

Endorsement Policy

1. Purpose

This policy is intended firstly to help guide decision-making about endorsements within LCNUK and to help LCNUK come to a logical, thought-out conclusion about whether or not to endorse a particular initiative based on a set of criteria.

Secondly it is intended to provide guidance to those seeking endorsement from LCNUK in terms of what LCNUK requires.

There may be exceptions not covered by this policy.

2. Scope

The policy deals with requests from both not-for-profit organisations and commercial companies. Among the initiatives LCNUK might be asked to endorse are:

- Conferences and other meetings
- Guidelines
- Books or other printed resources and publications
- Web-based materials
- Other Educational programs

LCNUK does **not** support or endorse individual drugs/pharmaceutical products or commercial devices or services. From time to time, if issues of practice related to the work of lung cancer nurse specialists arise which are related to specific products then a position statement may be produced but this will be a formal document produced and reviewed by the LCNUK committee and approved by the trustees independent of input from the manufacturer. Any position statements produced, however, will not endorse or support the use of an individual drug or commercial product/service.

LCNUK does not, in general, consider requests to endorse other commercial products or legal services. If there is a particular situation where LCNUK has been a collaborator or it is particularly innovative and addresses a need that has already been identified, the specific situation will be referred to the LCNUK committee and if appropriate to the trustees.

Only those members of the committee and/or trustees who do **not** have a conflict of interest; either direct or indirect, in the item/programme being reviewed will be involved in the decision to endorse.

Definition of endorsement

In this document, endorsement is understood to mean overall support for an initiative, project or product, based on a thorough review, where LCNUK has been involved in its development. In the case of programmes or educational resources, LCNUK endorsement implies that the LCNUK agrees with the information being communicated.

Criteria for LCNUK endorsement

- The initiative must be compatible with the LCNUK business priorities and/or its charitable objectives. The initiative must be of relevance to the role of the lung cancer nurse specialist and/or to the care and management of patients with lung cancer/mesothelioma
- LCNUK will only consider requests for endorsement where one or more LCNUK representative have been involved with the initiative from the outset and contributed to its development. Any exceptions to this must be agreed by the LCNUK committee
- There must be demonstrable benefit to the endorsing of an initiative. This may be a demonstrable benefit towards helping to achieve the LCNUK charitable objectives and/or to the LCNUK as an organisation (e.g. profile, reputation, income potential)
- If the initiative is a tool that purports to have scientific credibility, all data regarding this should be supplied and subject to peer review
- LCNUK in general will only consider requests to endorse specific initiatives, not entire organisations
- LCNUK should be able to verify the credibility of the organisation seeking endorsement and the organisation should provide relevant information as requested
- If appropriate, the organisation should be able to provide information about marketing and sponsorship of both the initiative and their organisation
- The request for endorsement should define what is expected from LCNUK and what LCNUK can expect from the organisation in return. This may include for example, publicity for the LCNUK
- In the case of long-term endorsements (more than one year), LCNUK will require periodic review of the materials/project, at an interval agreeable to both organisations
- If the endorsement is for a publication, LCNUK should see and approve the final artwork and this should be repeated if there is any agreement to any further print-runs or subsequent editions
- If the endorsement is for a conference or meeting, LCNUK should agree the programme and speakers for the meeting and approve all materials produced in relation to the meeting including slides and speaker briefing materials.
- LCNUK will not endorse or promote individual products or services
- LCNUK will not accept any funds or enter into any agreement from/with the tobacco industry or a subsidiary

Process

- Parties interested in securing LCNUK endorsement should contact LCNUK Operations Team via info@lcnuke.org with information on the proposed initiative. The Operations Team will acknowledge the enquiry and forward it to the LCNUK chair of the committee
- The chair of the committee will review the application and disseminate to the LCNUK committee for discussion
- If the initiative is deemed a priority, the LCNUK committee will:
 1. Make a recommendation for endorsement
 2. Instruct the operations team to ensure a written agreement is put in place setting out the terms of LCNUK's involvement including ownership of copyright/intellectual property, approval process/timescales and fees payable. This applies most specifically to requests from commercial companies
- The LCNUK committee will review endorsements that have been granted at its meetings
- The Operations Team or chair of LCNUK will let the organisation know of the decision, and in the case of a positive decision, discuss how LCNUK can support the initiative more broadly (e.g.

promoting it to its members) and make any necessary arrangements involving use of the LCNUK name and logo.

Reviewed by LCNUK Committee: 13th September 2022

Approved by LCNUK Trustees: 5th December 2022

Date of Next Review: December 2025

