



Healthy Smiles, Healthy Children: The Foundation of the American Academy of Pediatric Dentistry

Principles for Interaction with Industry and Other Organizations

October, 2003

Introduction

The mission of Healthy Smiles, Healthy Children: The Foundation of the American Academy of Pediatric Dentistry (HSHC) is to support and promote education, research, service and policy development that advance the oral health of infants and children through adolescence, including those with special health care needs. HSHC and the American Academy of Pediatric Dentistry (AAPD) are the leaders in representing the oral health interests of children. The pediatric dentist is a recognized primary oral health care provider and a resource for specialty referral.

HSHC acknowledges that opportunities and resources exist through partnerships that can serve to further its vision and mission, provided that these relationships are in agreement with its core values. The maintenance of public trust and HSHC's integrity, ethical standards, and credibility are of paramount importance and will be protected with the utmost vigilance.

The principles outlined in this document serve as a general guide addressing the philosophy of HSHC on relationships with industry and other organizations (e.g. corporations, government agencies, foundations; hereafter referred to as "entities").

Principles for Interaction with Industry and Other Organizations

Suitability of Relationships

HSHC will proactively develop relationships with those entities that, through their products, activities, and/or their philosophy, enhance the quality of life for children and are aligned with HSHC's mission. Before HSHC enters into any relationship or collaboration, a clear delineation of the parameters of such engagement are communicated to the potential partnering entity:

- Maintaining and supporting the mission and goals of HSHC and the AAPD.
- Acting in the best interests of optimal oral health for children.
- Offering no actual or implied HSHC or AAPD endorsement of the entity's products or services.

Appropriateness of Activity

Public education campaigns and/or programs developed by external entities can have great merit and are of potentially significant benefit to the public, AAPD members, and their patients. Participation will be determined based on HSHC priorities. Partnerships that provide only financial gain with no clear advantage to pediatric oral health, or no professional or educational benefit relating to the practice of pediatric dentistry, will not be considered for HSHC participation.

Objectivity and Editorial Control

Sponsorship of HSHC programs does not permit influence over content, nor does it imply HSHC or AAPD approval or endorsement of an entity's policies or products, whether a program is funded by a single source or multiple sources.

For programs developed by an external entity for which HSHC collaboration is sought, HSHC will require review by its panel of expert advisors of all program-related materials to ensure that quality and accuracy are in accordance with the standards of HSHC materials. In some cases, HSHC will allow the use of its name and logo and/or with prior approval of the AAPD Executive Committee the name and logo of the AAPD, to signify its participation in these worthwhile collaborations. The use of the HSHC or AAPD name or logo must not be used as an endorsement, either actual or implied, of an entity or product.

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Review Process

The HSHC Board of Trustees has overall responsibility for HSHC's interactions with other entities. Programs must be approved by the Board of Trustees, or through a procedure adopted by the Board. All HSHC volunteer member and staff efforts seeking non-governmental outside support for programs are under the supervision and coordination of the Executive Director.

Adoption of Principles

Non-dues revenues assist HSHC in its endeavors to enhance the lives of children everywhere. By adopting these principles, HSHC leaders, members, and staff can better utilize collaborative partnerships to provide optimal benefits to children, their families, and their communities.