

**AMERICAN COLLEGE HEALTH ASSOCIATION (ACHA)
BOARD OF DIRECTORS
POLICY AND PROCEDURE
(BOD P/P)**

BOD P/P Number:	2024-1	Date Established: April 16, 2024	
		Date Revised: September 18, 2024	
		Date Reviewed: April 16, 2024 September 18, 2024	
Reference:	BOD Meeting	Term:	1 Year
			2 Years
		X	Indefinite

BOD P/P Title:	GUIDELINES FOR INTERACTIONS WITH INDUSTRY FOR NON-ACCREDITED ACTIVITY
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BOD Authority:	ACHA Bylaws, Article VIII, Section 1.
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Purpose:	To set forth clear operating guidelines concerning the Association's interactions with Industry when working on any ACHA non-accredited activities.
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Policy:	<p>In interacting with Industry, the Association shall:</p> <ul style="list-style-type: none"> • Strive to maintain independence; • Ensure that interactions meet high ethical standards; • Foster transparency concerning those interactions; and, • Preserve the integrity of the Association.
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Procedure:	<p>All members, ACHA staff, and ACHA representatives shall adhere to the attached <i>Guidelines for Interactions with Industry</i> when undertaking any action involving Industry on behalf of, or in connection with, the Association or its non-accredited activities.</p> <p>For accredited activities, all ACHA members, staff, and representatives shall adhere to the <i>Guidelines for Interactions with Industry</i> or its successor policy.</p>
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Resources:	National Office	Volunteer
Human:	CEO All staff employees All ACHA representatives	President All members
Financial:		
Other:		

American College Health Association Guidelines for Interactions with Industry

Preamble

The American College Health Association's (ACHA's) members, member institutions, colleagues and students rely on the Association to be the authoritative, independent voice in the world of college health and well-being.

Public confidence in ACHA's objectivity is critical to carrying out its mission. The Association acknowledges that the public relies on this objectivity, and therefore it must ensure its interactions with Industry on Non-Accredited Activities meet high ethical standards.

Definitions

The following terms are defined for purposes of these Guidelines. ACHA recognizes that some of these terms may be used or defined differently in other contexts.

ACHA Accredited Activity: For the purposes of this policy, accredited activities are defined as activities that are produced, developed and/or conducted as educational activities for which the participant may receive continuing education (CE) credit. Accredited activities serve to maintain, develop, or increase the knowledge, skills, and professional performance and relationships that an individual uses to provide services for patients, the public, or their profession.

ACHA Non-Accredited Activity: For the purposes of this policy, non-accredited activities are defined as activities that are produced, developed and/or conducted by ACHA or anyone representing ACHA (ACHA staff, Volunteer Leaders, Volunteer Networks, members) and which do not offer continuing education credit and include:

ACHA Advocacy: Activities that support policies and government actions that strengthen college health systems, advance the health and well-being of college students and communities, and help ensure accessible and quality college education. This includes but is not limited to position statements, advocacy events, public comments and private meetings with state and federal officials.

ACHA Product: Any material or tool to assist college health and well-being professionals in fulfilling their professional responsibilities and organizational mission.

ACHA Program: Any organized effort that provides service or support to ACHA members.

ACHA Representative: ACHA members who serve on non-ACHA project teams, advisory boards, or who represent ACHA in any external capacity.

Charitable Contribution: A gift, including an in-kind gift, given by Industry to a qualified tax-exempt organization for use in furthering the organization's charitable purposes and in accordance with applicable tax rules and legal standards.

Corporate Sponsorship: Financial or in-kind (equipment, supplies, services, etc.) contributions to fully or partially fund an ACHA Accredited or Non-Accredited Activity.

Direct Financial Relationship: A relationship between an individual and Industry that results in wages, consulting fees, honoraria, or other compensation (in cash, in stock or stock options, or in kind) from Industry, whether paid to the individual, the individual's employer, or to another entity at the direction of the individual, for the individual's services or expertise to Industry.

Grant: A monetary award that is given to fund a non-accredited activity.

Industry: Any for-profit entity, including sole proprietorships. Non-profit entities which offer products or services that compete directly or indirectly with ACHA products or services may be subject to this policy on a case-by-case basis at the discretion of the ACHA CEO.

