



National Health Council

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National Health Council Policy on Corporate and Other Relationships

The National Health Council (NHC) considers first and foremost its mission and serving its constituents in all decisions, including whether to enter into a relationship with external entities. In many cases, activities that fulfill the NHC's mission cannot be accomplished as well alone as they can be through collaboration and alliances among like-minded organizations. It is for this reason that the NHC seeks to forge appropriate and productive collaborative relationships with corporations and/or others. These relationships are entered into thoughtfully, with careful consideration given to possible unintended effects, especially regarding the organization's relationship with the public.

This policy is designed to

- enable the public to better understand the purpose of corporate and other relationships and appreciate the diligence that is exercised to ensure that the public's trust and faith are not violated by these relationships.
- inform corporations and other partners of the standards and practices under which the NHC will consider collaborating and forming such relationships.

Criteria for Inclusion

Corporate and other partners must demonstrate a commitment to:

- ethical business practices
- safe products and/or services
- customer service and satisfaction
- employee health and well-being
- community service

Corporate and other partners must demonstrate:

- a focus on reaching the NHC's primary audiences
- existing communication channels that reach key audiences
- a favorable image among key audiences
- a history of creating long-term partnerships with nonprofit organizations or an interest in doing so

Additional criteria include:

- companies with a nationwide presence

Criteria for Exclusion

The NHC will not engage in corporate or other relationships with the following:

- Tobacco companies (This exclusion does not extend to otherwise qualified subsidiaries.)
- Companies providing products or services that could be perceived as dangerous, unhealthy, or environmentally unsafe (e.g., extreme sports equipment, firearms, or chemical agents)
- Food companies with an unhealthy public positioning (e.g., fast food restaurants, candy companies, junk food companies)
- Alcohol companies (Because of evidence of certain health benefits from wine consumption, this exclusion does not apply to wine companies, provided that the campaign includes appropriate messaging about moderate consumption of alcohol.)

Additional criteria for exclusion may include:

- unfavorable reputation in the marketplace
- recent negative press

Criteria for Evaluating Corporate Relationships

The NHC will use the following criteria for evaluating corporate relationships:

- **Independence and control:** The NHC will exercise independent judgment in all its decision making related to any corporate or other relationships and retains complete control of and right of approval over all content related to the event or program activity.
- **Mission-related benefit:** The relationship must provide a meaningful mission-related benefit to the general public or particular constituencies of the NHC.
- **Consistency:** The relationship must be consistent with the NHC's principles, public positions, policies, and standards.
- **Adherence:** The relationship must adhere to all applicable state and local laws and regulations.
- **Privacy:** Any personal information collected about people participating in corporate-sponsored activities and/or programs will not be shared outside the NHC.
- **Balance:** The NHC will evaluate on an annual basis the total amount of corporate support received as a percentage of total revenue.

Written Agreement

The NHC will execute a written agreement with any corporation with which it enters into a relationship. The written agreement will clearly indicate:

- The amount of money that will be transferred to the NHC.
- Whether the payment is unrestricted or earmarked to support a particular event or program activity.
- A written description of the mission-driven activity supported that both parties will agree to use for purposes of disclosure to the general public.
- The manner in which each party will disclose the support to the general public, (e.g., in an easily accessible location on their websites).
- The NHC retains complete control of and right of approval over all content related to the event or program activity.
- Whether, and if so, how the NHC's name, logo, and/or any identifying marks will be used by a corporation. The NHC will not allow its name/logo or identifying marks to be used in any promotion or advertisement that names and compares competing products.
- Corporate partners must provide indemnification and insurance when the NHC logo appears on product packaging.

Disclosure

The NHC will, unless otherwise prohibited by law, disclose the financial support it receives from those corporations identified on Schedule B of the Form 990. Financial support includes money transferred for events and program activities, irrespective of whether the corporation treats such support as a charitable donation or business expense for purposes of its filings with the Internal Revenue Service.

The disclosure information will be posted on the NHC's website in an easily accessible location within six months of the close of the fiscal year.

The NHC will disclose the name(s) of the individual corporations identified on Schedule B of its Form 990 (more than the greater of \$5,000 or 2% of the total amount of contributions reported on line 1 h of Part VIII of Form 990) and the aggregate amount of support provided by each corporation and the total amount of corporate support from pharmaceutical, biotechnology, and medical device companies as a percentage of total organizational revenue;

Operating Guidelines

The NHC has written operating procedures for the review and approval of corporate relationships and the ongoing evaluation of such relationships.

Adopted December 11,2018