



International Affiliate of the Academy of Nutrition and Dietetics

 an affiliate of the  
Academy of Nutrition and Dietetics

## **INTERNATIONAL AFFILIATE OF THE ACADEMY OF NUTRITION AND DIETETICS SPONSORSHIP GUIDELINES**

**POLICY:** IAAND will strive for collaborative partnerships with sponsors whose practices are aligned with IAAND's mission, vision and values. The possible levels of sponsorship will be maintained within a sponsorship prospectus that is to be reviewed annually.

**PURPOSE:** To ensure that industry partnerships are in keeping with IAAND's mission, vision and values. Maintaining a current sponsorship prospectus will facilitate the development of partnerships between IAAND and such industries.

**RESPONSIBILITY:** Sponsorship Chair and Committee, Treasurer, Board of Directors (BOD)

### **PROCEDURES:**

The Sponsorship Chair, Sponsorship Committee and the BOD will keep in mind the following principles before developing a partnership with a potential sponsor:

- IAAND will establish mutually beneficial partnerships with global health and nutrition companies and associations that support IAAND's mission to empower members to be international food and nutrition ambassadors and in keeping with IAAND's vision to optimize health internationally through food and nutrition. Partnerships with sponsors must be aligned with IAAND's values. That is, IAAND will:
  - Meet members' needs and exceed expectations.
  - Celebrate diversity as our unique asset.
  - Work in partnership to optimize the health of populations around the world.
  - Make decisions with consideration for broad points of view, including environmental, economic, social, and cultural factors.
  - Act ethically with accountability and commitment to excellence.
  - Encourage and embrace change with strategic thinking, creativity and adaptability.
- To optimize health internationally through food and nutrition, IAAND strives to communicate evidence-based healthy eating messages to populations around the world, particularly messages that emphasize the importance of the total diet or overall pattern of food eaten rather than any one meal, food or nutrient. All foods can form part of a healthy diet when consumed in moderation and with appropriate portion sizes.
- Industry partnerships may provide the following benefits:

- Aid IAAND in fulfilling its mission, vision and strategic plan goals.
- Raise the profile of IAAND either by increasing access to funding or by association with other like organizations.
- Enable IAAND-approved messages to be delivered to a wider audience than IAAND could reach using its own resources.
- Provide educational tools and resources to IAAND members that are useful for their professional work with the public.
- Provide an alternative source of income other than membership and educational conference fees.

The following are criteria for collaborative partnerships between IAAND and sponsors:

- The sponsor's business practices and philosophy must be aligned with IAAND values and supportive of IAAND's mission and vision.
- The partnership must fulfill one or more of IAAND's strategic plan goals to improve the range, scope and quality of IAAND activities.
- There must be clear separation of IAAND messages and content from brand information or promotion.
- IAAND must have full editorial control of all content in materials bearing the IAAND name and/or logo.
- IAAND will support health messages only. These messages must be consistent with IAAND ethos or recognized policy from a bone-fide professional or government body.
- Any claim used in the collaboration must be derived from sound, scientific evidence.
- The final agreement with any collaborating partner will be embodied in a formal Memorandum of Understanding which will outline the terms, agreements and duration of the relationship.
- Guidelines for partnerships dictate that IAAND has a responsibility to maintain the professional integrity of its members.
- Approaches to or from potential collaborators should only be negotiated by IAAND's Sponsorship Chair or by other designated IAAND members authorized to act on IAAND's behalf, such as the President. All agreements must be approved by the IAAND Board of Directors.
- All financial transactions should be handled by the IAAND Treasurer.
- All representations of sponsorship with IAAND must be true and accurate.
- IAAND's name should never be used in any separate promotion by sponsor companies without prior permission from IAAND.
- Editorial control for published material, use and position of IAAND logo, and all arrangements of meetings, including choice of speakers, shall be under the control of IAAND.