



The Canadian Association of Critical Care Nurses

Endorsement Guidelines

When approached by a vendor to endorse a product, the following questions should be considered when reviewing the request:

1. What benefit does the vendor derive by having their product associated with CACCN?
2. What value does association with this product/vendor achieve for CACCN members?
3. Is there any risk associated with endorsement/or implied endorsement of the product?
4. Does the benefit to CACCN exceed the benefit to the vendor or any risk to CACCN?
5. Would we be considering such publicity independent of the vendor?
 - a. If the answer is "no" we should decline.
6. Are there potential liability issues if CACCN endorses the product?
7. Has the vendor provided evidence of the claims they make?
8. Is this a win-win situation for CACCN and the vendor?

***Approved by the CACCN Board of Directors
March 27, 2012***

References: Indiana University-Purdue University Fort Wayne (2006)