

Endorsement Policy



1. PURPOSE

This policy determines the evaluation process and criteria for CNSA approval of requests from stakeholders (e.g. organisations, groups or individuals) for CNSA's endorsement of educational or clinical programs, courses, guidelines, policies and other tools/materials related to cancer, cancer care or nursing. Requests for approval must be considered against this policy. The policy is approved by the CNSA Board.

2. BACKGROUND

2.1. Displaying the CNSA logo is regarded as a distinguished mark of approval by the Australian health professional community. CNSA from time to time is requested to evaluate and approve externally produced clinical resources.

2.2. There are three levels of CNSA approval for clinical resources:

Level 1 CNSA Endorsed Guideline (strongest recognition)

Endorsement is only provided for clinical guidelines that are produced to National Health and Medical Research Council standard, ie Guideline recommendations are based on the systematic identification and synthesis of the best available scientific evidence.

Level 2 CNSA Accepted Clinical Resource

Approval as an Accepted Clinical Resource is provided when a resource is considered to make a useful contribution to cancer control or cancer nursing. However, the resource is not considered to have been produced to National Health and Medical Research Council guideline standard.

Level 3 CNSA Supported Statement

Approval as a CNSA Supported Statement is provided when CNSA considers the resource is a consensus and/or position statement, does not contradict with the CNSA's position in an existing resource, and has a favourable assessment using the CNSA assessment tool and Review process.

2.3. CNSA approval bestows certain rights and benefits. Among these is the CNSA connection to the resource, which is an important marker of quality recognised by cancer nurses, and influential in promoting the resource's adoption

2.4. To ensure approval is only granted to high quality resources, CNSA goes through a robust process to evaluate resources seeking the CNSA's approval against the criteria articulated in this Policy.

2.5. This Policy does not apply to products, advertising or events.

3. PROCESS

3.1. Applications are assessed in accordance with CNSA's Endorsement policy using the CNSA's review criteria (see CNSA endorsement assessment tool). This ensures resources are of a high standard, align with best practice - including current CNSA guidelines, and are relevant to cancer control and cancer nurses.

3.2. Reviews are undertaken by CNSA members appointed by the CNSA board.

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3.3. Resources that have received CNSA endorsement/approval/support will be listed on the CNSA website and promoted through CNSA communication. CNSA endorsed, approved or supported resources are permitted to use the CNSA logo and a written supporting statement as per the conditions stipulated in this policy. Only endorsed, approved or supported resources can be promoted this way.

3.4. CNSA reserves the right to decline a request for endorsement, approval or support of a resource. A resource will be considered unsuitable for endorsement, approval or support if it does not align with CNSA principles or if it conflicts with current CNSA guidelines and recommendations.

3.5. Fees

- a) CNSA charges an application fee for assessment of clinical resources. The fee depends on the size and complexity of the resource and is applied on a sliding scale from \$500 to approximately \$5,000, or more.
- b) The application fee covers the cost of the review process and does not guarantee final endorsement or approval.

3.6. Timeframe

The review and approval process usually takes about 8 - 10 weeks.

4. EVALUATION CRITERIA

4.1. CNSA Endorsement Criteria

A resource may be approved as an CNSA Endorsed Guideline if CNSA considers the resource satisfies all of the following criteria:

- a) is consistent with CNSA's vision and mission,
- b) complement and not contradict with existing or proposed CNSA resources,
- c) be produced to [National Health and Medical Research Standards for Guidelines](#) including:
 - Standard 1 - Be relevant and useful for decision making
 - Standard 2 - Be transparent
 - Standard 3 - Be overseen by a guideline development group
 - Standard 4 - Identify and manage conflicts of interest
 - Standard 5 - Be focused on health and related outcomes
 - Standard 6 - Be evidence informed
 - Standard 7 - Make actionable recommendations
 - Standard 8 - Be up-to-date
 - Standard 9 - Be accessible
- d) be relevant to the conduct of cancer control or cancer nursing by assisting to:
 - i. improve the quality of care provided by cancer nurses,
 - ii. improve health of people with cancer,
 - iii. improve the professional lives of cancer nurses, or
 - iv. otherwise "add value" to cancer nurses or CNSA.
- e) be promoted, marketed and offered by reputable and solvent entities possessing ethics, integrity, philosophy and image consistent with those of the CNSA, and

- i. demonstrate substance and integrity in supporting Guideline Development Material or assessment by an Appraisal Instrument (as appropriate),
- ii. be free of advertising (actual or perceived) of any commercially available product with which the Applicant is in any way associated for commercial reward;
- iii. be balanced and comprehensive (including where relevant providing additional sources of information and support),
- iv. be supported by:
 - a verified favourable self-assessment against CNSA's Appraisal Instrument,
 - appropriate Guideline Development Material establishing credibility of the Guideline,
 - particulars of the extent to which cancer nurses and people with cancer have been involved in developing the Guideline, and
 - an outline of the strategy for dissemination and implementation of the Guideline to cancer nurses.

