

## Support and Endorsement Policy

### Purpose

The Royal College of Radiologists (RCR) is asked by external organisations to endorse, support or promote their activities and resources. This policy sets out the principles that will be applied in responding to such requests.

### Key principles

- Any type of support agreed must not put RCR representatives in a position that is inconsistent with the RCR's [Conflicts of Interest policy](#).
- The RCR will not knowingly endorse or support the activities and resources of commercial organisations that undertake or promote the production, sale or distribution of tobacco products or arms.
- The RCR will not endorse or promote services or products in return for financial contribution. A financial contribution will not influence the work of the RCR or the activities of those undertaking work on behalf of the RCR.
- The RCR will consider each endorsement proposal on a case-by-case basis to ensure that the RCR only works with organisations that are aligned with its [values](#) and charitable status.
- Any proposal from an individual or organisation overseas will be considered in accordance with the Charity Commission guidance on working internationally to ensure that the appropriate safeguards are in place and ethical considerations have been met.

### Activities covered by this policy

- Clinical guidance documents
- Web pages
- Educational materials
- Policy statements, manifestos and campaigns
- Letters – joint open letters to government, regulators or health policy or education influencers
- Position or press statements
- Audits and surveys
- Events
- Apps within the medical community (both for clinicians and patients/public)
- Patient/public resources
- Academic research projects

### Endorsement criteria

A proposal for endorsement will be considered if:

- It fulfils the RCR's objects as stated in its [Charter](#)
- It would not breach any current and relevant guidance from the Charity Commission
- It is consistent with the RCR's [strategic aims](#)
- It does not conflict with any of the RCR's current projects or work streams
- It fulfils the RCR's public benefit purpose, improves patient care, provides a benefit to members or raises the profile of the RCR
- It has been developed by a reputable/well recognised organisation
- It is sufficiently aligned with the RCR's priority policy areas or is recognised as a high-profile area that the RCR should support
- It does not compromise the RCR's reputation, [values](#) or charitable status

## **Types of endorsement**

- RCR branding
- Providing a statement of support that can be used to promote the document

## **Use of the RCR logo**

Any type of support agreed using the RCR name and/or logo and/or materials bearing the RCR logo must be used in accordance with the RCR's [policy for the use of the RCR name and logo by external parties](#).

This is a separate decision from support or endorsement. The first decision to be made is that the RCR should or should not give support or endorsement. If that is a positive decision a second decision is needed as to whether the RCR name or logo should be used or whether a statement of support is offered instead.

## **Practical arrangements**

Initial approaches for endorsement or support, and the negotiation of terms, will be undertaken only by Officers of the RCR, relevant senior staff, or the individual/s to whom they have delegated this responsibility.

All decisions giving approval of endorsements will be recorded by the approving group and should include an agreed endorsement period to ensure that the maximum validity of the RCR's endorsement is not overreached.

All proposals for endorsement require approval of the content and type of support by the appropriate Officers' Group against the criteria above. Any proposal deemed by Officers to be long term, high risk, or high value will be referred to the relevant Faculty Board or other body for consideration or those bodies will be consulted.

Any endorsement arrangements must be underpinned by a written agreement, which for straightforward and limited circumstances can be a letter. The arrangements must be compliant with this policy and in particular:

- Have a clear scope and application and stipulate any exclusions
- Be for a defined period with clear terms of notice for both parties that ensures that the RCR membership and general public are aware of the date of RCR endorsement and the maximum validity of that endorsement period
- Safeguard the RCR's name and/or logo and any intellectual property rights
- Ensure that the agreement represents a fair deal for the RCR
- Include a regular monitoring and review process

All parties to any arrangement will commit to the RCR's confidentiality requirements at all times.

For any queries regarding endorsement by The Royal College of Radiologists, please contact: [publications@rcr.ac.uk](mailto:publications@rcr.ac.uk)

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