> “Professional Medical Associations and their Relationship with Industry”, JAMA, 2009. p. 1368.



The AOM will refuse any sponsorship that is believed to be incompatible with the AOM Mission, Vision and Values. Specifically,

a) The AOM will refuse sponsorship from manufacturers, brands or distributors ~~for retail stores~~ that exclusively or primarily sell:

- Infant formula
- Alcohol, tobacco

b) The AOM will refuse sponsorship from companies that are involved with:

- Weapons manufacturing
- Ultrasound for entertainment purposes
- Images that are degrading to women or transgendered people, in the sole opinion of the AOM

2. Sponsorships must enhance, and not impede, the AOM's ability to act in the best interest of its members. Sponsorships must be of net benefit to the AOM and its members.

3. Companies are in compliance with laws and regulations.

4. All sponsors are aware of the following criteria for becoming a sponsor:

- The AOM will not offer exclusive sponsorship rights to any organization.
- The presence of a sponsor on AOM websites, in a publication or at an event does not imply endorsement of the advertised company or product.
- The AOM will not enter into any agreement that can be perceived as product endorsement.
- The AOM has final approval over all content and materials used in corporate partnerships.
- The AOM will determine the final wording and placement of sponsor acknowledgements.
- Use of the AOM logo and/or name without prior consent is prohibited.
- Agreements can be terminated at any time if they no longer comply with this or other AOM policies.

5. Sponsorship in the form of donations of product/materials that are critical to midwives' safety (e.g. Personal Protective Equipment during critical shortages) will not be refused, even if the donation/ sponsorship would normally be refused under this policy (e.g.



Alcohol-Based Hand Rub from an alcohol distiller). A utilitarian lens should be applied where the AOM weighs the benefits and harms to the midwifery community in refusing or accepting the donation, along with consideration of alternatives.

5.6. Ensure transparency about the donation to the association and to members, including the utilitarian balancing that was completed.

### *Corporate Partnerships with the Pharmaceutical Industry*

The Executive Director will ensure that:

1. Funding will not be accepted from the pharmaceutical industry for:
  - a. any AOM board of directors activity,
  - b. educational programs.
2. No pharmaceutical industry logo will appear on tote bags, lanyards, pens, notebooks and publications distributed to members at conferences or other AOM events.
3. Exhibitor booths for pharmaceutical industry partners must be placed such that members are not obligated to pass by the booth on the way to sessions or meals.
4. Funds provided by a pharmaceutical industry partner to support research must go to a project of the AOM's choosing; the AOM and investigators, and not the pharmaceutical industry partner, must control the data, and determine when, how and where the findings should be published.
5. The AOM will not accept funding from a pharmaceutical industry partner to develop Clinical Practice Guidelines.
6. Sponsorship for awards can be accepted from pharmaceutical industry partners; however, pharmaceutical industry partners will have no input into setting of criteria, nor the selection of the award winner.
7. No pharmaceutical industry advertising in any form will be accepted on AOM social media such as Twitter and Facebook, or the AOM website.
8. Advertising from pharmaceutical industry partners can be accepted in AOM print (and emailed) publications provided that:



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- a. No publication will bear the logo of a pharmaceutical industry partner, in an effort to “co-brand” a publication.
  - b. No funding for pharmaceutical industry partner supplements will be accepted.
  - c. Advertising is clearly identified as such.
  - d. Advertising placement will not be determined by pharmaceutical industry partners based on upcoming content.
  - e. Pharmaceutical industry partners will have no contact with editors regarding content.
  - f. Pharmaceutical industry partners will not have access to the back page of any printed publication.
9. No board or staff member will accept gifts from any pharmaceutical industry partner besides a nominal holiday gift (e.g. gift basket)

**Monitoring:**

List of current sponsors, advertisers, and exhibitors provided to the Board annually.

**Note:** This policy replaces:

“Sponsorship, Advertising, and Exhibitors Policy”