4.1 CNSA Accepted Clinical Resources

A resource may be approved as an CNSA Accepted Clinical Resource if the CNSA considers the resource satisfies all of 4.1a, 4.1b, 4.1d and only partly satisfies all the criteria stipulated in clause 4.1c (be produced to [National Health and Medical Research Standards for Guidelines](#)).

4.2 CNSA Supported Position/Statement

A document that is not an Endorsed Guideline or an CNSA Accepted Clinical Resource may be approved as an CNSA Supported Position/Statement if the CNSA considers the resource:

- a) is a consensus and/or position statement,
- b) and it satisfies all of 4.1a, 4.1b, 4.1d and only satisfies applicable criteria stipulated in clause 4.1.c (be produced to [National Health and Medical Research Standards for Guidelines](#)).

4.3 Exercise of discretion

- a) All CNSA assessments or evaluations made under this Policy are done so in the CNSA's sole and unfettered discretion.
- b) Payment of the Application Fee does not guarantee an outcome, and the CNSA is under no obligation to approve a resource it evaluates.
- c) The CNSA accepts no liability or responsibility for any advice or recommendations it receives in the evaluation of a resource.

5 LICENCE

5.1 All licence and other rights granted to an Applicant in connection with the CNSA's approval of resources they submitted are subject to the Applicant's payment of the Application Fee, and

5.2 During the period of approval, the Applicant must:

- a) comply with all conditions imposed by the CNSA,
- b) only use the provided logos in relation to the approved resource,
- c) not misrepresent the scope of their licence,

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- d) comply with the CNSA Logo Usage Guide or as otherwise directed by the CNSA, and not use the provided logos in any unauthorised manner, or alter or amend in any way the design elements of the logo,
- e) comply with the Terms of Licence of CNSA Intellectual Property, as supplied and amended from time to time,
- f) seek the CNSA's written consent before making any changes to the approved resource,
- g) satisfy any quality assurance audit the CNSA may randomly conduct in respect of the Applicant's compliance with the terms of the approval,
- h) not in breach any of its obligations concerning the resource approval, and
- i) nor engage in any conduct that may damage the CNSA 's reputation or standing.

5.3 CNSA may terminate the licence for any breach of clause 5.2.

6 REGISTER OF ENDORSEMENTS

CNSA shall maintain a current register of approved resources, and may publish it on its website.

7 OTHER

7.1 The Applicant must not make any press or public announcements or releases in relation to an Application without the prior approval of the CNSA.

7.2 Non-compliance with this clause 7.1 may affect the Application outcome.

7.3 Unless required by law, the CNSA agrees to keep details of the Applicant's confidential. The CNSA will only use or disclose information about the resource to the extent necessary to evaluate it.

Please note:

CNSA's endorsement will be provided in the form of a logo and a written statement supporting the intent of the endorsed item, and is valid for a period of three (3) years. All CNSA statements of endorsement will also include a disclaimer, to protect CNSA as well as the organisation seeking endorsement from legal liability in the case of misinterpretation of content included within the written materials.

CNSA's preferred endorsement statement:

This resource meets the Cancer Nurses Society of Australia (CNSA) guidelines and is expected to support nurses in their understanding of (INSERT TOPIC OF PROGRAM/MATERIAL). Endorsement is provided by CNSA for a period of three years, ending INSERT MONTH/YEAR

CNSA's preferred disclaimer:

CNSA has made every effort to ensure that information included within this (COURSE/TRAINING PROGRAM/GUIDELINE/ASSESSMENT TOOL ETC) is accurate at the time of endorsement. The information included cannot substitute for the advice or direction of a health care professional, and CNSA makes no guarantees, nor can it assume any legal liability for the accuracy, completeness, or usefulness of such information or for any damage incurred directly or indirectly from the information. Reference to any specific product does not imply its endorsement, recommendation or preference by the Cancer Nurses Society of Australia.

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APPENDIX A: Fast-Tracked Endorsement Process for trusted stakeholders

