



# National Health Council

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## **National Health Council Policy on Corporate Relationships**

The National Health Council (NHC) considers first and foremost its mission and serving its constituents in all decisions, including whether to enter into a relationship with a for-profit entity. In many cases, activities that fulfill the NHC's mission cannot be accomplished as well alone as they can be through collaboration and alliances among like-minded organizations. It is for this reason that the National Health Council seeks to forge appropriate and productive collaborative relationships with corporations and/or others. These relationships are entered into thoughtfully, with careful consideration given to possible unintended effects, especially regarding the organization's relationship with the public.

This policy is designed to

- enable the public to better understand the purpose of corporate relationships and appreciate the diligence that is exercised to ensure that the public's trust and faith are not violated by these relationships.
- inform corporations of the standards and practices under which the National Health Council will consider collaborating and forming corporate relationships.

### **Criteria for Inclusion**

Corporate partners must demonstrate a commitment to:

- ethical business practices
- safe products and/or services
- customer service and satisfaction
- employee health and well-being
- community service

Corporate partners must demonstrate:

- a focus on reaching the National Health Council's primary audiences
- existing communication channels that reach key audiences
- a favorable image among key audiences
- a history of creating long-term partnerships with nonprofit organizations or an interest in doing so

Additional criteria include:

- companies with a nationwide presence

## Criteria for Exclusion

The National Health Council will not engage in corporate relationships with the following:

- Tobacco companies (This exclusion does not extend to otherwise qualified subsidiaries.)
- Companies providing products or services that could be perceived as dangerous, unhealthy, or environmentally unsafe (e.g., extreme sports equipment, firearms, or chemical agents)
- Food companies with an unhealthy public positioning ( e.g., fast food restaurants, candy companies, junk food companies)
- Alcohol companies (Because of evidence of certain health benefits from wine consumption, this exclusion does not apply to wine companies, provided that the campaign includes appropriate messaging about moderate consumption of alcohol.)

Additional criteria for exclusion may include:

- unfavorable reputation in the marketplace
- recent negative press

## Criteria for Evaluating Corporate Relationships

The National Health Council will use the following criteria for evaluating corporate relationships:

- **Independence:** The NHC will exercise independent judgment in all its decision making related to any corporate relationship.
- **Mission-related benefit:** The relationship must provide a meaningful mission-related benefit to the general public or particular constituencies of the NHC.
- **Consistency:** The relationship must be consistent with the NHC's principles, public positions, policies, and standards.
- **Adherence:** The relationship must adhere to all applicable state and local laws and regulations.
- **Non-deceptive communications:** All materials from the corporation or the NHC directed to the public must contain accurate and non-deceptive terms or statements such that a reasonable person will understand the nature and extent of the corporate relationship. Specific monetary amounts need not be reported except where a purchase by a consumer causes a donation to be made to the NHC. In such cases, the NHC will disclose the amount or percentage of money from the sale which will actually go to the organization, the duration of the campaign (e.g., the month of October), and any maximum or guaranteed minimum contribution amount (e.g., up to a maximum of \$200,000).
- **Endorsements:** The National Health Council will not endorse products or services for the general public. However, the NHC may from time to time, after careful evaluation, recommend products or services for use by its member organizations.

- **Certifications:** The National Health Council will not issue certifications for products or services.
- **Privacy:** Any personal information collected about people participating in corporate-sponsored activities and/or programs will not be shared outside the NHC.
- **Balance:** The NHC will evaluate on an annual basis the total amount of corporate support received as a percentage of total revenue.

## Written Agreement

The National Health Council will execute a written agreement with any corporation with which it enters into a relationship. The written agreement will clearly indicate:

- The amount of money that will be transferred to the NHC, or in the case of a cause-related marketing campaign, the amount or percentage of money from the sale of merchandise which will go to the NHC, the duration of the campaign if known (e.g., the month of October), and any maximum or guaranteed minimum contribution amount (e.g., up to a maximum of \$200,000).
- Whether the payment is unrestricted or earmarked to support a particular event or program activity.
- A written description of the mission-driven activity supported that both parties will agree to use for purposes of disclosure to the general public.
- The manner in which each party will disclose the support to the general public, (e.g., in an easily accessible location on their websites).
- The NHC retains complete control of and right of approval over all content related to the event or program activity.
- Whether, and if so, how the NHC's name, logo and/or any identifying marks will be used by a corporation. The NHC will not allow its name/logo or identifying marks to be used in any promotion or advertisement that names and compares competing products.
- Corporate partners must provide indemnification and insurance when the NHC logo appears on product packaging.

## Disclosure

The National Health Council will, unless otherwise prohibited by law, disclose the financial support it receives from those corporations identified on Schedule B of the Form 990.

The disclosure information will be posted on the NHC's website in an easily accessible location within six months of the close of the fiscal year.

Corporations will be grouped into monetary ranges for purposes of disclosure (e.g., \$50,000-\$100,000). The disclosure information will also include the total amount of support received from all corporations.

### **Operating Guidelines**

The National Health Council will develop written operating procedures for the review and approval of corporate relationships and the ongoing evaluation of such relationships.

Adopted December 9, 2008