



## SPONSORSHIP POLICY

California Academy of Nutrition and Dietetics (CAND) provides a robust schedule of professional networking, continuing education, and community nutrition service events. Our vision is to optimize California's health through food and nutrition. Our mission is to empower our members to be California's food and nutrition leaders. The California Academy welcomes key collaboration (e.g., networking, sponsorships, and advertising) opportunities to organizations, businesses, and companies that align with our mission and vision. The California Academy can work jointly with you to generate mutually beneficial outcomes. We look forward to working with you to produce a healthful and fruitful relationship.

In order to collaborate with the California Academy, please use this checklist to determine if your organization, business, or company is in alignment with our vision, mission, and values.

### Integrity

- Sponsor's vision and mission should align with the California Academy's vision, mission and strategic goals.
- Scientific accuracy is based on evidence based research.
- Sponsor presents a balanced view, based on research, of a controversial issue in which the sponsor has a stake.
- Sponsor would be responsible, as agreed, for all direct and indirect costs associated with the project.

### Health

- Foods and beverages items strive to provide recommendations outlined in the 2015-2020 Dietary Guidelines for Americans.
- Educational campaigns and marketing material provide evidence-based research information and are in line with the 2015-2020 Dietary Guidelines for Americans.
- Marketing strategies targeted to children should meet the *Recommendations for Responsible Food Marketing to Children by Healthy Eating Research*, a national program of the Robert Wood Johnson Foundation, 2015 ([http://healthyeatingresearch.org/wp-content/uploads/2015/01/HER\\_Food-Marketing-Recomm\\_1-2015.pdf](http://healthyeatingresearch.org/wp-content/uploads/2015/01/HER_Food-Marketing-Recomm_1-2015.pdf))

### Transparency

- Names of sponsors will be disclosed on printed and electronic forms of communication such as [www.dietitian.org](http://www.dietitian.org).
- Sponsor of a speaker must meet sponsorship guidelines.