

## ENDORSEMENT POLICY

GP16

This Policy describes the approach the New Zealand Society of Anaesthetists (NZSA) takes to endorsing guidance and education developed by external parties.

As NZSA's resources are finite it cannot produce all the resources the system requires. By endorsing another organisation's material NZSA can support external parties to develop high quality resources that fill a gap in the system.

NZSA may also choose to find and refer to an externally produced resource to support a specific business activity or outcome.

### PURPOSE

The purpose of this Policy is to:

- Clarify what endorsement is, and is not
- Guide decisions about when and how to engage with external parties that have requested NZSA's endorsement of their health and safety resource, and
- Outline the requirements for any resource NZSA endorses.

### SCOPE

The Policy outlines NZSA's approach to endorsing externally developed resources. It applies when:

- Endorsement is requested, and
- NZSA, as an organisation or via our website, finds and refers people to specific resources.

The Policy does not apply in situations where NZSA staff use their discretion and experience to refer individuals to materials that inform their specific circumstances.

The Policy only covers guidance and education resources. It does not cover endorsement of commercial resources such as equipment or devices.

### TYPES OF ENDORSEMENT

In this Policy endorsement means:

- Validation, approval or support either given by NZSA, or perceived by the public to have been given by NZSA, or
- Funding, or other resource, provided by NZSA for the development of an external party's resource.

Endorsement can be:

Formal: where NZSA's logo or branding appears on the final resource, or

Informal: where NZSA's logo and branding does not appear on the final resource.

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## HOW NZSA WILL ENGAGE WITH PARTIES REQUESTING ENDORSEMENT

NZSA will apply the following principles when engaging with an external party who has requested endorsement:

- a. NZSA will act in good faith  
NZSA will consider all endorsement requests. If NZSA chooses to enter into an endorsement arrangement it will do so in good faith and will work collaboratively to produce material that improve patient and anaesthesia outcomes. If, during the process, NZSA and the external party are unable to agree on content, NZSA may withdraw from the arrangement and, in doing so, choose not to endorse the resource.
- b. The endorsement process will be transparent  
NZSA will make this Policy publicly available. Any external party can apply to NZSA for endorsement. Each applicant must demonstrate that their organisation, and resource, meets NZSA's criteria. Where NZSA's logo or branding appears on a resource, it must be accompanied by a statement about NZSA's endorsement process.
- c. NZSA will be clear about the reasons for declining a request for endorsement  
There is no obligation for NZSA to endorse any resource. When declining a request, NZSA will be transparent about the decision and advise the applicant of the reasons in writing. Reasons for NZSA declining an endorsement request include, but are not limited to:
  - The external party being unable to meet any of the conditions for endorsement outlined in the Policy
  - Information accompanying the application that indicates the resource may:
    - › Be inappropriate for the industry context, and
    - › Not reflect opinions or statements which NZSA is comfortable with
  - Evidence suggesting the applicant does not have sufficient credibility with industry, and/or worker representatives, and/or NZSA, and
  - NZSA not having available resources to dedicate to the request.

Endorsements will be made via request from NZSA Network Chairs, and formally presented to the NZSA Executive Committee. If approved it will be the Chair's duty to provide notification of changes and significant updates to the Executive Committee for further approval.

## CONDITIONS FOR ALL NZSA ENDORSEMENT ACTIVITY

The following conditions must be met for any endorsement activity undertaken by NZSA. This includes situations where endorsement is requested and where NZSA, as an organisation or via its website, finds and refers people to specific resources.

- a. Endorsed resources must meet NZSA's quality requirements  
All endorsed resources must meet the same quality requirements as NZSA's internally developed resources. NZSA will review the resource to ensure these requirements are met.

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The quality expectations are that:

- the content:
  - › Is technically and legally correct, and
  - › Reflects current good practice and knowledge
- It is clear who the intended audience is
- The content is presented in plain English or is easily understood by the intended audience
- The context in which the resource is to be applied is clear
- Diagrams and images are relevant and aid the consumer's understanding
- Source material is reliable, accessible and evidence based
- The resource does not breach copyright or other intellectual property laws
- Where possible a range of stakeholders have been involved in the development of the content
- There is a clear distinction between the mandatory content and the explanatory content, and

b. Resources must be freely available

*When endorsement is requested:*

The resource must be made available free of charge via NZSA's website. Parties seeking endorsement of a resource will be encouraged to adopt Creative Commons Licensing CC BY-NC 3.0 NZ8. If this is not practicable, an alternative means of free access, acceptable to NZSA, must be agreed before the endorsement is considered. The external party may produce an alternatively formatted version to that on NZSA's website, but it may not alter the content. They may also charge for hard copy versions of the resource.

*When NZSA finds and refers to a resource:*

NZSA must ensure that it has the authority to duplicate or reference the material, and that the resource's copyright is not being breached.

c. The resource will be endorsed in full

NZSA will only endorse complete resources. NZSA will not endorse parts of guidance resources as it could be perceived that NZSA is endorsing the whole.

d. The endorsement will be time limited

The endorsement will generally last for a period of time that matches the review cycle for NZSA's own guidance or education resources of a similar type.

NZSA will maintain a list of current endorsed resources and their expiry dates.

*When endorsement is requested:*

- The resource will have a review date written on it. If the external party wishes to review the resource early and/or extend the endorsement they will need to apply in writing. NZSA will then apply the criteria in this Policy.
- Content changes must be submitted to NZSA. No amendment or revision to the resource may occur without the written consent of NZSA.
- If NZSA decides to withdraw its endorsement, the resource may be removed from the NZSA website. If the external party continues to make the resource available, any NZSA branding must be removed.

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*When NZSA finds and refers to a resource:*

- NZSA will implement:
    - › a review cycle, and
    - › an alert mechanism for changes to the source document.
  - If NZSA decides to withdraw its endorsement, the resource may be removed from any NZSA branded website.
- e. NZSA can revoke the endorsement
- NZSA may revoke a resource's endorsement if:
    - the external party does not comply with the conditions set out in this Policy
    - the content becomes outdated by changes to legislation, regulation or practice
    - the advice is presented or applied in a way NZSA deems contrary to its objectives and the conditions of endorsement, and
    - the external party falls into disrepute and no longer meets the credibility criteria set out in this Policy.

NZSA will not pay compensation for any losses or costs incurred as a result of withdrawing endorsement of a resource.

If NZSA withdraws its endorsement the external party must not distribute resources with NZSA branding.

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