



Endorsement Policy

Approved: October 1998

Revised: January 2009, October 2010, October 2012, November 2018

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 websites
- textbooks
- patient or public education materials
- oncology courses at community college, university, etc.
- clinical assessment tools
- clinical guidelines

Exemptions:

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, herbal products, foods or wound care materials.
2. CANO/ACIO will consider for-profit materials and programs for endorsement only if the organization seeking endorsement belongs to the [CANO/ACIO Corporate Membership Program](#) (at Patrol Level or higher).



3. A CANO/ACIO endorsement means that the endorsed item is consistent with CANO/ACIO's [mission and vision](#).

Mission: To advance oncology nursing excellence through practice, education, research and leadership for the benefit of all Canadians.

Vision: CANO/ACIO is a driving force nationally and an influencing force internationally in advancing excellence in cancer nursing across the cancer control spectrum. Canadians across the cancer spectrum have time access to high-quality nursing.

4. Endorsed programs and materials pertaining to therapeutics and/or treatment must offer a description of all treatment approaches which may be relevant to the tumour group(s) being discussed in the material.

5. Endorsement is valid for a period of two years. If desired, requests may be made for renewal of the endorsement beyond the two-year period.

Renewals:

Renewals will be eligible for a reduced fee, contingent upon the extent of review required for the renewal. For example, material requiring a brief review, with minor updates to content, will be subject to a lower fee compared to material requiring extensive review with significant changes having been made to the content.

For renewal requests requiring nominal reviews, there will be no endorsement fee required. The applicant will be required to pay an application fee (\$300) for the renewal request and submit a summary of the update content and/or changes made to the program/materials. The applicant must ensure their Corporate Membership (Patron Level or higher) is active.

For renewal requests requiring major revisions, the applicant will be required to pay an Endorsement fee of \$2000 (in addition to the application fee of \$300).

The CANO/ACIO Vice-President will be responsible for reviewing the original and updated materials to determine appropriate fees.

6. 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 [\(topic of program/material\)](#). Endorsement is provided by CANO for a time period of two years, 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. “

7. A disclaimer must appear on all written material, protecting the organization seeking endorsement 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.”

8. Use of the CANO/ACIO logo must adhere to the [Corporate Identity Policy](#) (page 19).

9. 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.

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

11. 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). All fees are nonrefundable.

Endorsement fees are to be reviewed on an annual basis by the Board.

Note: Payment of the application fee does not guarantee endorsement.

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

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

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

Procedures (Appendix A):

1. Letter of intent (LOI), with brief outline of proposed materials/program, submitted to CANO/ACIO Management Office. LOI to be reviewed by VP to determine eligibility for review of endorsement request.
2. Application for CANO/ACIO completed (**Appendix B**)
For-profit organizations must be a CANO/ACIO Corporate Member at Patron Level or Higher before application will be reviewed.
Application fee to be paid (\$300) and application form submitted electronically to the CANO/ACIO Management Office.
3. CANO/ACIO Management Office to forward application to VP for review.
4. VP to review application and determine eligibility for endorsement, evaluating the submission for consistency with the mission and vision of CANO/ACIO.
 - a. If the request is not deemed eligible for endorsement, the VP will send a letter to the applicant stating the reason(s) for ineligibility, with a copy to be retained at the CANO/ACIO Management office.
 - b. If the request is deemed eligible for endorsement, the VP will inform the CANO/ACIO Management Office, who will then inform the applicant that further review of the application will occur.
5. The VP will consult with the Director-at-Large (DAL) Education and/or Professional Practice (contingent upon the type of materials/program to be reviewed) to ascertain if Education and/or Professional Practice Committee review is required.
6. The VP will work with CANO/ACIO Management Office to seek reviewers for the materials/program.
The VP will liaise with Special Interest Group (SIG) Chairs to identify potential reviewers. Where possible, the materials/program should be reviewed by CANO/ACIO members. If there are no CANO/ACIO members with appropriate expertise, non-CANO/ACIO members may be considered to act as reviewers.
7. The CANO/ACIO Management Office will advise the applicant to submit the full program/materials (electronically) for which endorsement is sought.
8. The CANO/ACIO Management Office will distribute the program/materials to individual reviewers (+/- Professional Practice Committee and/or Education Committee, if deemed necessary by VP after previous consultation with DAL Professional Practice DAL and/or DAL Education).

