



## **Sponsorship Q&A**

**April 2017**

### **Who are ADSA's national sponsors?**

To date for 2017, ADSA's national sponsors are:

- Danone (Platinum)
- DSM (Platinum)
- Pick n Pay (Platinum)
- Nativa (Gold)
- Unilever (Gold)

National sponsors may be recruited throughout 2017, and will be added to the list above as and when approved.

### **Are ADSA sponsors limited to being the food and pharmaceutical industry only?**

Traditionally, ADSA's national sponsors have largely been representatives of the pharmaceutical and food industries. It is ADSA's aim to collaborate with a wider range of companies, such as trade associations, financial institutions, medical aids, the travel industry and the media.

### **How were the ADSA sponsorship guidelines developed?**

The ADSA sponsorship guidelines are continually under review, and are regularly updated. In 2015, a survey was conducted among ADSA members in order to gather feedback on the existing sponsorship policy, and whether it supported the members' needs as registered dietitians. In addition to this, a review of the sponsorship policies from other international nutrition and dietetic associations was conducted. Using the feedback of our members, as well as best practice from international nutrition and dietetic associations, ADSA updated its sponsorship guidelines in 2016. A key change in the updated ADSA sponsorship guidelines is the implementation of a scoring tool used to assess all potential sponsors on the extent to which the sponsor is aligned to ADSA's core principles. The scoring tool provides a consistent and objective method for assessing all sponsors of ADSA.

### **What process or criteria is applied to determine which companies may become ADSA national sponsors?**

Sponsorship discussions begin either when a company approaches ADSA with an interest in becoming a national sponsor, or when the ADSA executive sponsorship portfolio holder approaches a company for potential sponsorship. The executive sponsorship portfolio holder engages with the company to understand their goals, reasons for interest in partnership with ADSA, as well as the company's key nutrition and marketing messages to ADSA members and the public. This information is used to determine whether a potential sponsor is consistent with ADSA's core principles. The potential sponsor is then screened against a scoring tool which allocates a risk and opportunity score for ADSA being associated with that particular sponsor. The score may indicate low risk, moderate risk or high risk, as well as low opportunity, moderate opportunity and high opportunity. High risk sponsors are provided with feedback and informed that they are not suitable national sponsors for ADSA. Companies scoring moderate risk are discussed with the ADSA executive committee to determine whether additional parameters would be required in order to allow the sponsorship. Companies scoring low risk score are invited to be national ADSA sponsors according to the requirements of the ADSA sponsorship

policy, and the benefits and costing agreement. The opportunity and risk scoring tool provides a consistent and objective method for assessing each potential sponsor. Each step of this process is documented for recording keeping purposes. Many of our sponsors are competitors, which also mediates unfair advantage of any one company over another. The decision to allow a company to be a national sponsor will only be permitted post feedback and agreement from the ADSA executive committee.

**Unilever has recently been implicated in price-fixing as reported by the Competition Commission. Is it in ADSA's best interest to be associated with Unilever as a national sponsor?**

The appropriateness of partnership with ADSA's national sponsors is reviewed on an ongoing basis, and ADSA reserves the right to remove a sponsor at any time if they are found to be in conflict of the ADSA sponsorship guidelines.

At this stage, the Unilever case is still under review by the Competition Tribunal, which holds hearings on antitrust matters before giving the final ruling. Once the final ruling has been published, ADSA will use the new information to reassess Unilever as a national sponsor against the criteria of ADSA's sponsorship guidelines.

**Does ADSA endorse the products or services of its sponsors?**

ADSA has a strict non-endorsement policy and all forms of endorsement by ADSA are prohibited.

**How much income does ADSA gain from national sponsors each year?**

In 2016, ADSA earned R 219 624 from sponsorships. This contributed 19% towards ADSA's total income for 2016. The majority of ADSA's income was generated through membership fees, which contributed 63% towards ADSA's total income. The table below shows a breakdown of ADSA's income for the period Jan to Dec 2016:

Source of income	Description	Amount	Percentage contribution towards total income
Membership fees	Annual fee required to be an ADSA member	733 054	63%
Sponsorship	National sponsorship	219 624	19%
CPD	Income derived from accrediting CPD events	97 844	8%
Interest received	Interest received on investment accounts	93 616	8%
Advertising*	Communication via the ADSA mailer on an ad hoc basis for which a fee per advert applies	22 218	2%

ADSA's income contribution from sponsorship has decreased since 2015, largely due to the implementation of ADSA's updated sponsorship guidelines. In 2015, ADSA received 33% of its income from national sponsors.

\*All communication shared as ad hoc advertising is reviewed for scientific accuracy and alignment to ADSA's core principles as stipulated by ADSA's sponsorship guidelines.

**How are the funds earned from national sponsorships used?**

All income, including funds received from sponsors, is pooled and allocated to the general, day to day, administrative functions of the association. The ADSA executive committee is responsible for deciding how the association funds are spent, and there is no influence on these decisions from the national sponsors.

