

Endorsement Policy

Approved: October 1998

Revised: January 2009, October 2010, October 2012

Purpose: The purpose of this policy is to guide the association in dealing with requests from outside agencies, groups or individuals for endorsement of educational or clinical programs and materials related to cancer, cancer care or nursing.

The following are examples of programs and materials eligible for CANO/ACIO endorsement:

- educational seminars, workshops, conferences
- independent study packages
- educational videotapes or audio tapes
- Electronic media, such as CDs, DVDs, podcasts, and educational web site
- textbooks
- patient or public education materials
- oncology courses at community college, university, etc.
- clinical assessment tools
- clinical guidelines

Programs and materials developed by CANO/ACIO leaders in keeping with the mission of the Association under the guidance of the Board of Directors are normally endorsed as a Board decision and exempt from this policy.

Letters of support for research proposals being made by CANO/ACIO members to funding bodies are normally exempt from this policy. Such letters will be considered where proposed studies have direct relevance to the advancement of oncology nursing in Canada in keeping with the strategic directions set by the CANO/ACIO Board as determined by the Director at Large for Research and the CANO/ACIO President.

Policy:

1. CANO/ACIO endorses programs and materials that will advance oncology nursing knowledge or practice. CANO/ACIO does not endorse any therapeutic products such as drugs, foods or wound care materials.
2. CANO/ACIO will consider for-profit materials and programs for endorsement only for those corporations who belong to the CANO Corporate Membership program at a minimum of a Patron Level (\$5,000).

3. A CANO/ACIO endorsement means that the endorsed item is consistent with CANO/ACIO's mission, vision and standards.

4. Endorsed programs and materials must offer a description of all approaches which may be of benefit to the intended audience.

5. Endorsement is valid for one year. If materials will be in use longer than one year, a new application must be submitted to ensure the information is still accurate and relevant.

5. CANO/ACIO shall provide endorsement in the form of a written statement supporting the intent of the endorsed item. The following is an example of such a statement:

*"This program meets Canadian Association of Nurses in Oncology (CANO) guidelines and is expected to support nurses in their understanding of (fill in **CANO/ACIO Endorsement Policy** [Rev DRAFT Oct, 2006] Page 2 of 4 topic area) _____. Endorsement is provided by CANO for a time period of one year, ending month/year".*

Or in French:

"Ce programme satisfait aux lignes directrices de l'Association canadienne des infirmières en oncologie (ACIO) et approfondit les connaissances des infirmières concernant (ajouter le nom du domaine concerné) _____. L'ACIO donne son aval pour une période qui se terminera en xxxx. "

The CANO/ACIO Vice-President will determine the length of endorsement.

6. A disclaimer must appear on all written material, protecting the organization from legal liability in the misinterpretation of content included within the written materials. The following statement shall appear on all materials for which CANO/ACIO is providing endorsement:

"CANO/ACIO has made every effort to ensure that information included within this program is accurate at the time of endorsement. The information included cannot substitute for the advice or direction of a health care professional, and the association makes no guarantees, nor can it assume any legal liability for the accuracy, completeness, or usefulness of such information or for any damage incurred directly or indirectly from the information. Reference to any specific product does not imply its endorsement, recommendation or preference by the Canadian Association of Nurses in Oncology".

Or in French:

Lorsqu'elle a donné son aval, l'ACIO a fourni tous les efforts possibles pour s'assurer de l'exactitude de l'information présentée dans le cadre de ce programme. L'information fournie ne doit pas remplacer les conseils ou la direction d'un professionnel de la santé, et l'Association ne donne aucune garantie ni n'assume quelque responsabilité que ce soit concernant l'exactitude, et/ou l'état complet de cette information ni concernant quelque dommage que ce soit subi, directement ou indirectement, du fait de l'utilisation de cette information. La mention d'un produit particulier n'implique pas qu'il a reçu l'aval de l'Association canadienne des infirmières en oncologie, que cette dernière le recommande ni lui accorde une quelconque préférence.

7. Use of the CANO/ACIO logo must adhere to the Use of the Association Logo/ Corporate Identity Policy.

8. No alterations can be made to the CANO/ACIO logo, supporting statements or disclaimer. The CANO/ACIO name and logo may be used on any panel of the packaging, but must not incorporate any other message or mislead the reader to believe that CANO/ACIO developed the material.

9. A written contractual agreement between CANO/ACIO and the agency or group or individual seeking endorsement is required.

10. The fee for review and/or endorsement of materials and programs is set by the Board on the recommendation of the Treasurer and Vice President (VP). An itemized listing of fees to be paid can be obtained from the CANO/ACIO website or Head Office. All fees are nonrefundable.

Applicants will be informed that payment of fees does not guarantee endorsement.

