

British Association of Perinatal Medicine (BAPM)
Policy on Interaction with Commercial Organisations



1. About BAPM

Our mission is to improve standards of perinatal care by supporting all those involved to optimise their skills and knowledge, deliver and share high quality safe and innovative practice, undertake research, and promote the needs of babies and their families. BAPM is a registered charity that works within the United Kingdom and Ireland.

BAPM's values are:

a. Family Centred Care

We believe that involving families in care provision and decision making provides the best outcomes for babies.

b. Working collaboratively

We believe that a collaborative approach where all health professionals work together provides the safest and most effective service for babies and families.

c. Trust and Transparency

We believe in maintaining the highest standards of integrity and quality in delivering our work on behalf of our members, their patients and families

2. Purpose of this policy

Receiving support from commercial organisations can assist BAPM in achieving its mission to improve standards of perinatal care for the benefit of babies and their families. It can also reduce the cost of services such as event tickets for members. This policy is designed to provide a framework for decision making and to ensure that any interaction between BAPM and commercial organisations is conducted ethically and transparently, in line with BAPM's values and protects 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 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.
- 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 committee.
- 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 Committee receipt of such a donation may compromise its reputation, delivering its mission or lay it open to the allegation of partiality.

BAPM may:

- Accept donations from individuals or organisations
- Accept membership subscriptions from commercial organisations.
- Sell exhibition stands at BAPM events
- Accept sponsorship for specific events
- Undertake administrative work for an agreed fee
- Accept payment to advertise relevant commercial events to BAPM contacts.
- Accept payment to share sponsored content in electronic mailings to contacts.

BAPM may not:

- Accept money from any organisation on the no-go list below
- Accept money if the burden of supporting administrative work will be excessively onerous or deter BAPM from delivering its key objectives
- Accept general sponsorship that is not tied to a specific event or output.
- Enter into corporate partnerships.

BAPM will not accept income from the following organisations under any circumstances:

- Any company that produces breast milk substitutes, formulas or for profit human milk products.
- Any company that produces tobacco or e-cigarettes and related products
- Any company that manufactures arms or is involved in the defence or security sectors
- Any company that produces alcoholic drinks
- Any company that produces energy drinks
- Any company that is engaged in the gambling industry
- Any company engaged in practices which are perceived as environmentally damaging
- Any company engaged in overseas recruitment for medical or child-related roles
- Any company involved in complimentary or alternative medical products or services where there is little scientific evidence of efficacy
- Any company that engages in exploitative labour practices, as defined by the International Labour Organisation
- Any entity seeking to gain undue business advantage by direct association with BAPM or specific influence over BAPM policies or outputs
- Any individual whose donation has been derived from illicit dealings or from dealings which are considered not to meet the ethical standards of BAPM.
- Any political or overtly political campaigning organisation

4. 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
- BAPM will not allow sponsors to influence the content of the organisation's meetings, frameworks and other educational resources. If sponsored content is included in BAPM's educational meetings or communications this must be clearly labelled as sponsored content.
- 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. Any such support will also be acknowledged in BAPM's Annual Accounts. 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 sponsorship or a donation from an organisation does NOT mean that BAPM endorses any specific products from companies.

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 the following actions to ensure due diligence on our interaction with commercial organisations. This will include:

- A requirement that commercial companies working with BAPM complete a [due diligence form](#) and renew this every five years.
- A notice will be sent to all speakers at BAPM events asking them to notify us of any potential conflict of interests in advance of the event and, where relevant, include details of these at the start of their presentation.
- BAPM volunteers, including working and steering group members, will be notified of their duty to declare any conflict of interest during the application process.

8. Summary

If the Executive Committee 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 Chief Executive or Secretary at bapm@rcpch.ac.uk.