

Guidelines Concerning CDHA Relationships with Third Parties

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Preamble:

The CDHA (Canadian Dental Hygienists Association) is committed to serving the dental hygiene profession and advancing its legitimate ends. Activities mandated under CDHA's mission include advocacy for the profession, advocacy on behalf of the public in the matter of dental health, research and knowledge production, professional and public education, and the provision of services to members and to the public.

In pursuit of its mandated ends, the CDHA actively seeks and enters into relationships (e.g., contracts, partnerships, alliances, and coalitions) with various third parties, including industry, advertisers, government, sister organizations, consumer or patient groups, and suppliers. In doing so, CDHA is vigilantly aware of, and guards itself against, the potential for such relationships to undermine values of vital importance, such as professionalism, integrity, independence, trust, reputation, credibility, and the moral capital in the Association's brand.

The principles in this document have been developed in recognition of the desirability, and even necessity, of relationships with third parties, with the objective of ensuring that the CDHA does not undermine its core values in pursuing and entering into these relationships. These principles are thus intended to guide and limit the association in forming relationships with third parties and in determining the parameters (e.g., terms and conditions) of the relationships into which it enters.

By publishing these principles, the CDHA professes to third parties, its members, and to the public in general, the terms in which it seeks and enters into third party relationships, and thereby promotes transparency and accountability.

Principles:

1. CDHA actively pursues relationships with third parties insofar as these relationships:
 - a. Assist CDHA in its mandated ends, and
 - b. Occur under terms and conditions consistent with, or complementary to, CDHA's ends and values.

2. In deciding whether to enter a relationship with a third party, CDHA will consider the ends of the third party and will avoid entering into relationships with third parties whose ends are not compatible with those of CDHA.

3. In deciding whether to enter a particular relationship (e.g., a partnership on a public education project) with a third party whose ends are generally compatible with those of CDHA, CDHA will ensure that the terms and conditions of the relationship are also compatible with its ends do not undermine its independence, trust, credibility or reputation.
4. In the interests of fairness to third parties and independence from undue influence, CDHA will avoid entering into exclusive arrangements with third parties and will seek to diversify its relationships so as not to become dependent on any particular one.
5. CDHA will take care to ensure (for example, by means of disclaimers; care in the placement of its logos) that its association with a third party will not be represented by a third party, or otherwise construed as indicating support for, or endorsement of, any product or program of the third party, unless such support or endorsement is expressly stated.
6. When CDHA enters into relationships with third parties, CDHA will only express its support for, or endorsement of, a product or program, if it has independently evaluated the product or program and found it to be worthy of such support or endorsement.
7. CDHA will take care to ensure (for example, by editorial control) that promotional material or events with which it is associated are distinguished, and kept distinct from, educational material and events. Materials and events that are offered as educational will be subject to proper educational standards, including editorial freedom and independence from undue influence, non-bias, and scientific rigor.
8. In its dealings with third parties, CDHA will safeguard the confidentiality of member information under its custody and respect the right of its members to privacy.
9. CDHA will undertake to be public, transparent and responsive to concern about its relationships with third parties. CDHA encourages its members, and the public in general, to express to CDHA any concerns they may have about its relationships with third parties.
10. CDHA will ensure that reasonable and adequate review and approval processes exist to give effect to, and promote accountability for consistency with, these principles.