- Note: It is recommended that 2-3 independent reviewers evaluate the program/materials, in addition to the VP.
9. Reviewers will follow the CANO/ACIO Endorsement Policy and Endorsement Review Guidelines (**Appendix C**) and submit their completed reviews to the CANO/ACIO Management Office.
The VP will also complete and submit a review of the program/materials.
 10. The CANO/ACIO Management Office will collate reviewers' responses and send to the VP.
 11. The VP will evaluate the reviewers' comments and will request that the applicant modify/revise the program/materials accordingly; request for revision of program/materials to be sent to applicant by CANO/ACIO Management Office.
 - a. Once the required amendments have been made, a letter approving the endorsement request (signed by the VP) will be sent to the applicant from the CANO/ACIO Management office.
 - b. The endorsement fee will be paid.
 12. The VP will provide final approval of the endorsement upon review of layout of all package and promotional materials that displays the CANO/ACIO logo or makes any reference to CANO/ACIO.
 13. 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. If endorsement renewal is requested, the applicant will submit a renewal request to the CANO/ACIO Management Office.

The contractual 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 two-year term of the endorsement.
- (d) CANO/ACIO will have assurances that the CANO/ACIO statement will not be used to make degrading comparisons to other materials or programs.
- (e) All final drafts of materials, layouts for packaging and promotional pieces must be submitted for final sign-off by the VP prior to publication and/ or presentation.



NOTE: If a review is extensive, the VP may, in consultation with the Treasurer, request 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 non-member to review the submission and offer this individual an honorarium. The cost of the honoraria will be covered by the organization requesting endorsement.

Fee Structure

Endorsement

Corporate Membership (required before application will be reviewed), Patron Level or Higher:	\$5000 (annually)
Application fee:	\$300
Endorsement fee:	\$5000

Endorsement Renewal

Corporate Membership (must be active in order for renewal to be considered):	\$5000 (annually)
Application fee:	\$300
Endorsement fee:	
Nominal review required:	No Fee
Extensive review required:	\$2000

NOTE: Non-profit organizations are eligible to request endorsement. Such requests will be reviewed on case-by-case basis to determine fees (if any). Consider possible Memorandum of Understanding, if appropriate, between CANO/ACIO and non-profit organization. CANO/ACIO DAL-External to be involved.

The Board of Directors will review the endorsement fee structure on an annual basis.

Links:

[CANO/ACIO Policy and Procedure Manual](#)

[CANO/ACIO Strategic Plan](#)

[CANO/ACIO Corporate Membership Program](#)

Appendix A: Endorsement Procedure

Organization seeking endorsement contacts CANO/ACIO re: potential endorsement; LOI/brief outline of proposed program/materials to be endorsed submitted to CANO/ACIO Office
VP reviews request and determines eligibility
Timeline: 1-2 weeks

Application submitted (application fee paid; active Corporate Membership confirmed)
VP reviews & in consultation w DAL Education and/or DAL PP, determines if Education and/or PP Committee review will be required
Timeline: 1-2 weeks.

Materials submitted for comprehensive review
Review by 2-3 CANO members and DAL PP or DAL Education (+ PP or Education committee, if required) , VP
Collation of reviewers' responses/feedback done by CANO/ACIO Office and sent to VP; VP to review and request revisions as per reviewers' feedback
Timeline: 2-3 weeks

VP reviews revised program/materials and approves endorsement. Letter written and sent to applicant.
Endorsement fee paid. Endorsement valid for 2 years.
Timeline: 1-2 weeks

Endorsed program/materials to be uploaded to CANO/ACIO website (if desired by applicant), reproduced and/or distributed as per applicant's plan.
Endorsement renewal requests beyond 2 years require application with summary of changes/updates highlighted.
Timeline for renewals commensurate with extent of review required.

Note: timelines are estimates only and are not guaranteed.



Appendix B

ENDORSEMENT APPLICATION FORM

Contact Information

Contact Name: _____

Organization Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____

Endorsement Request

Date of Request: _____ Number of Program(s) or Materials to be Endorsed: _____

Title(s) and Brief Description of Program(s) or Materials to be Endorsed: _____

Requested Length of Endorsement: _____ From: _____ To: _____
Years & Months Month/Year Month/Year

Please note that CANO/ACIO cannot guarantee that endorsement will be obtained by the desired date. Please submit your endorsement materials well in advance of the desired date so that your desired timelines can be met.

