

WORLD HEADACHE ALLIANCE

registered charity no. 1080527

Policy on Endorsement

This document sets out WHA's policy on endorsement of events and publications by WHA member organisations and by non-WHA bodies.

WHA works with partners and values what they do. WHA gives wholehearted endorsement to activities that will promote its objectives.

At the same time, WHA needs to protect its good name and maintain clarity about what it stands for. WHA is and has the competencies of a lay organization. Its policy of endorsement is determined by these.

What does WHA's endorsement mean?

Endorsement of an activity or publication allows the use of WHA's logo and the statement:

Endorsed by the World Headache Alliance (registered charity no. 1080527)

Endorsement means that WHA have approved an activity as contributing effectively towards WHA's own objectives, and wish to be publicly associated with it.

What will WHA endorse?

WHA will consider requests for endorsement of:

- meetings with intent to educate or inform people, groups or organizations interested in or affected by headache disorders;
- printed publications with similar intent;
- websites with similar intent;
- local, regional or national campaigns intended to influence health-service policy with the aim of benefiting people affected by headache disorders;
- national or international Declarations with similar aims.

WHA will not endorse events or publications primarily aimed at or solely for the

International Headache Society (IHS) or other professional body.

What are WHA's criteria for endorsement?

There are four sets of criteria, all of which must be met.

Purpose

WHA will consider endorsing any of the above where:

- one of the purposes is to benefit those affected by headache disorders;
- WHA's endorsement will contribute to that purpose.

Requests for endorsement will need to show how WHA's endorsement will make it more likely that this purpose will be achieved.

Accessibility

WHA believes that barriers to access should be removed or, where this is not possible, minimized. Requests for endorsement will need to justify any restrictions of access to events or publications.

Quality

Quality in this context applies to each of the following.

1. Fitness for purpose

Requests for endorsement will need (a) to show how the purpose will be promoted or benefiting those affected by headache disorders and (b) to assess the probability of this purpose being achieved.

2. Content

Requests for endorsement will need to show that content (a) is objective and free from bias, (b) respects science and evidence and (c) is reliably informative.

WHA accepts its limitations as a lay organization in judging these aspects of quality. The problems are greater when the content to be endorsed is not in

persuasive evidence of content-quality.

WHA will not question the objectivity, scientific quality or reliability of content of any event or publication already endorsed by IHS.

Where content is open to change, as in websites and campaigns, WHA will require continuous participation in content-review before agreeing to give its endorsement. Requests for endorsement will need to show a mechanism for this.

3. Presentation

In the case of events, relevant aspects of presentation-quality include good chairmanship and well-chosen speakers, the appropriateness of the venue and adequacy of its facilities. In the case of printed publications and websites, they include design, visual appearance and ease of use.

WHA needs to be assured of these aspects of quality before giving its endorsement.

Freedom from commercial influence

WHA will not endorse activities or publications:

- intended primarily to make profit, unless there is a clear commitment that any profit so made will be applied to the benefit of people affected by headache disorders;
- that unfairly promote commercial companies or any of their products;
- sponsored by one or more pharmaceutical companies, unless sponsorship is in the form of unrestricted grants and does not allow the sponsor(s) influence over content.

Commercially-sponsored satellite symposia or other separate events that WHA may allow to be held at or in association with a WHA-endorsed activity shall be clearly described as such, with the sponsor identified in the main programme and on all materials relating to the sponsored event that the sponsor may produce.

Who can request endorsement?

WHA will consider requests for endorsement from any of its member organizations, from IHS or any of its member national societies. from any other formally-constituted

cases that the criteria above can be met.

WHA will not receive endorsement requests from individuals.

What is the process to obtain endorsement?

Requests for endorsement are required in writing and should be accompanied by the supporting evidence described above. WHA may decline to review materials not in English. No specific deadlines are prescribed but notice must be sufficient for WHA to be able to satisfy itself that its criteria for endorsement are met.

[We recommend the production of pro forma applications for events/publications/websites/campaigns/Declarations]

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