11. The timeframe for review of the endorsement request will be determined by CANO/ACIO, not the applicant.

Guidelines:

12. Programs and/or materials should be available in both official languages

13. Programs and/or materials must note the date of production/publication.

Procedures:

14. For-Profit Organizations seeking endorsement must first be a CANO/ACIO Corporate Member at a minimum Patron Level.

15. Applicants requesting endorsement will send a completed “CANO/ACIO Endorsement Application Form”, the application fee and an electronic copy or two (2) hard-copies of the program or material to be endorsed to the CANO/ACIO Office.

16. The CANO/ACIO Management Office will forward the original material or program for endorsement to the VP for initial screening.

17. The VP will complete the initial review to ascertain potential eligibility for endorsement; evaluating the submission for consistency with the mission, visions and standards of the association.

18. If the request is not deemed eligible for endorsement, the VP will send a letter to the applicant stating the reason(s) for refusal, with a copy retained at the CANO/ACIO Management office.

19. If the request is deemed eligible for endorsement, the VP will advise the CANO/ACIO Management Office which CANO/ACIO reviewers will be responsible for reviewing the request.

20. The CANO/ACIO Management Office, will advise the applicant to continue the endorsement application process, by submitting an electronic copy or specified number of hard copies of the program/material, and the administrative endorsement fees, payable to CANO/ACIO.

21. The CANO/ACIO Management Office will distribute the program/material submitted for endorsement to the individual reviewers.

22. Reviewer will follow the CANO/ACIO endorsement policy and guidelines and will report their recommendations in writing to the Committee Chair or CANO/ACIO Management Office within the designated time frame. The Chair or CANO/ACIO Management Office will forward the report of the review to the VP, along with a written summary of concerns and recommendations.

23. If a review is extensive, the VP may, in consultation with the Treasurer and the Board, honoraria for reviewers. In the event that the required expertise is not available within the membership, the VP, in consultation with the Treasurer and the Board, may ask a nonmember to review the submission and offer this individual an honorarium. The cost of the honoraria will be covered by the organization requesting endorsement.

24. The VP will advise the Board of the decision to endorse the material or program or not, based on the written recommendations of the reviewers.

25. The VP will provide final approval of the endorsement upon review of layout of all package and promotional material that displays the CANO/ACIO logo or makes any reference to CANO/ACIO.

26. The CANO/ACIO Management Office (with the approval of the VP) will ensure that a contractual agreement with the agency, group or individual seeking endorsement is signed and reviewed annually for the length of the Contract. The endorsement fee is payable each year of the endorsement. The contractual (legal) agreement shall include the following requirements:

(a) CANO/ACIO will have final approval of all statements attributed to CANO/ACIO or using the name “CANO/ACIO”, “Canadian Association of Nurses in Oncology” and/or “Association Canadienne des Infirmières en Oncologie”.

(b) CANO/ACIO will be adequately assured of protection against legal liability utilizing legal advice of CANO/ACIO lawyers.

(c) The parties will agree on the one year term of the endorsement.

(d) A termination provision will be outlined as specified and agreeable to CANO/ACIO. The CANO/ACIO Vice-President will determine the length of endorsement.

(e) CANO/ACIO will have assurances that the CANO/ACIO statement will not be used to make degrading comparisons to other materials or programs.

(f) All final drafts of materials, layouts for packaging and promotional pieces must be submitted for final sign-off by the VP (allow ten working days) prior to publication and/ or presentation.

Fee Structure:

Summary:

	Application Fee	Endorsement Fee	Total
Non-profit	\$250	\$1000	\$1,250
For Profit	\$300	\$5000 endorsement fee \$5000 corporate membership fee	\$10,300

26. Non-Profit Organizations: An application fee of \$250 must accompany the application form for each item submitted by an organization or individual. Once the VP has advised that the item is eligible for endorsement review, the

organization or individual will be advised by the CANO/ACIO Management Office to submit the administrative endorsement fee which will be determined by the VP according to the scope and depth of the program/material and review process. A minimum of \$1,000 per item is recommended.

27. For-Profit Organizations: An application fee of \$300 must accompany the application form for each item submitted by an organization or individual. Once the VP has advised that the item is eligible for endorsement review, the organization or individual will be advised by the CANO/ACIO Management Office to submit the administrative endorsement fee which will be a minimum of \$5,000 per item, as determined by the VP based on the scope and depth of the program/material and review process. CANO/ACIO will consider for-profit materials and programs for endorsement only for those corporations who belong to the CANO Corporate Membership program at a minimum of a Patron Level (\$5,000).

28. The Board of Directors will review annually the endorsement fee structure.

Once the endorsement policy is complete the application form is to be revised so that it is consistent with policy.