



Canadian  
Cardiovascular  
Society

Société  
canadienne  
de cardiologie

CANADIAN  
CARDIOVASCULAR  
SOCIETY

Version 1.0 (October 2004)

# ENDORSEMENT POLICY

*This policy is applicable to projects, programs and initiatives that are international, national or regional in scope and would not apply to events such as local rounds. For program application for Royal College of Physicians and Surgeons of Canada approval, please see the CCS accreditation application process found in the CCS Activity Approval Accreditation Guide at [www.ccs.ca](http://www.ccs.ca) or by contacting the CCS office at 613-569-3407*

## Mission

The mission of the CCS is to promote cardiovascular health and care through knowledge translation, professional development and leadership in health policy.

## Background and Overview

As the CCS grows it has been approached with increasing frequency to sponsor, recognize or endorse clinical guidelines and statements, symposia, books, educational events and meetings developed by other individuals or organizations. Requests come from a variety of individuals and organizations including CCS members, other national and international medical professional organizations, government-related organizations, and pharmaceutical and medical industry companies.

The opportunity to approve major programs, projects or initiatives that help to achieve the mission of the CCS is a means by which the CCS can extend its human and financial resources in achieving its goals. Further, when the CCS lends its name to high quality events and programs, it can further enhance the value of its own brand with its membership and potential members. However, the credibility of the CCS can equally be compromised by association with low quality programming.

The CCS sponsorship/recognition/endorsement policy is the CCS position on use of its logo and name for a number of activities and covers the following:

- Overall CCS philosophy on use of the CCS name for products and programs
- Eligibility criteria for consideration of endorsement
- Process for requesting endorsement

## CCS philosophy on CCS sponsorship/endorsement/recognition

The mission of the CCS is to promote cardiovascular health and care through knowledge translation, professional development and leadership in health policy. The CCS encourages initiatives that foster fulfillment of its mission but at the same time recognizes its responsibility to the membership to maintain the good name and credibility of the CCS. The CCS is also responsive to its membership needs to provide a forum that gives credibility and national recognition to initiatives that are in keeping with the objectives stated in the CCS mission statement, and may facilitate attaining these objectives. As a result, the CCS is selective as to the programs or projects its supports and, outside of its own programs and products, lends its name following careful consideration and fulfillment of several criteria. In general the CCS

will consider sponsoring, endorsing or recognizing only those programs/projects which are of international, national, or regional scope or which are considered to be of major importance to the CCS and its membership. Further, approval of a program does not automatically mean agreement with program content.

### CCS "Sponsorship"

"CCS Sponsorship" is defined as "providing financial assistance to a program/project that is consistent with the mission of the CCS". The CCS sponsors a limited number of events, lectures, speakers each year depending on a budget-based sponsorship pool of funds. Generally, such sponsorships pertain to well-recognized national or regional events open to all Canadian cardiovascular specialists and a CCS member is actively involved in the organization of the project. Sponsorships are considered based on fulfillment of the eligibility criteria (as outlined on page 3), the requested sponsorship amount and the funds available in the pool.

Completed sponsorship requests that meet the eligibility criteria and are requests of less than \$5000 will be decided by the President. Requests for more than \$5000 will be considered by the Executive Committee on behalf of Council.

Sponsorship of events may include the CCS logo with the statement "This speaker/event/program is sponsored by the Canadian Cardiovascular Society. The opinions expressed do not necessarily reflect those of the CCS"

The CCS (to be decided in consultation with the Executive and Council) may establish a separate fund for such CCS approved programs/projects/initiatives.

### CCS "Endorsement"

"CCS Endorsement" is defined as "expressing approval of the general scope and objectives, the content and the process of planning and preparing" of a program/project/initiative. Such endorsement is reserved for projects/ programs/initiatives that have been reviewed by the Council and/or Executive Committee prior to initiation of the project. Such projects/programs/initiatives have a CCS designated person on the writing or event executive committee. For example, this would include joint statements with other organizations; joint publications such as "The Growing Burden of Heart Disease and Stroke in Canada"; or CME initiative such as the "International Conference on Heart Disease and Stroke". Such endorsement is signified by the CCS name and logo being affiliated with the program or event.

