



Canadian
Physiotherapy
Association

Association
canadienne de
physiothérapie

GUIDELINES FOR CORPORATE RELATIONSHIPS
Canadian Physiotherapy Association

Policy Developed: November 2010
Revised: March 2015
Revised: July 2018

1.0 Statement of Principle

This policy establishes guidelines by which the Canadian Physiotherapy Association (CPA) and its components, including Branches, Divisions, National Student Assembly (NSA), and National Physiotherapist Assistant Assembly (NPAA) determine appropriate corporate relationships.

This policy is not intended to supersede any guidelines or policies established by provincial regulatory bodies relating to corporate relationships, such as advertising and sponsorship. Physiotherapists are encouraged to review the guidelines of her/his regulator.

2.0 Guidelines for corporate relationship opportunities

Corporate relationships are permissible when participants:

- Commit to maintaining the credibility and reputation of the physiotherapy profession;
- Commit to maintaining the credibility and reputation of the Canadian Physiotherapy Association and its Components;
- Support the mission of the CPA
- Support the principle that corporate interests do not drive the CPA's policies, programs, or editorial content.

When determining appropriate corporate relationships, CPA seeks to:

- Uphold the principles and practices of the physiotherapy profession as defined in the CPA Code of Ethics;
- Enhance the Association's ability to fulfill its mission and strategic objectives;
- Deliver fair value and benefit to sponsors, corporate partners, and advertising clients.

3.0 Applicability

This policy applies to all corporate relationships, including but not limited to advertising appearing on the CPA website, physiocanhelp.ca, the peer-reviewed journal "Physiotherapy Canada", the member publication "Physiotherapy Practice", the member electronic newsletters, CPA's social media channels, as well as event listings and employment advertising. The policy also applies to sponsorships, website use, newsletters, specialized publications and booths associated with CPA's Congress or conferences, as well as advertising applied to joint sponsorships with other organizations.

4.0 Review

All corporate relationships must undergo a thorough review. In the event of any confusion or misunderstanding in the application of this policy and guidelines, CPA Components are asked to contact CPA prior to granting approvals.

CPA may also request information from individual organizations strictly for the purposes of the review. CPA will not share information provided or the outcome of the review with the public or the media.

Organizations unwilling to submit to the CPA's review terms or that fail to provide information necessary to a review will not be considered for corporate relationships.

5.0 Confidentiality

Corporate relations must agree to protect the security of all confidential CPA information. They must respect the terms of CPA's privacy policy and may not attempt to individually identify any CPA member or user of the CPA website or obtain inappropriate access to personally identifiable information through other technological means.

6.0 Evaluation of Policy / Guidelines

This policy will be evaluated and reviewed on a regular basis to ensure its relevance in light of current corporate relationship activity. In the event of significant changes, CPA will alert those affected.

7.0 Types of Corporate Relationships with CPA

7.1 Industry and Cross-sector Partners

Industry and cross-sector partners are those where a relationship exists between a non-profit (CPA) and businesses, governments, or academic organizations (Appendix A). While each partner may have their own needs and culture in their workplace, both partners agree to combine their strengths to achieve common goals and purpose in their work together. The partners will be able to develop awareness, interest, and programs for the physiotherapy community and the relationship may result in a positive public perception of the partners.

It is agreed that for political and legal regulations that differ between the partners, CPA will be the leading partner.

With the exception of corporate advertising partners, any partnership with CPA should not be seen as merely a team event but have an equal interest in success and contributions. It is also important for potential partners to maintain an excellent reputation to ensure continued relationships with CPA.

7.2 Grant or Funding Partners

A grant or funding partner is not only a financial donor but should have complementary goals to CPA. These partners can be from local to national organizations that have a desire to see the capacity of physiotherapy and the Association's work reach sustainable development.

The difference to an *'Industry or Cross-sector Partner'* is that a grant or funding partner is not attempting to market a product/service or gain profit, other than title recognition from the relationship. Grant or funding partners do not have control over their partner (ie CPA) on decisions regarding professional matters and may not impose restrictions to obtain their resources. Cost-sharing may be appropriate for some projects for the services, administration, or supplies. Both partners should benefit from the partnership at some level.

7.3 Corporate Sponsorship Partners

Corporate sponsorship is a business relationship. Corporations look for marketing and member awareness opportunities in exchange for money, products, or services and they anticipate corporate recognition for their involvement. There are generally three types of corporate sponsorship:

- Event marketing (sponsorship of a specific event)
- Partner sponsorship (a long-term partnership with an organization or program)
- Cause-related marketing (corporate sponsor promotes a specific cause through the purchase of their product or service)

7.3.1 Corporate Sponsorship Guidelines

- CPA will not enter into corporate sponsorship agreements with companies that operate in a manner contrary to the Code of Ethics or the Mission, Vision and Values of the CPA and its stakeholders. Corporate sponsors must not reflect products or services considered to be contentious or in competition with CPA products and services. Decisions concerning the appropriateness of potential sponsors will be made by the senior management team of the CPA following review (4.0).
- Corporate sponsorship must neither conflict with any rules and regulations set forth by the provincial regulatory body where applicable, nor CPA guidelines as listed above.
- Corporate sponsors agree that any consumer dissatisfaction with a product or service will be addressed by the applicable party (either CPA or the sponsor depending on complaint). Complaints received by the CPA may result in a sponsorship being discontinued prior to the scheduled completion date.
- Joint publications or events provided through or with sponsor support will include acknowledgement of support and logo of sponsor. In most cases, the CPA logo will appear larger than the corporate sponsor's logo unless previously agreed upon on an individual event basis.
- From time to time, CPA may make sponsored content (articles, publications etc.) available, the creation of which has been funded in whole or part by funds outside of CPA. Sponsored content will be clearly defined by a logo or text with the following message: "this content is sponsored by "Company" in collaboration with the CPA.

7.3.2 Agreements

- Corporate sponsorships will be based on a written agreement between CPA and the sponsor. An agreement will be for a specified period of time and include annual evaluations, with possible renewals depending on an evaluation of performance and results.
- Corporate sponsor agreements will specify the type and extent of support expected of the sponsor and CPA. It will also specify the benefits expected to be received by all parties and the requirements and obligations of the parties. The agreement will also address liability and insurance issues as appropriate.
- Single activity partnerships (e.g. sponsorship support for single event) will take effect with a supporting agreement.

7.3.3 Corporate Sponsorship Recognition

- Corporate sponsor recognition will be commensurate with the value and scope it provides. This may include recognition of the corporate sponsor in specified literature, at events, or through media relations done individually or jointly.

7.3.4 Editorial Control

- CPA will have full involvement in and approval of partnership or corporate sponsorship programming including conceptual development, planning, implementation and evaluation.
- CPA will have editorial control over, and final approval of, all issue-related and educational material or portions of materials associated with the project produced by either CPA or partners.
- CPA retains final approval on all uses of its name, trademarks, and logo applications.
- Use of the CPA name or materials for sponsorship purposes will not be permitted by any person, corporation or organization without the express written consent of CPA.
- Size and place of CPA and partner identification will be determined on an individual project basis.
- No specific product, brand name or trademark identification, in written, visual, or audio format, shall be contained within the editorial content of printed or audio-visual material. Product brand name, trademark identification and other such corporate messages shall be in keeping with the sponsorship profile and position defined at the inception of the project and shall be approved by CPA.

7.3.5 Exclusivity

- CPA does not typically provide exclusivity, but requests will be evaluated on an individual basis.

7.4 Corporate Advertisers

Advertising is the commercial use of media to heighten consumer and stakeholder awareness or familiarity with the CPA, the physiotherapy profession, the logo or brand and physiotherapy services. The term media shall include, but not be limited to, television, radio, newspaper and magazines, billboards, and the internet/social media.

