



ANA's Guidelines for Ethics of Association

Mission:

Agencies for Nutrition Action will work together cooperatively to support New Zealanders to achieve and maintain a healthy weight throughout life, through good nutrition and physical activity.

ANA supports, in principle, the establishment of associations and partnerships that further its mission in line with its guiding principles. However ANA recognises that who it enters into relationships with and the nature of those relationships can influence its activities, image and credibility, and therefore its overall effectiveness. The following guidelines have been written to guide ANA staff and Board members when considering an association with an outside organisation, so that the implications of the association are thoroughly assessed, and the health benefits of the association optimised.

ANA's philosophy is that:

- ANA has a commitment to being transparent in all associations
- All associations should be consistent with ANA's guiding principles (Appendix 1)
- All associations shall have identifiable health benefits and not result in increased inequalities in health
- Where there are financial, intellectual properties or branding implications, associations shall be in writing and approved by the ANA Board.
- The association shall be appropriate for ANA and shall not damage its name or reputation
- The benefits and risks of ANA's potential relationships shall be assessed on a case-by-case basis.

Definitions:

For the purposes of this document the following words are defined as:

Association: Having a mutually beneficial relationship (informal or formal) with another organisation or representatives of another organisation.

Collaboration/ Cooperation: Working together with other organisations to achieve common goals

Endorsement: A statement or action which shows support or approval of an organisation or project

Sponsorship: Sponsorship is a form of payment for the right to associate the sponsor's company, name, products or services, with the sponsee.

Commercial: A relationship where one party provides goods or services in return for payment from another party.

Types of Association

This document outlines four levels of association: It is acknowledged that there may be other associations ANA staff are involved with that will need to be assessed on a case by case basis, depending on the risk to ANA of the association.

Four Levels of association

Collaboration: ANA being on a committee or group with other organisations: e.g. staff taking part in SNAPPA, or FAVA meetings

Sponsorship: Groups sponsored activities

Receiving sponsorship e.g national conference or providing sponsorship for an activity e.g. fono and hui

Endorsement: ANA endorsing activities/events/organisations through publicising them through newsletter/website

Outside groups endorsing ANA activities

Commercial: ANA provides goods and services e.g. contractual arrangement with MOH and SPARC

ANA purchases goods and services

Risk analysis approach

ANA acknowledges that associations with organisations, or endorsing events or activities related to health may represent a risk to ANA. Therefore these risks need to be assessed on a case-by-case basis and strategies put in place to minimise the risks where possible. Any sponsorship or endorsement associations require a formal process to be activated. When using this risk analysis approach it is important to keep records of the process including discussions and decisions, contractual arrangements and evaluations. See Risk management overview on page 4.

Guidelines to consider in forming associations:

ANA will not have any form of association with organisations that have objectives contrary to ANA's guiding public health principles. This will include organisations whose actions or products are harmful to public health or increase inequalities in health.

- Appropriateness of funding sources for projects and organisations
- Historical associations (successful or otherwise)
- Possible media interest
- Profile in community of organisation or individual

Consult with the ANA Management Committee and if appropriate the ANA Board, and member organisations

In general the following risk ratings apply to different levels of associations:

- Collaborative associations form low potential risk
- Endorsement and commercial associations form medium high potential risk
- Sponsorships carry a high potential risk

The risk of association is also influenced by whom the association is formed with, rather than the type of association.

Organisations with which associations would require particular attention and thorough risk assessment include:

- Food and beverage manufacturers
- Baby food manufacturers
- Pharmaceutical companies
- Environmentally damaging products, manufacturers or distributors

Recommended process for staff:

1. Consider the guidelines above for forming associations
2. If the association may involve a risk to ANA, write a risk assessment of the association (using the template – see attachment). Headings to include in the assessment are:
 3. Discuss risk assessment with the ANA Management Committee
 4. In consultation with ANA Management Committee decide on whether to continue establishing the association or refer to the Board.

