Day 2: Current Membership Issue Discussion: Academy’s Corporate Sponsorship Program

Sponsorship and the Academy
The Academy has worked with sponsors for many years. Sponsorships are a common occurrence among nonprofit associations; approximately two-thirds of associations either have corporate sponsorships or are seeking them.

Beginning in 2006, the Academy worked with IEG, an independent agency with more than 30 years’ experience in evaluation and guidance in the sponsorship industry, to analyze the Academy’s assets and landscape. This resulted in a mutually-agreed upon sponsorship strategy with a packaging and pricing blueprint.

Beginning in 2007, the Academy restructured its sponsorship program by bundling Academy events, programs, communications channels and other assets into multi-year sponsorship packages. This structure has provided the Academy with a strategic, active and coordinated approach to sponsorship. This has resulted in tighter controls on sponsor information shared with Academy members, since all communications to members must be reviewed and approved by the Academy.

To advance the Academy’s mission of empowering members to be the food and nutrition leaders, the Academy’s sponsorship program allows for purposeful collaboration with food and nutrition organizations. Through structured, Academy-directed relationships, the objectives of the Academy’s corporate sponsorship program are to:

- Work with industry to build awareness of the Academy and its members;
- Share science-based information, new research and industry trends in food and nutrition with members;
- Enable the Academy to reach millions of consumers with healthy-eating messages.

To learn more about the corporate sponsorship packages, visit:

www.eatrightpro.org/resources/about-us/advertising-and-sponsorship/academy-sponsorship-levels
For the Academy, relationships with sponsors are not about promoting their products or services, but rather creating nutrition messages that people can understand and act upon to improve their health and that of their families. The Academy does not endorse any companies, products or services. Sponsors do not influence the Academy’s decision making process nor do they affect policy positions. All sponsor materials are reviewed by the Academy’s Knowledge Center, a team of staff registered dietitian nutritionists; the Research, International and Scientific Affairs team when needed; and outside member experts on areas of specialization when necessary. All sponsor nutrition messages shared with Academy members align with the Academy’s Position Papers and the Dietary Guidelines. The Academy and its entities consider the Academy’s vision and mission in all decisions, including whether to enter into a relationship with an outside organization.

Future of Food: A Current Academy Collaboration

In 2012, the National Dairy Council, Feeding America and the Academy of Nutrition and Dietetics Foundation joined forces to create the Future of Food partnership, a nationwide initiative to help families obtain adequate amounts of healthful food and reduce levels of food insecurity in the United States. Over the past two years, the reach of the Future of Food project has spanned the spectrum of our membership of more than 76,000 food and nutrition professionals along with over 6 million potential contacts through Academy communications vehicles. The project provided the opportunity to develop many quality resources for Academy members and hunger relief professionals, including:

- 8 free CPEU webinars;
- downloadable toolkit presentations and handouts;
- 130 mini-grants to Academy members to facilitate educating their community about food insecurity and ways to get involved;
- educational sessions at FNCE® and other healthcare organization meetings;
- the development of the Healthy Food Bank Hub (www.healthyfoodbankhub.com);
- the development and validation of the Designing and Assessing Nutrition Education Handouts (DANEH) checklist;
- and the ongoing development of the Dietetic Internship concentration in Food Banking and Food Insecurity.

Support from appropriate and collaborative relationships with corporations and/or organizations contribute to the finances of the Academy so that it may continue its activities to ensure the success of each member, and also provides important awareness-building for the Academy and its members. Funding from sponsorships does not exceed 10% of the Academy’s budget.

In addition to the Academy’s corporate sponsorship program, the Academy offers multiple points of entry to provide access to sponsors/funders at a variety of levels through programs offered by the DPGs, MIGs and the Foundation.

Dietetic Practice Group (DPG)/Member Interest Group (MIG) and Affiliate Sponsorships

DPGs, MIGs and Affiliates have autonomy over their sponsorship programs and oversee their own sponsorship opportunities and guidelines. The DPGs and MIGs are encouraged to use the following guidelines issued by HOD: www.eatrightpro.org/resource/leadership/house-of-delegates/resources/guidelines-and-tools-for-establishing-industry-relationships
Sponsorship Advisory Task Force
The Sponsorship Advisory Task Force was formed in June 2014 to support the work of the Academy’s Board of Directors in sponsorship oversight. One of its charges was to provide recommendations regarding the existing Academy Corporate Sponsorship guidelines. The Sponsorship Task Force’s work has progressed through face-to-face meetings and conferences calls and a dedicated communications portal. The consensus of the Sponsorship Advisory Task Force is that the Academy’s Scientific Integrity Policy, once approved, is critical to their ensuing work charges and will need to be reviewed and considered prior to the Sponsorship Task Force’s recommendations to the Board. In the meantime, the Sponsorship Advisory Task Force is dedicated to continuing the dialogue and research on this important topic.

