



PCRS Endorsement Policy

1. Purpose

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

There may be exceptions not covered by this policy.

2. Scope

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

- Conferences and other meetings
- Guidelines
- On line and other educational programmes
- Other programmes

PCRS does not, in general, consider requests to endorse commercial products. If there is a particular situation where PCRS 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 Executive Committee and if appropriate to the trustees for consideration.

Definition of endorsement

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

PCRS operates a separate scheme for the review and approval [educational events](#) and programmes

Criteria for PCRS endorsement

- The initiative must be compatible with PCRS business priorities and/or its charitable objectives. The initiative must be of relevance to primary, community and/or integrated care and care of people with or at risk of respiratory conditions.
- PCRS will only consider requests for endorsement where one or more PCRS representative have been involved with the initiative from the outset and contributed to its development. Any exceptions to this must be agreed by the PCRS Executive Chair/CE.
- There must be demonstrable benefit to PCRS from the endorsing of an initiative. This may be a demonstrable benefit towards helping to achieve the PCRS mission of achieving optimal respiratory health for all and/or to the PCRS as an organisation (e.g. profile, reputation, income potential).
- If the initiative is a tool that purports to have scientific credibility, all data regarding this should be supplied and subject to peer review.
- PCRS in general will only consider requests to endorse specific initiatives, not entire organisations
- PCRS 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 PCRS and what PCRS can expect from the organisation in return. This may include for example, publicity for the Society and/or promotion of one or more PCRS programmes, including the membership scheme.
- In the case of long-term endorsements (more than one year), PCRS will require periodic review of the materials/project, at an interval agreeable to both organisations.
- If the endorsement is for a resource, tool or publication, PCRS should see and approve the final version of the item before it is published. This should be repeated if the programme is updated, used for a new purpose or audience.
- If the endorsement is for a conference or meeting, PCRS 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.

Process

- Parties interested in securing PCRS endorsement should contact PCRS Operations Team via info@PCRS.org with information on the proposed initiative. The Operations Team will acknowledge the enquiry and forward it to the Chief Executive (or deputy¹) and/or Chair PCRS Executive.
- The Chief Executive/deputy in conjunction with Chair of the PCRS Executive (or relevant PCRS Executive lead²) will discuss the enquiry and decide whether it is a priority and compatible with PCRS objectives/business plan.
- If the initiative is deemed a priority, the Chief Executive/deputy in conjunction with Chair of the PCRS Executive (or relevant PCRS lead²) will:
 1. Identify a PCRS clinical lead³ with relevant expertise to represent PCRS on the initiative (supported where appropriate by an advisory group/other PCRS representatives³) who will be responsible for making a recommendation as to the suitability of the final programme or initiative for PCRS endorsement.
 2. Identify an Executive lead⁴ who will review and take responsibility for signing off the final materials recommended for endorsement, in conjunction with the CE/deputy, seeking advice from the PCRS Executive and trustees as appropriate.
 3. Ensure a written agreement is put in place setting out the terms of PCRS' involvement including ownership of copyright/intellectual property, approval process/timescales and fees payable. This applies most specifically to requests from commercial companies.
 1. The PCRS Executive and trustees will receive a report at each meeting on what endorsements have been granted.
 2. The Operations Team or Chief Executive/deputy will let the organisation know of the decision, and in the case of a positive decision, discuss how PCRS can support the initiative more broadly (e.g. promoting it to its members), in line with any written agreement in place and make any necessary arrangements involving use of the PCRS name and logo.

¹ Requests for endorsement should be forwarded as follows:

- Guidelines, NHS /policy documents: PCRS Policy Co-ordinator,
- Events, conferences, education programmes - PCRS Operations Director
- Other PCRS CE

² Requests for endorsement will be reviewed as follows

- Guidelines, NHS/policy documents: PCRS Executive Policy Lead and other Policy Forum members based on specific content/target audience.
- Events, conferences – PCRS executive chair and other PCRS executive members based on specific content/target audience.
- Education programmes: PCRS Education Lead and other Education Committee members based on specific content/target audience.
- Service development programmes: Service development lead and other Service Development Committee members based on specific content /target audience.

- Leadership programmes; PCRS Respiratory Leadership Programme lead and other PCRS Respiratory Leadership Programme Board members based on specific content/target audience
- Other: PCRS Executive Chair

³ The clinical lead / other PCRS representatives will be provided with a copy of PCRS's policy on representation.

⁴ The Executive lead should not be directly involved in the development of the programme (except in specific circumstances agreed by PCRS Executive Chair/CE)

Date of preparation: October 2006

Reviewed by PCRS Executive: June 2020

Reviewed by PCRS Trustees: July 2020

Date of next review: July 2023