



NMPN Prevention Research Expert Panel Mission:
“Increase and strengthen the use of evidence based substance abuse prevention, health and wellness programs, practices and policies to achieve positive outcomes in New Mexico’s communities.”

NMPN Prevention Research Expert Panel “Ethics” Brief: **Policies on accepting direct funding, materials and sponsorship from Alcohol, Tobacco and Pharmaceutical Industries.**

In this “Brief” we attempt to make the case, based on lots of national research, on why an organization needs an “Ethical Funding Policy” document. We are also including a sample policy piece and a resource page. For further information, resources and research articles go to: www.NMPreventionNetwork.org OR www.NMCBBHP.org

Our inquiry started with a flood of ongoing questions and requests from the Prevention Field concerning the issue of ethics as it relates to organizational policies on accepting direct funding, materials and sponsorship from the alcohol, tobacco and pharmaceutical industries. As a result, the NM Prevention Network, Prevention Research Expert Panel (PREP) conducted a survey of its 40 member organizations asking if they have written policies regarding the above issues.

The results were that only a minute number had any such written policy. Given our current private, public and political environment along with the increased target marketing by alcohol, tobacco, and pharmaceutical industries, and because these industries are selling products that are associated with health consequences in our communities, it is more than ever necessary to develop policies and guidelines that are consistent with our agencies missions and ethics. Additionally, because the issue of accepting direct funding, materials and sponsorship from industries that have a negative health impact on the community can easily be construed as controversial, PREP will try to assist by researching and providing information to its members on this very critical issue.

Our hope is that all organizations that are involved in alcohol, tobacco and other drugs prevention adopt or develop a written ethics and funding policy. Because of such, our communities, our clients, our staff, we and all would be much stronger, credible and better able to deal with uncertainties.

Why do we need Policy Guidelines in Ethics?

- To make a clear statement about the philosophy of your organization, regarding direct funding, materials usage and sponsorship from the aforementioned industries.
- To evaluate potential donations, materials usage and sponsorship in assuring your stakeholders that they are in-line with your prevention plan and mission.
- To ensure your funding strategy supports your larger mission.
- To provide clear guidelines for program implementation and/or practices of staff or volunteers.
- To document and institutionalize your decisions, which avoids wasted time and confusion re-visiting these issues with each new board/staff/volunteer or with the passage of time.
- To have transparency in all areas of your organization.
- To avoid and prevent potential conflicts of interest and related controversies.

SAMPLE POLICY:

ETHICAL FUNDING AND SPONSORSHIP POLICY

Corporate Support Conflict of Interest Policy

As an organization committed to advancing the health, safety, wellness, and stability of families and children, _____ has adopted policies related to corporate funding and promotions. These organizational policies are intended to:

- 1) Affirm the high value _____ places on the lives and health of families and children
- 2) Ensure that _____ is independent from outside influences in the pursuit of our mission
- 3) Avoid potential or perceived conflict of interest
- 4) Ensure that _____ will accept no support, financial or in kind contribution, from corporations with known risk promoting strategies or activities.

Tobacco and Alcohol Company Funding

_____ will not accept direct funding from alcohol or tobacco manufacturers or distributors, or from any of their subsidiaries or parent companies (check Philip Morris, Altria, Nabisco and Anheuser Busch web-sites for product lists and business units, and others as may be appropriate).

Tobacco and Alcohol Company Event Sponsorship_____ will not sponsor, co-sponsor, or be a beneficiary of any event that accepts primary or secondary sponsorship from alcohol or tobacco manufacturers or distributors.

There shall be no distribution or sale of tobacco products or tobacco company subsidiary products, or of alcohol products or alcohol company subsidiary products (check Philip Morris, Altria, Nabisco and Anheuser Busch web-sites for product lists and business units, and others as may be appropriate) at _____ events. There shall be no distributing or displaying of fliers, posters, signs, banners, dispensers, programs, activities or apparel bearing the name or logo of a tobacco or alcohol product manufacturer at any event sponsored by _____ or in any communication medium used by _____.

Pharmaceutical Industry & Other Commercial Support for General Operating or Program Expenses

Funds from the pharmaceutical industry and other commercial support, with the exception of that support described in the preceding sections, will be accepted for educational and program purposes only, and the terms, conditions, and purposes of such grants will be documented by a signed agreement. A signed agreement between the corporate supporter and -----will state in writing that the financial support will not in any way impact the content of _____ publications or programs, and that health issues and policies, including those related to the specific corporation or industry, will be addressed by _____ without intervention by the corporate supporter.

_____ or any committee or group working under the auspices of _____, is solely responsible for the content, quality, scientific integrity, identification of needs, determination of educational objectives, and materials related to any program or social event sponsored by a commercial source. The program shall be free of commercial influence in planning and content.

Commercial support will be acknowledged in printed materials; however, CCAR shall NOT endorse or promote a specific product, agency or corporate brand.

Adopted by:

_____ Board of Directors

on _____
date

and

_____ Collaborative Membership

on _____
date

RESOURCES

AMERICAN PUBLIC HEALTH ASSOCIATION

<http://www.apha.org/about/>

CLASH

Coalition of Lavender Americans on Smoking and Health
c/o Lyon Martin Women's Clinic
1748 Market Street • Suite 201
San Francisco, California 94102
E-mail: clashofca@aol.com

ETHICS WORLD

<http://www.ethicsworld.org/>

A vibrant, current and inter-active website for views, comments, reports and news on governance, business ethics and anti-corruption in the United States and across the world. EthicsWorld is independent – it operates as a not-for-profit website; it has no formal or contractual relationships with any organization except for its sponsors; it does not promote a particular agenda or ideology; and, it does not offer consulting services.

NON-PROFIT RESOURCE CENTER

<http://wise.fau.edu/~rcnyhan/images/ethics.html>

This annotated guide is geared towards answering as many questions as possible about ethics for nonprofit organizations. It provide links to different books on ethics, training, universities offering degree programs in nonprofit, and tools that can be used to address ethic issues. This site should be able to assist anyone with questions on ethics within nonprofit, as well as outside of the nonprofit arena.

PROGRESSIVE RESEARCH AND TRAINING FOR ACTION

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