The Risk Management Process

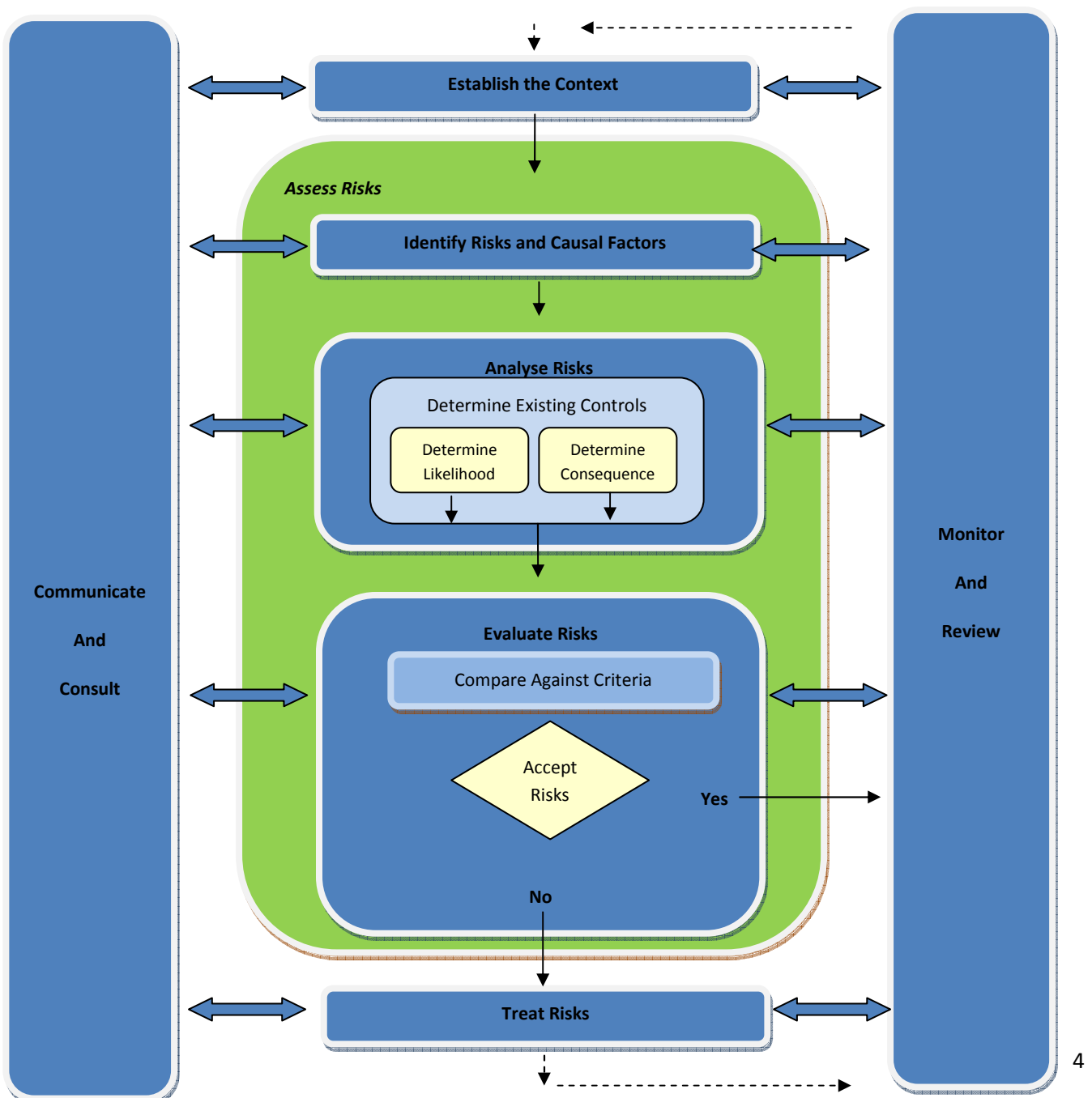
The risk management process involves two on-going activities and five logically sequences stages:

In-going activities

- **Communication and consult** with internal and external stakeholders as appropriate at each stage of the risk management process and concerning the process as a whole.
- **Monitor and review** the performance of the system and changes that might affect it.

Process stages

- **Establish the context** for managing risks, including criterion for evaluating them
- **Identify risks** and how they can arise.
- **Analyse** how often risks are likely to occur and the impacts they would have.
- **Evaluate** each risk's likelihood and potential impacts against your evaluation criteria.
- **Treat** unacceptable risks to reduce the chance that they will happen or the impact they would have if they did.



RISK ASSESSMENT TEMPLATE

Who is the association with?

What type of association is proposed?

Who are the people involved?

Who has been consulted with?

Complete the template below to determine the risk of association

Describe the risk	Risk Mitigation	Level of Risk 1 - low 2 - med 3 - high	Likelihood 1 - low 2 - med 3 - high	Type of Risk Financial Reputation Political Organisational Communications Ownership