To read the recent January 2015 Journal article, Advancing Health through Sustained Collaboration: How the History of Corporate Relations Extended the Academy’s Reach, visit: www.andjrnl.org/article/S2212-2672(14)01630-X/abstract

Scientific Integrity Policy
The Academy’s Council on Research has been developing a policy to address scientific integrity as it relates to concerns over undue influence from industry funding since summer 2014. The principles are in process of being reviewed and approved by the Academy’s Board of Directors during its March 2015 meeting. The principles are meant as guideposts for decision-making but may require further policy development in certain situations. Scientific integrity ensures the high quality and objectivity of scientific activities conducted by the Academy and its Foundation. Scientific activities include the conduct of research, both generating new data and grouping existing data, as well as conducting quality improvement projects or disseminating scientific information. In addition, these principles have application for RDNs and NDTRs to use in their own workplace.

Previous HOD Dialogue on Sponsorship
- The HOD conducted a dialogue session on the Dietetics Professionals and Academy Organizational Units Relationships with Industry during the Fall 2005 HOD Meeting.
- As a result of this dialogue session, HOD approved an electronic motion directing the HOD Leadership Team (HLT), in collaboration with Academy staff, to develop guidelines based on the critical components and key elements to assist members, affiliates and DPGs when examining the risks, benefits and opportunities for industry relationships.
- In advance of the Spring 2006 HOD Meeting, the Industry Relationship Guidelines draft was released for review. In addition, during the Spring 2006 HOD Meeting, a dialogue session was conducted to provide feedback on the draft guidelines.
- The outcome of the dialogue session was the approval by HOD of an electronic motion in May 2006 providing direction for revising and finalizing the draft guidelines in advance of the Fall 2006 HOD Meeting.
- The HOD Leadership Team completed the revision of the Guidelines and Tools in summer 2006. These guidelines have been promoted for use by DPGs, MIGs and Affiliates every year. These guidelines can be found at www.eatrightpro.org/resource/leadership/house-of-delegates/resources/guidelines-and-tools-for-establishing-industry-relationships.
Meeting Objectives:
Participants will be able to:
1. Understand the impact of the sponsorship program on the profession, Academy Foundation, and the Academy, including DPGs, MIGs and affiliates.
2. Identify the Academy’s steps in evaluating alignment with a potential sponsor.
3. Identify elements of the Academy’s corporate sponsorship program that need to be retained or modified.

HOD Needs Input from You
Talk with your delegate(s) about this issue in advance of the Spring 2015 Virtual HOD Meeting (May 2-3, 2015).
1. Have you, your students, or your affiliate or DPG been impacted by sponsorship?
2. How do you view corporate sponsorship (identify pros and cons)?

Your delegate will discuss your feedback during the table dialogue at the Spring 2015 Virtual HOD Meeting.

Delegate contact information is available at http://www.eatrightpro.org/resource/leadership/volunteering/committees-and-task-forces/leadership-directory.

DELEGATES - INSERT YOUR CONTACT INFORMATION HERE

Home Food Safety Program: A current Academy Collaboration

To raise consumer awareness about the seriousness of food poisoning and to provide solutions for consumers to easily and safely handle food in their own kitchens, the Academy of Nutrition and Dietetics and ConAgra Foods joined forces to spread the word about their award-winning campaign, Home Food Safety. This program is dedicated to providing information about food poisoning, safe food handling and home food safety information and tips. The program includes:

- content development;
- updating and hosting of the homefoodsafety.org website;
- public relations initiative;
- public service announcements;
- member outreach (electronic kits and materials);
- development of the TheCuttingBoard.org blog;
- development of an app called “Is My Food Safe?” (downloaded more than 25,000 times to date)
- videos and recipes;
- and support for the Academy Foundation to launch the Home Food Safety Student Challenge.

The program has garnered more than 67,164,510 media impressions to date.