Industry Activity: For the purposes of this policy, the term Industry Activity is defined as an activity that is produced, developed and/or conducted by Industry. This includes:

Business transactions: in which Industry pays a fee to ACHA in exchange for a specific ACHA service or product which includes, but is not limited to:

- purchase of time slot and/or meeting space
- payment of membership dues
- purchase of advertising
- payment of event registration fees
- rental of exhibit space

Industry Presentation: A corporate promotional opportunity on a topic, product, or service of interest to college health and well-being professionals. Industry partners pay a fee to present a live or recorded presentation or webinar to the ACHA audience. ACHA is not involved in content development except to ensure that it meets the terms and conditions set forth in the agreement with the Industry partner.

ACHA Staff: Any and all paid staff employees or subcontractors of ACHA.

Volunteer Networks: Inclusive of any ACHA Section, Committee, Coalition, Task Force, Work Group, and Subcommittee, and volunteer/board liaisons to these networks. It does not include Affiliates which are independent corporate entities.

Principles for Interaction

1. Independence

1.1 ACHA shall not make programmatic and strategic decisions based on Industry providing funding for any Activity, Corporate Sponsorship, Grant, or Charitable Contribution.

1.2 No ACHA Staff shall have a Direct Financial Relationship with Industry that does, or is seeking to do business with, ACHA.

1.3 ACHA shall provide terms and conditions to Industry for any Industry Activity or Corporate Sponsorship detailing the use of funds and their amounts, and the separate roles of Industry and ACHA.

1.4 ACHA shall not endorse, nor imply endorsement for Industry.

2. Transparency

2.1 ACHA shall disclose any and all Industry support, making this information available to its members and the public.

2.2 ACHA shall not engage with Industry in or related to the alcohol, tobacco, or firearms industries, or with Industry whose stated values and/or actions do not align with ACHA's Board values. Engagement with other Industry shall be at the sole discretion of ACHA's CEO.

3. ACHA Non-Accredited Activities

3.1 ACHA shall strive to maintain independence from Industry on all ACHA Non-Accredited Activities by providing guidance to those involved in the planning of such events (ACHA Leaders, Staff, Representatives, and Volunteer Networks).

Guidance includes, but is not limited to the following (when applicable):

- Actively state non-endorsement of any Industry product or service;
- Create balanced panel presentations;
- Avoid Industry branding or use of Industry-controlled materials during the delivery of an ACHA Non-Accredited Activity, including in presentation slides, handouts, or other program collateral;
- Disclose Industry affiliations and Direct Financial Relationships of all involved parties in the ACHA Non-Accredited Activity;
- Offer opportunities equitably to Industry;
- Use non-Industry research or data to balance Industry research or data being used to support Non-Accredited Activities.

3.2 ACHA shall prohibit product demonstrations and direct sales efforts during any ACHA Non-Accredited Activity.

3.3 Industry may provide research, data or subject matter expertise to ACHA Leaders, Staff, Representatives, and Volunteer Networks, but they may not be involved in the direct writing of any official ACHA guidelines, statements, toolkits, or other like resources.

4. Industry Activities

4.1 Industry Activity content shall not imply the endorsement of ACHA. No affiliation to or branding of ACHA is allowed within the Industry Activity. Marketing support of Industry Activity offerings may contain ACHA branding; and shall include non-endorsement disclaimer information.

4.2 Industry activities shall not be in conflict with or take priority over ACHA Accredited or Non-Accredited Activities (as determined by the ACHA CEO).

4.3 Industry must agree to the terms and conditions set forth by ACHA to purchase an Industry Activity.

4.4 Final acceptance of Industry Activities shall be at the sole discretion of the ACHA CEO.

5. Corporate Sponsorship

5.1. Corporate Sponsorship for a Non-Accredited ACHA Activity shall be paid directly to ACHA. If funding is earmarked to go to a third party, ACHA shall be responsible for the distribution of funds.

5.2. All Corporate Sponsorship shall be disclosed to those involved in or participating in the Non-Accredited ACHA Activity. If the program has printed or digital components, disclosure should be made in writing.

5.3. When seeking Corporate Sponsorships for ACHA Non-Accredited Activities, ACHA shall make reasonable efforts to seek multiple Industry sponsors.

6. Charitable Contributions and Grants

6.1. Charitable Contributions and Industry Grants shall be referred to the American College Health Foundation (ACHF).

