

# Iowa Academy of Nutrition and Dietetics Partnership Guidelines



## About Us

The Iowa Academy of Nutrition and Dietetics (Iowa Academy / IAND), an affiliate of the Academy of Nutrition and Dietetics (Academy / AND), is a not-for-profit professional organization of *over 900 members* including registered dietitians, dietetic technicians, and dietetic students. We promote and enhance our profession through various activities and help to improve the lives of Iowa citizens through evidence-based practices.

## Vision



- > Academy of Nutrition and Dietetics – A world where all people thrive through the transformative power of food and nutrition.
- > Iowa Academy of Nutrition and Dietetics – Optimize the health of Iowans through food and nutrition.

## Mission



- > Academy of Nutrition and Dietetics – Accelerate improvements in global health and well-being through food and nutrition.
- > Iowa Academy of Nutrition and Dietetics – Empower members to be Iowa’s food and nutrition advocates.

## Values



- > **Member Focus** – Meet the needs and exceed the expectations of all Members
- > **Integrity** – Act ethically with accountability utilizing research-based practice for life-long learning and commitment to excellence
- > **Innovation** – Embrace change with creativity and strategic thinking
- > **Social Responsibility** – Make decisions with consideration for inclusivity as well as environmental, economic and social implications

# Academy of Nutrition and Dietetics Strategic Goals

## Wellbeing & Prevention

- › Increase equitable access to food, nutrition, and other lifestyle-related services
- › Promote healthful eating and physical activity to improve population health and wellness at all stages of life

## Nutrition Care & Health Systems

- › Achieve access and utilization of nutrition services, particularly medical nutrition therapy, as pillars of health equity
- › Identify and treat all forms of malnutrition
- › Demonstrate the impact of access to health equity and effectiveness of nutrition and dietetics care
- › Position registered dietitians and dietetic technicians as key players on the interdisciplinary team

## Nutrition Security & Food Safety

- › Advocate for equitable access to safe and nutritious food and water
- › Advance sustainable nutrition and resilient food systems

## Diversity & Inclusion

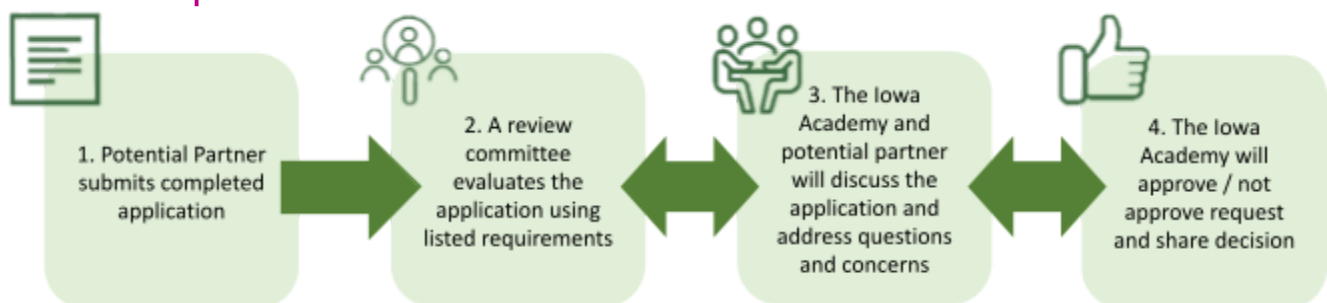
- › Establish infrastructure and resources to achieve optimal and sustainable Inclusion, Diversity, Equity, and Access (IDEA) outcomes
- › Increase recruitment, retention and completion of nutrition and dietetics education and leadership at all levels for underrepresented groups
- › Cultivate organizational and professional values of equity, respect, civility, and anti-discrimination
- › Advance food and nutrition research, policy, and practice through a holistic IDEA lens

April 2021

## Iowa Academy of Nutrition and Dietetics Partnerships

The Iowa Academy upholds the Academy's stance on partnerships and the scientific foundation of the Registered Dietitian profession. The Iowa Academy Board and Council reviews and selects partners to assure they meet the mission and vision of the organization. To provide transparency, the Iowa Academy shares blogs, social media and logos from approved partners on the website. Corporate partnerships enable the Iowa Academy to reach a wider audience, while building awareness of the Registered Dietitian profession.

## Partnership Procedures



# Partnership Objectives

To advance the Iowa Academy’s mission and vision, the partnership program allows for purposeful collaboration with food and nutrition organizations. Through structured, directed relationships the objectives of the Iowa Academy’s partnerships program are:

- > To work with industry to build awareness of the Iowa Academy and its members.
- > To deliver nutrition messages to a wider consumer audience than the Iowa Academy could reach using its own resources.
- > To share science-based information, new research and industry trends in food and nutrition with members.
- > To provide the Iowa Academy with science-based educational tools and materials that are useful to members in their professional work with the public.

# Partnership Opportunities & Fees

Partners receive benefits depending on their level as follows:

Opportunity	Year-Round: Premium \$2,000 <small>Non-Profit \$1,750</small>	Meeting Only: Premium \$1,500 <small>Non-Profit \$1,125</small>	Year-Round: Basic \$1,000 <small>Non-Profit \$750</small>	Meeting Only: Basic \$750 <small>Non-Profit \$600</small>
Exhibitor table at IAND Annual Meeting	X	X	X	X
Registrations to IAND Annual Meeting	1 voucher for 2 day meeting	1 voucher exhibitor day only	2 lunch vouchers	2 lunch vouchers
Partner’s link on the IAND website	12 months	3 months only <small>(month before, month of, and month after meeting)</small>	12 months	3 months only <small>(month before, month of, and month after meeting)</small>
Partner’s logo on IAND Annual Meeting program and verbal recognition at event	X Prominent in size	X Prominent in size	X Moderate in size	X Small in size
Partner’s logo included in monthly e-newsletter and action alerts with members	12+	3 <small>(month before, month of, and month after meeting)</small>	12+	3 <small>(month before, month of, and month after meeting)</small>
Partner curated content included in monthly e-newsletter	4	2	1	
Partner curated social media advertisement	4 spots < 60 seconds each	2 spots < 30 seconds		
Partner’s product showcased and distributed in swag bags at IAND Annual Meeting	X	X		
Contribution to door prizes for IAND Annual Meeting attendees	X			
Sponsor’s logo on awards presented at IAND Annual Meeting	X			
Sponsor’s logo on all IAND hosted webinars	X			

**A La Carte Items** - available for purchase in addition to the partnership packages. These purchases will include their own advertising:

Sponsor Snack = \$1,000

Sponsor Meal = \$3,000

Breakout/Networking Sessions = \$750

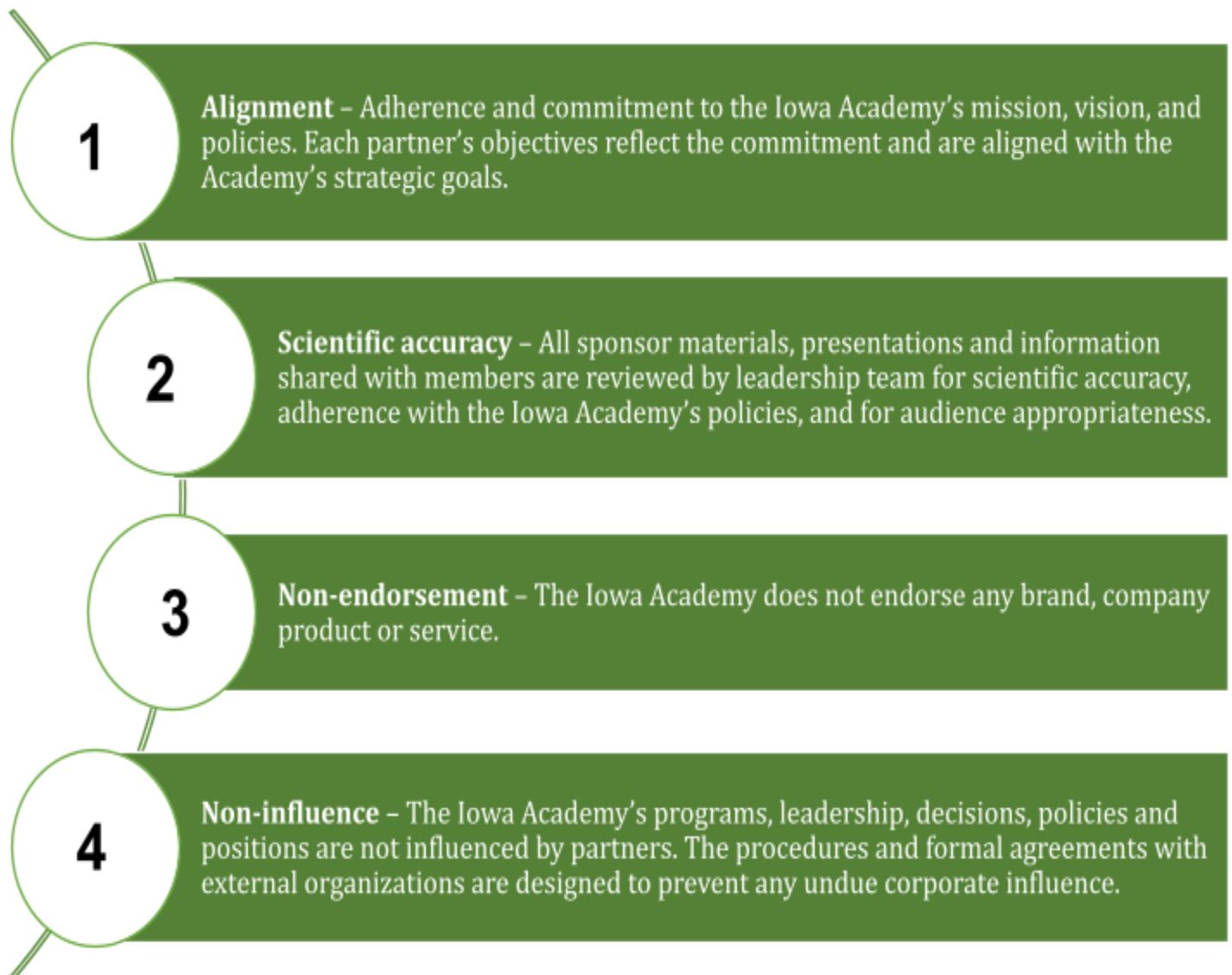
# Conflict of Interest

The Iowa Academy is mindful of the need to avoid the perception of conflict of interest and to act at all times in ways that will only enhance the credibility and professional recognition of the Iowa Academy and its members. The following abbreviated marketing statements will appear with the logos of the approved Iowa Academy corporate sponsors:

*This is a paid advertisement, not an endorsement, for the Iowa Academy.*

*The content may not necessarily reflect the vision, mission and values of the Iowa Academy.*

## Guiding Principles for Partners



# Requirements for Acceptance of Partners



**Alignment** – Materials and content fit the Academy and the Iowa Academy of Nutrition and Dietetics’ Mission, Vision, Values, and Strategic Goals (see page 1 & 2).



**Scientific accuracy** – All materials, presentations and information shared with members are scientifically accurate and internally reviewed for adherence with the Iowa Academy’s policies as well as audience appropriateness. This review is conducted by the leadership team of the Iowa Academy, including the current partnership and/or marketing chair.



**Transparency** – Relevant facts and important information are presented to prevent an unbalanced view of a controversial issue in which the partner has a stake. Conflicts of interest are identified and discussed.



**Non-endorsement** – Potential partners agree that the Iowa Academy does not endorse any particular brand or company product and any partner messaging or communication will not suggest otherwise.



**Non-influence** – Partner’s acknowledge that the Iowa Academy’s programs, leadership, decisions, policies, and positions are not influenced by partners. The Iowa Academy’s procedures and formal agreements with external organizations are designed to prevent any undue corporate influence.



**Clear separation** – Iowa Academy messages and content are clearly separated from brand information or promotion.



**Editorial control** – Partners agree that the Iowa Academy has full editorial control of all content in materials bearing the Iowa Academy name.



**Marketing Statements** – Partners agree to marketing statements “This is a paid advertisement, not an endorsement, for the Iowa Academy. The content may not necessarily reflect the vision, mission and values of the Iowa Academy.”

## Next steps...

Do you feel your company aligns with the mission, vision, and values of the Iowa Academy and is able to meet the partnership guiding principles and requirements? If so, please complete the corporate partnership application (located in the subsequent appendix) and submit to [marketingeatrightiowa@gmail.com](mailto:marketingeatrightiowa@gmail.com).

With gratitude and excitement,

*The Iowa Academy of Nutrition and Dietetics*