Fee Structure

	Application Fee	Endorsement Fee (minimum)	Total
For Profit	\$300	\$5000 endorsement fee \$5000 corporate membership fee	\$10,300

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.

** NOTE: For-Profit Organizations must be a CANO Corporate Member at a minimum Patron Level in order to have materials considered for endorsement. Endorsement Fees are payable each year of CANO endorsement.



**CANO
ACIO**

Canadian Association of Nurses in Oncology
Association canadienne des infirmières en oncologie

Application Requirements

To initiate your application, please review the CANO endorsement policy included with this form and submit the following documents to the CANO Head Office:

- A completed Endorsement Application Form;
- Full payment for the Application Fee (see above);
- An electronic copy or two (2) hard-copies of the program or material to be endorsed

750 Pender Street, Suite #301, Vancouver, British Columbia Canada V6C 2T7

 604.874.4322

 604.874.4378

 cano@malachite-mgmt.com

www.cano-acio.ca

Appendix C: Endorsement Review Guidelines

Criteria Scoring Guide¹

Criteria	Excellent
Materials are comprehensive and <u>relevant</u> to the target audience in a clear, concise, objective manner	Covers <u>all</u> aspects of the subject relevant to the target audience in a clear, concise, objective manner; <u>clearly</u> stated objectives
Material carefully researched and critically reviewed; information presented in an understandable format	Material carefully researched and critically reviewed; latest information presented in a simple format for the target audience
Clear titles, headings and conclusions where relevant	Clear titles, headings and conclusions where relevant; <u>prerequisites for reader understanding</u> the content are clear (where applicable)
Material is unbiased and it includes fair balanced information.	Completely unbiased approach which takes into account the strength of evidence for the information
The program illustrations, tables, figures, and graphics must be appropriate and clearly understandable.	Easily understood; clear layout; adds to impact of written material. At least 10-12 point font, generous margins (at least 1”), well-spaced sections, and clearly labeled, eye-catching illustrations.

CANO Mission, Vision, Philosophy & Value Statements

Mission.

To advance oncology nursing excellence through practice, education, research and leadership for the benefit of all Canadians.

Vision.

CANO/ACIO is a driving force nationally and an influencing force internationally in advancing excellence in cancer nursing across the cancer control spectrum. Canadians across the cancer spectrum have timely access to high-quality nursing.

Philosophy.

The Canadian Association of Nurses in Oncology (CANO/ACIO) recognizes the responsibilities and mandate of nurses to promote and provide the highest standards of care for individuals and families who are experiencing cancer or who are at risk of developing cancer.

¹ Criteria scoring guide adapted with permission from Ottawa Regional Cancer Centre, February 2004.



Canadian Association of Nurses in Oncology
Association canadienne des infirmières en oncologie

Cancer is a chronic illness with acute phases which affects people at all stages of the life cycle. Nurses in all practice settings are involved with the process of cancer care: prevention, detection, treatment, rehabilitation and palliative care. Recognizing that individuals with cancer have complex needs, nurses are aware that a specialized body of knowledge and skills is basic to the provision of high-quality care.

Our national organization for nurses in oncology fosters the maintenance of high standards of nursing care for people with cancer.

Value Statements.

CANO/ACIO believes that:

- Every nurse can be a leader
- We rely on member engagement to inform our work
- We facilitate the growth of our members and work to support all nurses who care for people with cancer and their families
- Canadians deserve access to excellent oncology nursing care
- Evidence-informed care is the foundation for excellence in nursing
- The specialty of oncology nursing is an essential component of health care services across the cancer control spectrum
- Ongoing learning is essential for the professional and personal development of oncology nurses

CANO Standards

A copy of the CANO/ACIO Practice Standards and Competencies for the Specialized Oncology Nurse (Standards of Care, and Role Competencies (2006)) can be accessed through the CANO/ACIO website at www.cano-acio.ca under the section marked "Practice":

www.cano-acio.ca/resource/resmgr/standards/CONEP_Standards2006September.pdf.

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