



MALAYSIAN DIETITIANS' ASSOCIATION

POLICY FOR CORPORATE PARTNERSHIPS AND SPONSORSHIPS AND ADVERTISEMENTS (INCLUDING TRADE EXHIBITIONS) APPROVED, JANUARY 2014

RATIONAL FOR POLICY:

The Malaysian Dietitians' Association (MDA) mission is to actively advocate the principles of good nutrition and dietetics to the nation through planned activities and via collaborations with professionals and organizations. We also support innovations, evidence-based practice and continual professional development of our memberships and allied health professionals.

MDA is also committed to controlling costs and thus may seek out sponsorship from companies, organizations, and/or individuals to assist in offsetting the cost of our work. The following information and policies are provided to assist members of the MDA Council in considering and accepting offers for sponsorship on behalf of MDA that are in keeping with MDA's mission statement.

STATEMENT OF PURPOSE

Corporate partnerships and Sponsorships

A Corporate Partnership means that a Company provides MDA with financial support related to specific agreed activities and would require a Memorandum of Understanding (MOU) to be signed between both parties.

Sponsorship means financial support is provided to MDA by a commercial entity for a specific activity such as a workshop or publication.

MDA may enter Corporate Partnership or sponsorship agreements with an individual, group or organisation (including a business) in expectation of mutual benefits and MDA has reached a mutual understanding with the partner.

The scope and responsibilities of the partners under the agreement and the timeframe for the agreement are described in an MOU (which can be a legal contract) OR an exchange of

letters outlining the agreement in lieu of a formal contract, which must be signed by the President and/or Vice-President of MDA. A Corporate Partnership normally includes sponsorship arrangements.

Corporate partnerships and sponsorships are NOT allowed for evidence-based activities such as medical nutrition therapy guidelines and other such documents of similar nature.

By entering into a corporate partnership or sponsorship, MDA is not endorsing or otherwise agreeing with the materials or activities of clients.

The policy is to be adhered to by all members of the Association.

The MDA name and logo may be used only with the written approval of MDA Council.

Advertisements & trade exhibitions

MDA may accept sponsorships and advertisement in many forms from positions vacant to commercial advertisements and announcements and trade exhibitions during Continuing Professional Development (CPDs) events, links to/from MDA website, Facebook and printed materials such as Conference Programme and Abstract Book and Diet Link newsletter to members.

Advertising revenue supports the costs of publishing printed materials, maintenance of the Website and staging Continuing Professional Development (CPD) events.

Advertising provides information and / or opportunities to members on a variety of products and activities. It is the responsibility of individual members to evaluate information provided to them in whatever form and apply the information using their professional judgement.

Advertising is disseminated for the information of members or CPD registrants and not the media or the general public.

Advertisements are NOT allowed directly on MDA Website unless in the form of links under the Useful Links/Resources page.

MDA takes no responsibility for the content/accuracy of any advertisement unless expressly stated.

Advertisements are NOT allowed for evidence-based activities such as medical nutrition therapy guidelines and other such documents of similar nature.

By accepting advertisements and trade exhibitions, MDA is not endorsing or otherwise agreeing with the materials or activities of clients.

MDA reserves the right to reject any advertising copy or trade exhibit.

The policy applies to all advertisers including members of the Association.

The policy is to be adhered to by all members of the Association.

The MDA name and logo may be used only with the written approval of MDA Council.

POLICIES AND PROCEDURES:

- A. Council Members must approve in advance the solicitation of corporate partnerships and sponsorships in the forms of funds, goods, services, or meeting events from outside sources by any representative of MDA.
- B. Offers of external funding must be reviewed and final approval of the MDA Council must be granted before such offers are accepted. Requests for sponsorship approval must include background information (see item C below) about the sponsor.
- C. Sponsors, partners, exhibitors, donors, and speakers must directly support MDA's mission. In determining whether this is the case, the MDA Council will consider the following questions about each potential sponsor:
 - 1. Does the sponsor support/sell nutritional products or services that are backed by sound scientific evidence? Are statements of properties, performance, nutrient values, beneficial results, etc. of products verified by adequate experimental data, the scientific literature or submitted from a reputable laboratory?
 - 2. Does the sponsor represent a food category or nutrient rather than a specific product or brand name?
 - 3. Is the sponsor truthful and fact-based in their communications with consumers? Are there any statements that are misleading, exaggerated, open to misinterpretation, or contrary to current scientific knowledge?
 - 4. Does the organization provide continuing education opportunities for dietitians?
 - 5. Has the organization sponsored MDA in the past?
- D. MDA does not endorse or promote specific products or brand names. All MDA publications and Website will carry a disclaimer related to any and all advertising copy accepted clearly disassociating MDA from any perceived endorsement.
- E. The Council must pre-approve any advertising and promotion for MDA carried out by sponsors.
- F. All advertisements must meet the requirements of the Malaysian relevant regulatory and advertisement legislation such as Code of Ethics for Breastfeeding, WHO Code for Marketing of Breast Milk Substitutes, Nutrition Labelling and Claims, media advertisement and any other relevant legislation.
- G. Attendance at a MDA event will not be used to promote the company or products to the general public or to engage media attention.

- H. Details of the sponsorship and the expectations of both parties must be discussed and a final letter of correspondence must be obtained from each sponsor. This letter must include details about the funds, goods, services, or meeting events being provided and the expectations of both parties.
- I. All contracts and agreements must be in the name of MDA and keep in line with MDA's vision, mission and values of professionalism and code of ethics.
- J. All event sponsors will be disclosed to attendees of the event.
- K. Advertisers will provide a declaration (Attachment 1) confirming the compliance of their material with this policy.
- L. MDA will assess proposed joint public activities involving Corporate Partnerships or sponsorship to ensure, as far as possible, they are truthful, and consistent with current scientific knowledge.
- M. All Corporate Partnerships are evaluated annually to ensure continuing relevance to MDA's strategic direction.
- N. MDA will clearly and publicly acknowledge any sponsorship associated with any of its activities.
- O. MDA will declare all funds obtained from Corporate Partnerships and sponsorships in the Annual Financial Report subject to audit and announce the general terms of the partnerships in MDA Annual Report.

Advertiser Declaration

MDA is committed to ensuring accurate and up to date information is provided to members. Advertisers are asked to complete this declaration when submitting materials for approval by the MDA Council.

MDA reserves the right to evaluate all statements in advertisements and reserves the right to reject any advertising copy that does not comply with the MDA Policy for Advertisement Sponsorship (including Trade Exhibitions).

I, , declare that to the best of my knowledge, the abovementioned material conforms to the following MDA requirements in the Policy for Advertisement Sponsorships including Trade Exhibitions:

- a. Statements accompanying this advertising are ethical.
- b. Statements accompanying this advertising carry no direct or implied disparagement of another product.
- c. Statements of properties, performance, nutrient values, beneficial results, etc. of products can be verified by generally accepted scientific evidence available in the literature or submitted from a reputable laboratory.
- d. There are no statements that are misleading, exaggerated, open to misinterpretation, or contrary to accepted, scientific evidence.
- e. All advertisements must meet the requirements of the Malaysian relevant regulatory and advertisement legislation such as Code of Ethics for Breastfeeding, WHO Code for Marketing of Breast Milk Substitutes, Nutrition Labelling and Claims, media advertisement and any other relevant legislation.
- f. Attendance at a MDA event will not be used to promote the company or products to the general public or to engage media attention.
- g. I understand that if any material is found to not comply with the above statements it can be requested to be removed from the exhibit/publication.

Signature: Date:

Position:

Company: