



NM Prevention Network -Prevention Research Expert Panel (PREP)
Mission: *Increase and strengthen the use of evidence-based prevention, health and wellness programs, practices and policies to achieve positive outcomes in New Mexico's communities.*

Prevention Research Expert Panel

ETHICS BRIEF

Policies on accepting direct funding, materials and sponsorship from Alcohol, Tobacco and Pharmaceutical Industries.

Based on national research, PREP recommends that organizations committed to substance abuse prevention should develop and adopt an ethical funding policy. Herewith is a sample policy and a resource page to guide organizations. For more resources and research, go to www.NMPreventionNetwork.org or <http://nmcbbhp.org/downloadfiles.htm>

This brief was created in response to numerous inquiries and concerns regarding the ethics of accepting direct funding, materials, and sponsorship from the alcohol, tobacco, and pharmaceutical industries. PREP surveyed its 40 member organizations asking if they have written policies regarding this issue. Only 5% had written policies.

It is crucial, given the current environment, to address the issue through policies and guidelines consistent with the missions of organizations. Increased target marketing and sales by alcohol, tobacco, and pharmaceutical industries are causing serious health consequences in our communities.

Why Are Written Ethic Policies and Guidelines Needed?

- To maintain the integrity of the mission of your organization
- To assure your stakeholders of your organization's commitment to 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 at _____ events. There shall be no distributing or displaying of fliers, posters, signs, banners, dispensers, programs, activities, or apparel bearing the name, logo, or branding of a tobacco or alcohol product manufacturer at any event sponsored by _____ or in any communication medium used by _____.

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

Funds from the pharmaceutical industry and other commercial support ***may or may not** be accepted for educational and program purposes depending on the specifics of the situation. The terms, conditions, and purposes of accepting 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, _____ shall NOT endorse or promote a specific product, agency or corporate brand.

***For more specific information on Pharmaceuticals go to:**

<http://www.nida.nih.gov/> or <http://www.jointogether.org/>

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 interactive website for views, comments, reports and news on governance, business ethics and anti-corruption in the United States and across the world. EthicsWorld operates an independent not-for-profit website with no formal or contractual relationships with any organization except for its sponsors. It does not promote a particular agenda or ideology or offer consulting services.

NON-PROFIT RESOURCE CENTER

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

This annotated guide answers many ethical questions for nonprofit organizations. It provide links to different books on ethics, training, universities offering degree programs in nonprofit management, and tools that can be used to address ethic issues.

**PROGRESSIVE RESEARCH
AND TRAINING FOR ACTION**

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Voice: 510-705-8918 • Fax: 510-705-8922
Website: www.prta.com • E-mail: prta@flash.net

THE LAST DRAG

Voice: (415)565-7672 x351
Website: www.lastdrag.org • E-mail: info@lastdrag.org

THE MARIN INSTITUTE

<http://www.marininstitute.org/site/>

National Institute on Drug Abuse

<http://www.nida.nih.gov/>

New Mexico Prevention Network

www.NMPreventionNetwork.org

International Certification & Reciprocity Consortium

<http://icrcaoda.org/>