

<p>Principles</p> <p><b>‘Why’</b> (this is our stance; our rationale)</p>	<p>Guidelines</p> <p><b>‘What’</b> we do/don’t do/where we draw the line, and <b>‘How’</b> we operationalize it (“There will be ...”)</p>
<p><b>1. The Basis for Private Sector Relationships</b></p> <p>The primary objective of professional interactions between Dietitians of Canada and the private sector should be advancing health through food and nutrition.</p> <p>The purposes that private sector relationships serve for DC include:</p> <ol style="list-style-type: none"> <li>i. Enabling an outcome not otherwise attainable and in so doing, advancing complementary goals;</li> <li>ii. Positioning dietitians for leadership roles/opportunities that they might not otherwise have; and</li> <li>iii. Gaining access to information/expertise that DC and its members might not otherwise have.</li> </ol> <p>DC’s relationships must be ethical, sustainable, mutually beneficial and stand the test of transparency. Transparency requires a commitment from both DC and the private sector. DC is more likely to have a relationship with a company that demonstrates: their overall commitment on their Web site, their responsibility to be transparent about corporate contributions practices or by posting a relevant corporate policy and vice versa.</p>	<ol style="list-style-type: none"> <li>1.1 DC does <u>not</u> have a Corporate Partners program where a company provides to the association, funds that are not tied to a particular program or event.</li> <li>1.2 Just as all corporate contributions must in some way be related to building shareholder value, DC must be able to link all benefits received to its Mission, Vision and Organization Priorities.</li> </ol> <p><b>There will be</b> an accountability/reporting process for relating private sector contributions to DC Priorities, as well as an audit process to determine what actually happened.</p> <ol style="list-style-type: none"> <li>1.3 DC will know its private sector partners well enough to understand: <ul style="list-style-type: none"> <li>• Their culture and what benefits they want from their relationship with us;</li> <li>• Their policies and decision-making processes around relationships with non-profits.</li> </ul> </li> </ol> <p><b>There will be</b> a standardized process for engaging prospective sponsors to learn: how our work can support their business; and the full assets that we bring to the table. The interests of both DC and the private sector in forming a relationship will be documented and available.</p> <p><b>There will be</b> standardized processes for communicating with members about private sector relationships including decision-making processes. At a minimum, these Principles and Guidelines will be made available publicly and to our Members.</p>

## Private Sector Relationships: Principles and Guidelines

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<p><b>2. The Voice of the Profession</b></p> <p>The positions of the profession must be based on the best available evidence, independently developed, and supported by the majority of members.</p> <p>The public identifies the dietitian as a trusted source of food and nutrition information. To retain our objectivity and the public's confidence, the voice of the profession must be created without undue influence.</p> <p>DC's primary obligation is to the profession. Its members' primary obligations are to their patients/ clients. Endorsing specific products or services is inconsistent with the <i>Principles of Professional Practice</i> that individual dietitians are expected to follow. DC endorsing specific products or services as the voice of the profession might negatively affect the fiduciary nature of members' patient/client relationships.</p>	<p>2.1 DC does <u>not</u>:</p> <ul style="list-style-type: none"> <li>• Accept sponsorship or advertising funds to support healthy eating guidance on the public web site at <a href="http://www.dietitians.ca">www.dietitians.ca</a>;</li> <li>• Accept sponsorship or funds, including private sector grants, to support the development of public statements including position statements and public policy briefs;</li> <li>• Accept sponsorship or advertising, for the production or updating of content for its Practice-based Evidence in Nutrition® (PEN®) knowledge translation service; or</li> <li>• Endorse any commercial products or services produced by third parties and aimed at the general public. Its name and/or logo should not appear on any products or services.</li> </ul> <p>2.2 DC does:</p> <ul style="list-style-type: none"> <li>• Develop positions, briefs, reports, calls to action, and educational resources and tools, jointly with like-minded non-commercial organizations;</li> <li>• Endorse position statements, clinical practice guidelines, and educational products of other like-minded, non-commercial organizations.</li> <li>• Engage in strategic multi-sectoral initiatives, which may include the private sector, the purpose of which is to build consensus around improvements to public policy.</li> </ul> <p><b>There will be</b> processes in place to ensure that the PEN® web site meets the highest standard for independent guidance; that the public web site healthy eating content concurs with the PEN® evidence-base and that position statements and clinical practice guidelines of the profession are evidence-based and developed without undue influence of the private sector.</p> <p><b>There will be</b> standardized processes for determining how our voice can be communicated to members and the general public.</p>

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<p><b>3. Member Services</b></p> <p>Members, by virtue of their education and experience, are a unique audience. They can discern the value of information and assess its relevance to their practice. We expect that our Members will apply professional scrutiny to any services that we provide to them.</p> <p><b>A. Professional practice support - DC supports its members to be lifelong learners</b></p> <p>Private sector financial support makes in-person event registration fees more affordable for members and allows more and/or higher quality learning opportunities to be available.</p> <p>Private sector involvement supports access to more accessible, innovative and available options for members (Vision 2020). For example, event Trade Shows provide attendees with the opportunity to talk directly with sponsor representatives and access information about new products in the marketplace.</p> <p>The ultimate decision to attend or partake of an educational opportunity provided by DC is the practitioner's.</p> <p><b>B. Advertising directed to members</b> (including mailings from 3<sup>rd</sup> parties)</p> <p>Private sector advertising and mailings provide members with information on products and services in the marketplace.</p> <p>DC does not sell or distribute members' email addresses to protect their privacy and to be compliant with Canada's Anti-Spam Legislation</p>	<p>3.1 DC <u>does</u> accept corporate sponsorship funds for member-targeted events such as national and regional conferences and other live events, webinars and online learning programs; meals and nutrition breaks; and awards such as the Student Awards.</p> <p>3.2 DC does offer Trade Show opportunities at events where <u>any</u> private sector group has the opportunity to responsibly showcase their products and information that are relevant to dietetic practice.</p> <p>3.3 DC does <u>not</u> allow private sector sponsors to introduce bias into the design or content of its professional development events/programs.</p> <p><b>There will be</b> processes in place to ensure that:</p> <ul style="list-style-type: none"> <li>• What the corporate sponsor is/is not purchasing is documented and mutually agreed;</li> <li>• Speakers at events and authors and reviewers of professional development opportunities are evidence-based and free from the influence of commercial entities,</li> <li>• Any events that DC hosts on behalf of a third party include a rigorous and transparent peer-review process with guiding principles;</li> <li>• All sponsorship support and potential conflicts of interest are fully disclosed; and that</li> <li>• Health professionals' expectations are understood.</li> </ul> <p>3.4 DC <u>does</u> accept advertising from parties who wish to inform members about their products or services.</p> <p>3.5 DC reserves the right to insert a disclaimer and/or add the statement: "This is a paid advertisement".</p> <p>3.6 DC <u>does</u> rent a set of mailing labels to parties who wish to mail information to DC members. Mail labels are rented for one time use only.</p>



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<p>It is important to DC that private sector sponsors maintain their own credibility with the public and help to maintain DC's credibility with the public. In that regard, private sector sponsors should not seek to engage DC to promote or endorse a specific product or service in a way that risks public perception of DC or its members.</p>	<p style="text-align: center;">dietitian in supporting healthy eating patterns.</p> <p><b>There will be</b> procedures ensuring consistency in staff decision-making and in the application of guidelines to individual situations.</p>