

# NHLBI Guidelines for Corporate Partnerships: Information for the Public

## Overview

The National Heart, Lung, and Blood Institute (NHLBI) recognizes the important role that partnerships with corporations can play in disseminating health messages to the American public. Each of the NHLBI's national awareness and health education campaigns and programs has established partnership development as a key strategy for reaching the target audiences.

## The NHLBI Criteria for Corporate Partnerships/Sponsorships

Corporations interested in partnering with a NHLBI campaign or education program must meet all of the following criteria:

- Show a substantial and credible commitment to the NHLBI's campaign/national education program goals and objectives (e.g., women's health, adult or children's heart health, healthy weight in children and families, sickle cell disease, or lung health) and to raising awareness about these conditions among the campaign or program's key audiences.
- Offer products, services, or communications materials that relate to encouraging heart healthy eating, promoting physical activity, reducing screen time, achieving/maintaining a healthy weight, etc.; reducing risk or improving outcomes for lung and blood diseases and/or making other healthy lifestyle changes.
- Are in no way associated with products or services that are not in the public interest or that could harm the health of the American public (e.g., alcohol and tobacco products), or that are in any other way inconsistent with the public health mandate of the NHLBI or any other component of the National Institutes of Health (NIH), U.S. Department of Health and Human Services (HHS).
- Are interested in providing resources, supporting campaign/program activities, and developing materials through services such as printing program materials, disseminating campaign/program messages through existing organizational channels (such as Web sites, newsletters, direct mailings, advertising, product packaging), sponsoring events, and/or producing multimedia materials.
- Do not require or expect any endorsement, either actual or implied of any product or service by the NHLBI, NIH, or HHS).

## NHLBI Process for Approval of Corporate Partners

- Proposed partners must first be adjudged to be appropriate by the NHLBI and its contractors to be associated with a Federal government national health awareness or education campaign or program.

- They must then be approved through the NHLBI's review process, which includes clearance by the NHLBI Ethics Office. Note: Some partners, depending on the circumstances, may need to be approved by the NHLBI Director and also may require the approval of the NIH Director.

## **NHLBI Requirements for Approved Corporate Partners**

Corporate partners must agree to:

- Work with the NHLBI staff and designated contractor staff to develop a written, signed Memorandum of Understanding (MOU) that outlines each party's activities and responsibilities.
- Sign a NHLBI Trademark Licensing Agreement specific to use of an NHLBI campaign or program logo(s) and/or word marks.
- Commit to developing promotional materials and activities including product packaging that neither suggest nor imply an endorsement of any product or service by NHLBI/NIH/HHS and are directly related and narrowly focused to the dissemination of health information and support of the campaign/program. Partners must provide such materials and activity plans to the NHLBI and/or its contractor staff for review and approval prior to their use and/or dissemination.
- Obtain permission of the NHLBI/NIH/HHS before using Federal government agency logos.
- Use the disclaimer statement below when using a NHLBI campaign or program logo. The statements must appear at least once on each primary collateral item (e.g. Web site, brochure, ad) produced as part of a partnership program. Mice type/fine print is acceptable.
  - **Disclaimer Language:** Participation by [company name] does not imply endorsement by HHS/NIH/NHLBI.
- Include the appropriate trademark symbol (™ or ®) as part of the campaign logo and other registered marks and adhere to all logo and word mark use guidelines specific to each campaign or program. (See the NHLBI's campaign/program Web pages and NHLBI Trademark Licensing Agreement for detailed information on trademark application.)
  - **General Trademark Language Legal Line** (based on timing of registration, using ™ or ®):
    - **Unregistered Mark:** [Insert campaign] is a trademark of HHS.
    - **Registered Mark:** [insert campaign] is a registered trademark of HHS.
- Use all campaign and program materials without any changes to the content and with an attribution to the NHLBI as the source and with the above disclaimer language as necessary. In addition, partners must obtain appropriate permissions from owners of

content licensed to but not owned by the NHLBI. (See the NHLBI's campaign/program Web pages for detailed information on use of campaign and program materials.)

- Invest in the creation of health education activities and promotions that extend the dissemination of campaign/program messages, e.g., special events and promotions, Web promotions, customer mailings, on-package inclusion of campaign messages, health fairs/screenings, editorial content, inclusion of campaign messages in paid advertising, and airing of campaign public service announcements.
  - Partners are asked to work with the NHLBI and/or contractor staff to determine appropriate use and obtain review and approval of each material prior to use.

### **Specific Product Requirements**

Corporate partners must also agree to:

- Provide the NHLBI with information about the nutritional value of any food products and the product packaging language. Partners must take into account the Food and Drug Administration (FDA) criteria for the Nutritional Facts Food Label. Discussions between NHLBI and the FDA or United States Department of Agriculture (USDA) may be required.
- Ensure that food products and over-the-counter medications that make scientific claims related to health (including heart or lung health) are substantiated by the appropriate Federal governing body (such as the FDA or USDA). The partner is required to work with the NHLBI in providing the proof for scientific claims and approval for the product labeling.

### **NHLBI Acknowledgment of Corporate Partners**

The NHLBI offers the following ways to acknowledge the support of its corporate campaign or program partners:

- On the campaign Web pages, such as those featuring campaign or program partners or sponsored keynote events. This is reserved for partners who have made a commitment that is:
  - Long-term (more than 3 months in duration);
  - Confirmed through a signed MOU and Trademark Licensing Agreement with the NHLBI;
  - Directly supporting the NHLBI campaign rather than with a community group associated with the campaign; and
  - A multi-faceted effort supported by the NHLBI and its contractors.
- With an unlinked URL for a corporate site on an NHLBI Web page, but will not under any circumstances provide a live link from its Web site to a corporate Web site.
- With appropriate acknowledgement of corporate partners on event materials, signage, and advertising for sponsored events.

## **NHLBI Support for Approved Corporate Partners**

Approved corporate partners may receive:

- Program development assistance from the NHLBI through contractor staff via telephone, e-mail, and, when appropriate, in-person planning meetings
- Guidelines for acknowledgement of the NHLBI and the campaign or program
- Guidelines for use of campaign materials, logos, and marks
- Access to logo and campaign imagery graphic files
- Support from the NHLBI Health Information Center for ordering campaign and other NHLBI materials, including bulk ordering options (such as addition of partner logo and bulk partner pricing)

Specific campaigns or programs may also provide additional materials such as background information and/or a partner welcome kit.