### CCS Recognition

"CCS Recognition" is defined as "formal acknowledgement of the area of focus and the overall

scope and objectives of the project, program or initiative." Such recognition would be noted by wording such as "The CCS recognizes the importance of this particular program/project/ initiative and it's objectives as it relates to cardiovascular health and care. However, the content has not been peer reviewed by the Society and does not necessarily represent the views of the CCS". This would not include use of the CCS logo.

Completed recognition requests that meet the eligibility criteria will be handled by the CCS office, which may request an independent CCS member reviewer of the application, prior to approval.

This level of approval might be granted for projects/programs/initiatives that meet the eligibility criteria and are organized outside of the CCS but involve a CCS member. For recurring programs, the recognition statement is valid for one year from the date of approval.

## Process for Attaining Sponsorship/Endorsement/Recognition Approval

### Eligibility for application for CCS Sponsorship/Endorsement/Recognition

- The program/project must support the mission of the CCS.
- The program/project content is primarily directed at Canadian cardiovascular specialists.
- The program/project must be international, national or regional in scope or be recognized as of major importance to the CCS and its membership a major influence in the practice of cardiovascular care in Canada(1).
- A completed endorsement request must be submitted by a CCS member as a representative of the program or project development group. Such an endorsement request must include a complete disclosure of funding sources.
- Sponsorship/Endorsement/Recognition requests are submitted to the CCS office at least 8 weeks in advance of the program/publication date.
- Sponsorship/Endorsement/Recognition requests will only be considered if brought forward by a CCS member. The CCS member must be actively involved in the development of the project.
- Each approval request must be accompanied by a \$100+GST administrative fee. Payment of the fee does not imply that approval is automatically granted.
- Conditional approval will be granted within six weeks of receipt of the application. Final approval is granted after CCS office review of press-ready use of logo and or the accompanying statement to ensure that the CCS is represented appropriately on relevant material.

## Application Procedure for CCS Sponsorship/Endorsement/Recognition Approval

A

CCS member contacts the CCS for application form or downloads from the CCS website at [www.ccs.ca](http://www.ccs.ca)



B

CCS member provides CCS office with the following information:

- Completed request for application form (Page 4)
- Outline of the program or project including definition of the target audience
- Members of the Planning Committee
- Budget and disclosure of development funding sources
- A list of other supporting organizations



C

The request for Endorsement application form and supporting documentation is received 8 weeks in advance of the program execution or publication



D

The CCS fulfils the approval for sponsorship/endorsement/recognition within 6 weeks and communicates the decision back to the requesting group in writing by letter or email.



E

Based on the level of approval, the CCS provides the requesting group with the appropriate CCS logo/statement with guidelines for use.



## REQUEST FOR SPONSORSHIP/ENDORSEMENT/RECOGNITION APPLICATION FORM

(Please Print)

Title of program/project: \_\_\_\_\_

Date and location (if applicable): \_\_\_\_\_

Type of Program: \_\_\_\_\_

Type of support sought:  Sponsorship                       Endorsement                       Recognition

If sponsorship, what is the financial contribution requested from CCS?: \_\_\_\_\_

Organization or group requesting Sponsorship/Endorsement or Recognition:  
\_\_\_\_\_

Name of CCS Member involved in program/project (all future correspondence will be forwarded to this individual):  
\_\_\_\_\_

Mailing address: \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

As the CCS member involve in this program/project, I accept responsibility for the accuracy of the information provided in this application.

Signature : \_\_\_\_\_ Date: \_\_\_\_\_

Processing fee of \$107.00 (\$100.00+GST) enclosed

For more information, contact:

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