

## Policy on TSANZ Endorsement of Training Courses and Resources, Advertising, and Conference / Meeting Support

### Background

A specialty society's name and reputation are valuable assets. The value stems from the confidence that members and other stakeholders have in that society, and this is built on the reputation the society has gained through its achievements, its objectivity and its status as a Health Promotion Charity. Endorsement from TSANZ means that a training course or resource has been reviewed in accordance with this policy and associated procedure and has been approved by TSANZ as meeting the endorsement criteria.

In order to protect TSANZ's reputation and to support members, TSANZ has developed criteria and operational procedures which will ensure that the support it provides is proportionate and appropriate. This document will help external course and training providers determine whether their training course or resources are suitable to be considered for endorsement, and provides the policy guidance for internal TSANZ decision makers. Procedure details are defined separately.

TSANZ will only endorse training courses and resources developed by non-commercial, clinically relevant organisations when such organisations are able to demonstrate that the scientific programme/content is completely independent from commercial influence. The only exception to the non-commercial requirement is where a Registered Training Organisation (RTO) or tertiary education provider seeks TSANZ endorsement of a course. In this instance, the endorsement criteria must still be consistent with those outlined below for educational courses and a fee will be levied.

TSANZ will consider endorsement of courses or resources developed through any of the following three channels:

1. Developed by TSANZ for the benefit of our members – these will be promoted as a TSANZ developed and delivered course subject to meeting the criteria outlined.
2. Developed collaboratively with another clinically relevant entity.
3. Developed by an external clinically relevant entity.

TSANZ does not endorse conferences/meetings however we may choose to provide non-financial support to conference/meeting organisers where the conference support criteria are met.

Separate to the endorsement of courses, TSANZ provides course providers with the opportunity to advertise non-endorsed courses on the TSANZ website.

TSANZ reserves the right to not accept paid course or conference advertisements at all times.

Requests for collaboration, support or endorsement will in the first instance be referred to the TSANZ Office. Once any applications have been reviewed to ensure that the criteria have been met, requests for endorsement are reviewed and approved by the Education and Training Subcommittee (ETS). Collaboration or Support decisions are referred to the CEO.

## Endorsement criteria for educational courses

Endorsement will only be considered if the following initial criteria are met:

1. The course fits within the TSANZ's aims, policies, strategies and values
2. The course will meet a need that can be clearly identified and will not conflict with any TSANZ document, project or event.
3. Members of TSANZ will likely perceive the course to confer an adequate level of benefit to members.
4. The course is not likely to generate complaints or criticisms against TSANZ; endorsement may still be awarded if the Society judges the particular cause worthy of such criticism or complaint.
5. TSANZ will in general only consider requests to endorse specific initiatives; organisations as a whole are not usually endorsed.
6. TSANZ will only endorse courses developed by non-commercial, clinically relevant organisations where:
  - the scientific programme is completely independent from commercial influence,
  - clear conflict of interest processes have been implemented,
  - peer review has been undertaken
  - the evidence base is well articulated
  - no funding has been sourced from any funder which is contrary to the work of TSANZ e.g. tobacco company funding.
7. For collaborations TSANZ must have been approached early enough for it to have had input into the course. However, requests for endorsement may be secured post hoc at the Society's discretion.

Where these criteria are not met, TSANZ will consider advertising courses on the TSANZ website. A fee for advertising may be levied. Advertisements will only be accepted through the CEO if the following criteria are met:

1. The course provides a perceived member benefit
2. The course is not delivered by a provider with ties to the tobacco industry
3. Pharmaceutical and device company initiated courses are clearly identified as such
4. The provider agrees to pay the TSANZ advertising fee

Courses may be advertised on the TSANZ website under the External Events page on the TSANZ Website.

TSANZ may require course providers submit an application for endorsement each time the course is run or may choose to provide endorsement for a defined period of time. This will be clearly documented in the TSANZ response to the course provider.

The TSANZ Office is to maintain a register of all endorsed courses, including the period of the endorsement.

## Endorsement criteria for educational resources

Educational resources which are focussed on meeting the educational needs of health care professionals may be endorsed. Such resources may be in a variety of formats including apps, webpages or hard copy text. Guidelines are not covered by this policy and are managed by the Clinical Care and Resources Subcommittee. Key details are described in Clinical Care and Resources Subcommittee Guidelines for submission of documents for endorsement.

