



HOD MEMBER FACT SHEET: Dietetics Professionals and ADA Organizational Units Relations with Industry

BIG QUESTION: HOW TO ENSURE A RESPONSIBLE RELATIONSHIP BETWEEN INDUSTRY AND THE AMERICAN DIETETIC ASSOCIATION/DIETETICS PROFESSIONALS?

THE DILEMMA

- Some ADA members question allowing companies to provide financial assistance to the organization at the national, affiliate, DPG or individual level.
- Right now, the culture of our society is to address complex problems, adapt to rapid technology change and produce more with limited resources.
- Some members are unaware of the checks and balances that can ensure integrity and appropriateness of industry relationships.

WHAT WE KNOW

- Opportunities to partner with for-profit businesses are increasing - with both sides seeking out the other.
- Survival of all associations may depend on creating innovative revenue sources including new industry relationships.
- Members believe it's important to maintain a balance between the optimism of health/business joint efforts and a healthy skepticism that there may be different agendas.
- Approximately 20% of ADA monies are derived from industry.
- In 2005, a survey of affiliate & DPG leaders found that industry sponsorship allowed these organizational units to provide programs and services they would not otherwise be able to provide to their members. The majority surveyed supported an association with industry.



INDUSTRY RELATIONSHIPS

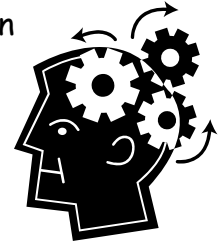
- Potential Benefits: Expand scope & depth of projects, services and communications; Fund professional education; Expand networks of media and other contacts; Expose members to vast array of products/services.
- Potential Risks: Compromise credibility; Unethical practices if preventive steps are not taken; Potential for misunderstanding from consumers, clients and members as to implied endorsement.

ADA'S ROLE

- All industry proposals are reviewed by legal counsel and appropriate ADA leadership to ensure adherence to established ADA policy.
- ADA retains control of message content and dissemination. ADA strives to avoid even the perception of a conflict of interest.
- ADA strives to never compromise our integrity, mission, values and strategic goals. All messages must be supported by scientific evidence.
- ADA requires industry support be clearly identified on materials bearing our name.
- ADA models integrity in its relationships with industry.

ADA'S POLICIES

Formal policies have been developed for the following industry relationships: Advertising, Commercialism, Conflict of Interest, Duality of Interest for Speakers and Presenters (e.g. FNCE), Fact Sheet, On-Package Consumer Nutrition Messages, and ADA Media Spokesperson Sponsored Meetings.



WHAT WE NEED TO KNOW

PLEASE SHARE YOUR THOUGHTS WITH YOUR DELEGATE BY OCTOBER 12.

Either as a dietetics professional or as a leader of an ADA organizational unit:

1. What is one unsuccessful industry relationship that you personally experienced?
Why was it unsuccessful?
2. What is one successful industry relationship that you personally experienced?
Why was it successful?

DELEGATE CONTACT INFORMATION

Provide your responses and comments to Carlene Russell, Delegate at russellg56@mchsi.com or Jan Fisher, Delegate-elect at bsf5021@mchsi.com. For more information on this topic, visit "HOD Backgrounder: Dietetics Professionals and ADA Organizational Units Relations with Industry" using the following link www.eatright.org/Member/85_22575.cfm.