

BAPM Policy on Interaction with Commercial Companies

1. About BAPM

BAPM is a registered charity with the objective of the advancement for the benefit of the public of education in perinatal paediatrics and the relief of sickness by promoting the improvement of perinatal paediatric practice.

BAPM's values are:

“We believe that it is in the best interests of our members, their patients and families that we maintain high standards of integrity, service, quality and value and encourage an environment of trust.

“We believe that people are individuals and should be treated with dignity and respect. Our members and other health professionals, their patients and families should expect that individuality and diversity are recognised and valued.”

2. Purpose of this policy

Receiving support from commercial organisations, financially or in kind, can assist BAPM in achieving its objectives. This policy is designed to clarify the values of BAPM and provide a framework for decision making, ensuring that any interaction between BAPM and commercial organisations is conducted ethically and transparently protecting BAPM's reputation and independence.

This policy emphasises the need to maintain trust through integrity. It is designed to ensure that BAPM:

- Enhances its status as an authoritative and independent source of information and guidance for perinatal health professionals and families
- Ensures it is authoritative and provides a visibly independent voice to policy makers
- Fulfils its charitable objectives and maintains compliance with Charity legislation
- Enhances its ability to work closely with other professional and voluntary bodies
- Safeguards its ability to relate to all ethnic and social groups amongst the membership and amongst families

- Avoids dependence on any single source of funding so that the prospect of withdrawal of that funding will not affect decision making by BAPM or its Officers
- Ensures the transparency of both the decision-making process and the final interaction with any commercial organisation

3. Ethical Standards

BAPM will not enter into an agreement with or accept donations or subscriptions from organisations, individuals or groups that do not share the values of BAPM, or when in the judgement of the Executive receipt of such a donation may compromise its reputation or lay it open to the allegation of partiality.

BAPM will not be influenced or swayed from delivering its key objectives by any third-party relationship.

4. Accepting and declining money or support in kind

BAPM will not accept general sponsorship for the association or enter into corporate partnerships. BAPM may

- Accept donations from individuals or organisations
- Accept commercial membership subscriptions
- Sell exhibition stands at BAPM events
- Accept sponsorship for specific events
- Undertake administrative work for an agreed fee

The above activities should only be undertaken providing that the agreement would not contravene BAPM's ethical standards and that the following considerations are met:

- BAPM will normally decline to receive money or support in kind from commercial organisations that have been found to be in contravention of laws, standards, codes of practice or other agreements relevant to the products they purvey; and commercial organisations that have been convicted under the UK Bribery Act (2010) or similar legislation
- BAPM will decline to receive money or support in kind from political parties
- BAPM will decline anonymous donations (although knowledge of the donor can be limited to BAPM Officers only).

- BAPM will decline any money from formula milk companies except for exhibition stands. If a formula milk company does purchase an exhibition stand at a BAPM event they must not promote formula milk for healthy term babies on the stand.
- The burden of work will not deter BAPM from delivering its key objectives

5. The independence of BAPM

BAPM will have full ownership of the intellectual property rights relating to any project it undertakes, regardless of the source of funding

- All members of BAPM working groups must read and sign a conflict of interest statement.
- BAPM will not endorse any document whose editorial control or production is managed by a commercial organisation
- BAPM will not seek commercial sponsorship to fund its own publications. In circumstances where a publication that is co-produced or endorsed by BAPM is in some way linked to, or partly funded by a commercial organisation, this will be acknowledged in writing on the document; and company promotional material, including a company logo, will not be allowed. Any such support will also be acknowledged in BAPM's Annual Report. BAPM, and/or its partner organisation, will retain complete editorial independence and copyright in any such publication
- Where BAPM collaborates with another third sector or not-for-profit organisation in the production of published material or in research, such collaboration will be contingent on that organisation accepting and working to the conditions of this policy.
- Acceptance of a subscription or donation from an organisation does NOT mean that BAPM endorses any specific products from companies.
- Event sponsors or exhibitors will have no say over the content of the event.
- If the sponsorship package includes a speaking slot this must be clearly differentiated from the main programme and labelled as a sponsored slot.

6. Openness and transparency

All income received by BAPM will be recorded in the annual accounts published in the BAPM annual report and made available on the BAPM website.

7. Due diligence

BAPM will undertake reasonable due diligence on commercial organisations that BAPM works with. This will include:

- A requirement on a specifically designed proposal form to disclose basic facts about the company
- Verification of the status of the company (through Companies House - <http://www.companieshouse.gov.uk/>)
- A search for evidence of reputational compromise to include marketing tactics and treatment of staff: newspaper reports etc.
- A search for evidence of individual or corporate prosecutions, bankruptcies etc.
- A review of the relationship on an annual basis.
- Request of references from other companies or charities that have worked with the organisation before if required.

8. Summary

If the Executive cannot assure themselves that a proposed interaction with a commercial organisation or other third party fits comfortably within the standards set out in this ethical framework then the donation, subscription or relationship should be declined.

Contact: If you have any questions about the contents of this document please contact BAPM's Executive Manager or Secretary at bapm@rcpch.ac.uk.