### **What is the ADSA sponsorship policy?**

All sponsors are bound by the ADSA sponsorship policy. The policy is in place to ensure that sponsors are consistent with ADSA's core principles, including:

- Adherence to ADSA's vision and goals
- Scientific accuracy
- Non-endorsement
- Non-influence

The full details of the ADSA Sponsorship policy can be viewed on the ADSA website:

<http://www.adsa.org.za/Portals/14/Documents/2017/ADSA%20Sponsorship%20Guidelines%2011%20Nov%202016.pdf>

### **The ADSA sponsors are hidden from the public view on your website – why is this?**

The ADSA sponsorship guidelines, benefits and costing statement and list of current national sponsors are all available to view on the public facing section of our website: <http://www.adsa.org.za/AboutUs/Sponsorship.aspx>

### **Do the national sponsors influence the nutrition information which dietitians share with the public?**

ADSA uses the latest available evidence to inform the nutrition advice that it provides, and as such, all communication shared with members and the public is in line with the most recent advances in nutrition research.

As part of the ADSA sponsorship policy, any potential "conflict of interest" is assessed and taken into account when sponsors are reviewed. Furthermore, ADSA has enforced steps to ensure that sponsors and advertisers cannot influence the academic content shared at CPD events, or shared by the ADSA executive committee via the national mailers. ADSA's programmes, leadership, decisions, policies and positions are not influenced by sponsors. Every piece of communication shared by sponsors or advertisers is reviewed for appropriateness and scientific accuracy before being shared with our members.

### **To what benefits are the national sponsors entitled?**

Our national sponsors are entitled to certain benefits, as described in our benefits and costing document: <http://www.adsa.org.za/Portals/14/Documents/2016/Dec/ADSA-SPONSORSHIP-2017-BENEFITS-AND-COSTING.pdf>. The benefits include a certain number of hours of consultation from an ADSA dietitian, notices which may be included into the ADSA national mailers and a company logo and profile on the ADSA website among other benefits.

### **How is sponsorship at ADSA's branch events managed?**

ADSA's branch CPD events are planned and managed entirely by the ADSA provincial branch committee. Companies may be invited to advertise a specific product or service in an allocated advertising slot for a fee. Various advertising options are available, for example hosting a stand at the event, or purchasing a 5 minute speaker slot to present the product or service. The advertisers therefore have no influence on the academic content of the CPD event. The companies participating in these events are therefore referred to as 'advertisers' as opposed to 'sponsors'. All the content shared as part of the company advertising at the event is reviewed ahead of time by an ADSA branch committee member.

### **Are companies which manufacture designated products\* permitted to sponsor ADSA branch events?**

Companies which manufacture or sell designated products as defined by R991\* are not permitted to advertise the designated products at branch CPD events, and their involvement in CPD events is managed uniquely.

According to R991, companies involved in the manufacture and sale of designated products may communicate with health care professionals provided the information:

- is restricted to current scientific and factual matters
- bears no health, medicinal or nutrition claims
- relates only to the technical aspects and methods for use of the designated product and
- excludes any promotion of the designated product in any manner.

ADSA is committed to upholding the requirements of R991 and its accompanying guidelines. When engaging with companies which manufacture and sell designated products in the context of a branch event, the ADSA branch committee makes the affected company aware of the requirements of R991, and reviews any content compiled by the company ahead of the event to ensure that it complies.

The ADSA branch committee also ensures that companies involved in the sale and manufacture of designated products are not permitted to be an 'exclusive' sponsor or advertiser at a branch event (more than one financial contributor is required) and that in all cases, the funds received from all financial contributors are pooled and used at the discretion of the ADSA branch committee event organisers.

### **Who may we contact for more detail on the ADSA sponsorship guidelines?**

Leanne Kiezer is the sponsorship portfolio holder for the ADSA executive committee and can be contacted via email:

[adsasponsorship@gmail.com](mailto:adsasponsorship@gmail.com)

\*R991 refers to the regulations relating to foodstuffs for infants and young children. The core intention of this regulation is to protect breastfeeding, and to prohibit the marketing and advertising of breastmilk substitutes and other designated products, among other issues such as labelling and composition of foodstuffs for infants and young children. The regulations can be accessed from the department of Health website.

\*According to R991, designated products are defined as

- a) infant formula;
- b) follow-up formula;
- c) infant or follow-up formula for special dietary management for infants with specific medical conditions;
- d) complementary foods;
- e) liquid milks, powdered milks, modified powdered milks, or powdered drinks marketed or otherwise represented as suitable for infants and young children;
- f) feeding bottles, teats and feeding cups with spouts, straws or teats, and
- g) any other products marketed or represented as suitable for feeding infants and young children that the Minister may so designate by notice published in the Gazette.