



PCRS-UK Endorsement Policy

1. Purpose

This policy is intended firstly to help guide decision-making about endorsements within the PCRS-UK and to help the PCRS-UK 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 the PCRS-UK in terms of what the PCRS-UK requires.

There may be exceptions not covered by this policy.

2. Scope

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

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

The PCRS-UK does not, in general, consider requests to endorse commercial products. If there is a particular situation where PCRS-UK 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 PCRS-UK General Committee and if appropriate to the trustees.

3. Definition of endorsement

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

4. Criteria for PCRS-UK endorsement

- The initiative must be compatible with the PCRS-UK business priorities and /or its charitable objects. The initiative must be of relevance to primary care and respiratory care

- There must be demonstrable benefit to the PCRS-UK from endorsing an initiative. This may be a demonstrable benefit towards helping to achieve the PCRS-UK mission of achieving optimal respiratory health for all and/or to the PCRS-UK as an organisation (e.g. profile, reputation, income potential)
- Before any agreement is signed, there needs to be a written understanding about ownership, copyright and intellectual property and timescales
- In general, the PCRS-UK prefers to only consider requests for endorsement that are made before work has begun on the initiative: this applies most specifically to requests from commercial companies. Proposals will be approved in principle and an expert PCRS-UK group or appointed individual assigned to work on the initiative, providing input at appropriate stages and agreeing the final content against an agreed timetable.
- Where the PCRS-UK is not involved from the outset, there must be adequate time for an expert PCRS-UK group or appointed individual to review the material and make changes to the information following review. A minimum of 4 weeks should normally be allowed for this process.
- If the initiative is a tool that purports to have scientific credibility, all data regarding this should be supplied and subject to peer review.
- The PCRS-UK in general only will consider requests to endorse specific initiatives, not entire organisations.
- The PCRS-UK 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 the PCRS-UK and what PCRS-UK can expect from the organisation in return. This may include for example, publicity for the PCRS-UK and /or promotion of the PCRS-UK membership scheme.
- In the case of long-term endorsements (more than one year), the PCRS-UK will require periodic review of the materials/project, at an interval agreeable to both organisations.
- If the endorsement is for a publication, the PCRS-UK 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, the PCRS-UK 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

5. Process

- Requests for endorsement should be made to the PCRS-UK secretariat via info@pcrs-uk.org. The Secretariat will acknowledge the request and forward it to the Chief executive and / or Chair PCRS-UK Executive
- The chief executive in conjunction with Chair PCRS-UK Executive will review requests for endorsement and either reply directly, or where appropriate, identify a PCRS-UK individual expert or group (committee or ad hoc group) to review the materials.
- When the appropriate PCRS-UK expert(s) have completed their review, their recommendations will be forwarded to the CE and Chair PCRS-UK Executive (or his /her deputy) for approval. Advice will be sought from the PCRS-UK Executive and trustees as appropriate. The PCRS-UK Executive and trustees will receive a report at each meeting on what endorsements have been granted
- The Secretariat or Chief executive will let the organisation know of the decision, and in the case of a positive decision, discuss how the PCRS-UK can support the initiative more broadly (e.g promoting it to its members) and make any necessary arrangements involving use of the PCRS-UK name and logo.

6. Fees

- Reviewing an initiative takes time and resources from the PCRS-UK and hence a fee is normally charged upfront. This fee may be waived particularly in the case of not for profit organisations and /or where the potential benefits to the PCRS-UK are sufficiently clear. The organisation seeking endorsement from the PCRS-UK presumably believes that there is an advantage to it from securing PCRS-UK endorsement of the initiative. The PCRS-UK has a responsibility to ensure it receives appropriate benefit in return in cases where it gives its endorsement, particularly where a commercial company is involved. An appropriate fee (or gift in kind) will therefore be agreed upfront to compensate the PCRS-UK for its time and lost opportunity costs and to recognise the value of its name /endorsement (see policy on partnerships with commercial companies for further information).

7. Use of PCRS-UK name and logo

- All use of the PCRS-UK name and logo must be approved by the PCRS-UK. This includes any press, publicity or promotional materials produced in connection with the initiative. All draft materials must be reviewed by the PCRS-UK before printing.

- If the PCRS-UK agrees to have its logo appear, it must be printed in its official colours (contact PCRS-UK secretariat at info@pcrs-uk.org for details) The PCRS-UK will provide the appropriate graphics files.
- Precise wording will depend on the nature of the project, but could include "endorsed by the PCRS-UK ", "supported by the PCRS-UK " or "developed in partnership with the PCRS-UK".

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