

## **ADA's Guidelines for Corporate Relations Sponsors**

The American Dietetic Association welcomes corporate relationships that help the Association fulfill its mission and vision in the following ways:

- Delivering ADA-approved nutrition messages to a wider consumer audience than ADA could reach using its own resources
- Providing ADA-approved educational tools and materials to ADA members that are useful to members in their professional work with the public
- Influencing consumer nutrition education messages and communications programs to make them consistent with sound science and Association positions and philosophies

ADA's procedures and formal agreements with external organizations are designed to prevent any undue corporate influence particularly where there is a possibility that corporate self-interest might tend to conflict with sound science or ADA positions, policies and philosophies.

ADA requires that the sponsor be clearly identified on all such materials bearing the ADA name.

In its relations with corporate organizations, the Association is mindful of the need to avoid a perception of conflict of interest and to act at all times in ways that will only enhance the credibility and professional recognition of the Association and its members. The continuing value of ADA's name depends on its reputation for integrity, which has been earned by generations of ADA members over the course of many decades. ADA will authorize no commercial use of the name and logo that would diminish that value or damage that reputation.

### **General Requirements for Acceptance of Corporate Relations Sponsors**

- Fit with ADA strategic goals
- Scientific accuracy
- Conformance with ADA positions, policies and philosophies
- ADA editorial control of all content in materials bearing the ADA name
- Clear separation of ADA messages and content from brand information or promotion
- No endorsement of any particular brand or company product
- The inclusion of relevant facts and important information where their omission would present an unbalanced view of a controversial issue in which the sponsor has a stake

Full funding by the sponsor of all direct and indirect costs associated with the project  
As a rule, ADA does not permit the free use of ADA content in publications or Web sites where the effect of the ADA content and name is to help the publication or Web site increase circulation or sell advertising or subscriptions.

ADA strives to communicate healthful eating messages to the public that emphasize the total diet, or overall pattern of food eaten, rather than any one food or meal. If consumed in moderation with appropriate portion size and combined with regular physical activity, all foods can fit into a healthful diet.