Endorsement will only be considered if the following criteria are met:

1. The resource fits within the TSANZ's aims, policies, strategies and values
2. The resource will meet a need that can be clearly identified and will not conflict with any TSANZ document, project or event.
3. Members of TSANZ will likely perceive the resource to confer an adequate level of benefit to members.
4. The resource is not likely to generate complaints or criticisms against TSANZ; endorsement may still be awarded if the Society judges the particular cause worthy of such criticism or complaint.
5. TSANZ will in general only consider requests to endorse specific resource; organisations as a whole are not usually endorsed.
6. TSANZ will only endorse resources developed by non-commercial, clinically relevant organisations where:
  - the content is completely independent from commercial influence,
  - clear conflict of interest processes have been implemented,
  - peer review has been undertaken
  - the evidence base is well articulated
  - no funding has been sourced from any funder which is contrary to the work of TSANZ e.g. tobacco company funding.
7. For collaborations TSANZ must be approached with sufficient time to allow for input into the resource. The amount of time does depend on the size and complexity of the resource, but at a minimum 3 months should be allowed from initial contact to final endorsement. Requests for endorsement may be secured post hoc at the Society's discretion, but post hoc endorsement should not be relied upon or assumed.

TSANZ may stipulate a period of time during which the resource may claim endorsement. This will be clearly documented in the TSANZ response to the applicant.

The TSANZ Office is to maintain a register of all endorsed resources, including the period of the endorsement.

### Use of TSANZ name and logo once endorsement has been secured

1. The Thoracic Society of Australia and New Zealand name (or any acronym) cannot be used until final written approval is given by the CEO.
2. The Society's logo and name must only be used in the way described (guidance will be issued at the time that endorsement or support has been secured).

### Removal of endorsement

TSANZ reserves the right to remove its endorsement of training courses and resources in situations where it becomes apparent that the endorsing criteria are no longer being achieved or where direct feedback from a significant number of members (to be determined in TSANZ's sole discretion) indicate the course/conference or resource is not satisfactorily meeting member needs or poses a risk to members, patients or participants.

Should endorsement be removed, the provider will be notified in writing. They must immediately remove all endorsements, TSANZ logos and the TSANZ name from their endorsed materials.

## Conferences and Educational Meetings Support Criteria

TSANZ does not endorse conferences/meetings as the content delivery by speakers is variable. However, subject to the following criteria being met, TSANZ may support other clinically relevant, non-commercial organisations in conference delivery:

1. The conference fits within the TSANZ's aims, policies, strategies and values.
2. The conference will meet a need that can be clearly identified and will not conflict with any TSANZ document, project or event.
3. Members of TSANZ will likely perceive the conference to confer an adequate level of benefit to members.
4. The conference is not likely to generate complaints or criticisms against TSANZ; TSANZ may still support if the Society judges the particular cause worthy of such criticism or complaint.
5. TSANZ will only support conferences developed by non-commercial, clinically relevant organisations where:
  - the scientific programme is completely independent from commercial influence,
  - peer review has been undertaken
  - no funding has been sourced from any funder which is contrary to the work of TSANZ e.g. tobacco company funding.
  - The meeting programme, including details of topics, speakers and sources of sponsorship, are made available for review at least 2 months prior to the event.

Requests for Conference Support will in the first instance be reviewed and approved by the CEO, however the CEO has the right to refer the Conference to the ETS in exceptional circumstances.

The TSANZ may choose to Partner with a Conference or Educational Meeting should the above criteria be accepted and the ETS reviews and approves this partnership agreement. This determination will be on individual circumstances.

Where these criteria are not met, TSANZ will consider advertising courses on the TSANZ website. A fee for advertising may be levied. Advertisements will only be accepted through the CEO if the following criteria are met:

1. The conference/meeting provides a perceived member benefit.
2. The conference/meeting is not delivered by a provider with ties to the tobacco industry.
3. Pharmaceutical and device company initiated conferences/meetings are clearly identified as such.
4. The provider agrees to pay the TSANZ advertising fee.

Conferences/Meetings may be advertised on the TSANZ website under the External Courses page.

## Supporting TSANZ documents:

TSANZ Clinical Care and Resources Subcommittee Guidelines for submission of documents for endorsement

TSANZ Sponsorship Policy

## Document Control:

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