7.4.1 Advertising Guidelines

- CPA does not accept advertising that runs contrary to the Code of Ethics, Mission, Vision and Values of the organization nor those of its stakeholders or partners. Advertising will not be accepted for products and services considered to be contentious or in competition with CPA products and services. Advertising will not be accepted if it runs contrary to the guidelines published by regulators for registered therapists. (Note: at all times it is the responsibility of the physiotherapist to be aware of and compliant with his/her college regulations.)
- CPA's acceptance and publishing of advertising will comply with the laws and regulations of Canada and the Canadian Code of Advertising Standards.
- Advertisers agree that any consumer dissatisfaction with a product or service advertised through CPA publications is the responsibility of the advertiser. Complaints received by the CPA may result in an advertisement being discontinued without compensation to the advertiser.

- The fact that an advertisement of a product, service or company has appeared in a CPA publication shall not be referred to in collateral advertising without specific written authorization from the CPA.
- In the case of “Congress” or conference banner advertising, no advertising will exceed the size of the official conference banner and/or the CPA logo. Joint publications or events provided through or with sponsor support will include acknowledgement of support and logo of sponsor. The size and placement are at the sole discretion of CPA.
- From time to time, CPA may make sponsored content available, for which its creation has been funded in whole or part by funds outside of CPA. Sponsored content will be clearly defined by a logo or text with the following message: “this content is sponsored by “Company” in collaboration with the CPA”.
- Any advertisers of physiotherapy services must adhere to the rules and regulations set forth by the provincial college regulating the advertiser and where applicable, the CPA guidelines as listed above.
- Advertising will also feature a disclaimer that clearly indicates its status and releases CPA from any claims of endorsement or support, except in situations tied to CPA’s Product Recognition Program.

7.4.2 Agreements

- CPA will have the sole discretion for determining the types of advertising that will be accepted and displayed. Under no circumstances will CPA’s acceptance of an advertisement be considered an endorsement of the product(s) advertised or the company that manufactures it. CPA reserves the right to discontinue advertising at any time and will refund the balance outstanding related to payments for future advertising. Previous acceptance of an advertiser under these guidelines does not guarantee continued acceptance. Advertisements are reviewed on a case-by-case basis.
- CPA retains the right to reject advertising of any kind and will not accept advertising that, in CPA’s opinion, makes unsubstantiated claims of therapeutic benefit for particular products or contains false or misleading information. In addition, CPA will not accept advertising in any form for any products or services known to be harmful to health, nor knowingly accept advertisements of any kind from companies that manufacture such products directly or through their subsidiaries.

8.0 Editorial Control

CPA maintains a clear separation between editorial and advertising decision making; current or potential sponsors may not dictate the form or substance of the editorial content appearing in CPA publications or products. CPA’s management has full responsibility for ensuring compliance with CPA advertising policy.

CPA will clearly distinguish advertising from membership, association business, or health information content, using identifying words, design, or placement. CPA publications are designed to avoid confusion between advertising and editorial content.

CPA readers must be able to readily distinguish between promotional and editorial material. Toward this end, CPA will not run “advertorial” content that is not clearly identified as such.

APPENDIX A

DEFINITIONS OF OTHER PARTNERSHIPS WITH CPA

- A. **COLLABORATORS** - This term is used for organizations that work formally with CPA that have a long-term, but no permanent commitment to each other. It can be used for sharing information, coordinating efforts, and mutual goal creation. They may be accountable to each other to produce an agreed deliverable or providing equal funding. There may be shared decision-making required in certain projects.
- B. **MEMBER ORGANIZATIONS** - These are organizations that CPA is either a member of or would support member interaction for promoting similar goals and interests.
- C. **STRATEGIC PARTNERSHIPS AND ALLIANCES** - This partnership or alliance is for organizations where there is shared decision-making power on mutual interests. There can be administrative consolidation and be agreement-driven in its work. Partners still operate independently of each other. It can be an on-going partnership without specific timeframes.
- D. **INTEGRATED PARTNERSHIPS** - This type of partnership will require changes to structure and control of work. Shared administrative or program coordination is used to achieve similar goals together. One partner may have a stronger lead role and integrate their partner into their daily operations.
- E. **ADVISORY PARTNERSHIPS** - This partner type can provide insight or advice into the strategy, operations, or policy of the other partner.
- F. **PROJECT-BASED PARTNERSHIPS** - This term is for organizations that work with CPA on a specific project for a pre-determined length of time. Each partner should be engaged equivalently and provide matching efforts in work and funding.