

# **WORLD HEART FEDERATION**

## **POLICIES & PROCEDURES**

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**September 2013**

## **Section I**

### **Introduction**

**Item 1.** These Policies and Procedures have been formulated following the decision at the General Assembly on 28 August 2004 to transfer responsibilities previously in the Bylaws to the Board of the World Heart Federation (hereafter: “World Heart Federation”, “Federation” or “WHF”).

**Item 2.** The Board may, from time to time, as necessary, amend and add to these Policies and Procedures either by majority vote at a meeting of the Board or by electronic consensus.

**Item 3.** These Policies and Procedures should be considered in conjunction with the Board Charter.

## **Section II**

### **Membership Fees**

**Item 1.** The annual fee for National Members will be determined by means of a scale, the basic principle of which will be approved by the Board and presented for ratification to the General Assembly as per the Statutes.

**Item 2.** The annual fee for all other members shall be determined by the Board.

**Item 3.** Where an applicant member, at the time of application, demonstrates that it does not possess the fundraising capacity to pay its full membership fee, it may apply in writing for a reduced fee, subject to the following conditions:

- a. A letter must accompany the application, demonstrating the current lack of fundraising capacity to meet the full fee. The letter should also state that the applicant recognizes and accepts all the responsibilities of membership, intends to become a fully participating member, is developing a plan to secure funding of its commitment and should include a projection of its proposed contributions. In no case shall the reduced membership fee be in effect for more than five years.
- b. Applications for reduced membership fees shall be subject to approval of the Board.

**Item 4.** Admission of new members is a Board decision, as per the World Heart Federation Statutes. The Board may choose to consult with other members in a country or

region regarding new candidates for membership. However, the final admission decision remains with the Board.

### **Section III**

#### **Scientific Policy & Advocacy Committee**

**Item 1. Definition:** The Scientific Policy & Advocacy Committee is the cardiovascular health evidence based advisory committee for the WHF. (The Committee is not a governing committee.)

**Item 2. Responsibilities:** The Scientific Policy & Advocacy Committee is responsible for the following tasks:

- a. Ensure that evidence based medical and scientific knowledge underlies the WHF's efforts to reduce the impact of heart disease and stroke;
- b. Provide strategic input into the WHF strategic planning process and ensure that the WHF scientific and policy priorities are appropriately reflected in the strategic plan;
- c. Monitor new developments in cardiovascular science to determine and adjust the WHF scientific agenda appropriately;
- d. Manage the process of commissioning, reviewing and approving appropriate medical and scientific statements and guidelines of importance to the WHF mission and science agenda;
- e. Oversee and coordinate the activities of the four standing Working Groups:
  1. Research – oversight of demonstration projects and development of new research initiatives which can be led by WHF, with involvement of its membership and partners as per need and opportunity;
  2. Education/Training – oversight of Twin Centres; advisory role on World Heart Federation-led training programmes; approval of co-sponsorship or endorsement of conferences or scientific statements proposed by other organizations; oversight of the CVD News Brief;
  3. Clinical Programmes: Rheumatic Fever/Rheumatic Heart Disease – Oversight of WHF initiatives and activities in critical high priority programmes. Rheumatic Fever/Rheumatic Heart Disease is currently the only such programme; further programmes may be added in the future in line with the strategic plan;
  4. Policy/Advocacy – provide oversight of science related to policy and advocacy issues such as WHO targets, NCD Alliance, Go Red, and tobacco control;
- f. Establish ad-hoc working groups as needed to address new developments in cardiovascular science and medicine which are important to the WHF mission and science, policy and advocacy agenda;
- g. Assume other responsibilities as assigned by the Board.

**Item 3. Membership:** There shall be ten (10) individual members of the Scientific Policy & Advocacy Committee. Nominations for members of this committee are solicited from the Board and from WHF members, although non-members of the Board or of WHF are also eligible. Membership should be geographically diverse with expertise to address the responsibilities of the SPAC. The Executive Committee provides a recommendation of members of this committee to the Board for final approval.

Members of this committee shall include:

- a. Chair;
- b. Four (4) Working Group Chairs, which are:
  - Research;
  - Education/Training;
  - Clinical Programmes: Rheumatic Fever/Rheumatic Heart Disease;
  - Policy/Advocacy;
- c. Five (5) At-large members.

**Item 4. Term of office:** The term of office for all members of this committee is two (2) years. Any member of this committee can serve for a maximum of two (2) terms in the same capacity (Chair, Working Group Chair or At-large member); if a member of this committee is subsequently appointed in a different capacity, this member can serve in this new capacity for another maximum of two (2) terms.

**Item 5. Meetings:** The Scientific Policy & Advocacy Committee shall meet at least twice a year, either in person or via teleconference.

## **Section IV**

### **Other Committees of the Federation**

**Item 1. Executive Committee:** There shall be established an Executive Committee consisting of the following:

- a. President, who shall chair the Committee;
- b. Vice-President;
- c. Chairperson of the Scientific Policy & Advocacy Committee;
- d. Treasurer/Secretary;
- e. President Elect;
- f. Up to three additional members, as determined by the Board
- g. Chief Executive Officer (CEO);.

The Executive Committee will oversee the implementation of decisions made by the Board and take action, subject to limitations imposed by the Board and in accordance with the policies established by the Board.

The Executive Committee will monitor the implementation of the strategic plan for the WHF and will be charged with advising on and endorsing an ongoing fundraising programme and building a broad consensus on programme priorities.

The Executive Committee shall make recommendations to the Board for committee chairpersons. With regard to board membership in cases of a vacancy, the Executive Committee proposes nominees to the Board.

**Item 2. Nominating Committee:** There shall be established a Nominating Committee consisting of the following:

- a. President;
- b. Vice-President;
- c. Up to six independent members to be appointed by the Board from outside the Board in order to maintain a geographic and medical/non-medical balance. None of these members shall be eligible to be nominated as an officer or member of the Board;
- d. The Past President and the Past Vice-President, who shall co-chair the Committee;
- e. CEO, who is a member of the Nominating Committee but without voting rights.

The Nominating Committee shall make nominations for the following officers and members of the Board for confirmation at the General Assembly:

- a. President Elect;
- b. Vice-President Elect;
- c. Treasurer/Secretary.

In making its nominations for the offices of President Elect, Vice-President Elect, Treasurer/Secretary, the Nominating Committee will take note of geographical representation, leadership and management ability, and other facets necessary to achieve the mission of the Federation such as previous experience with the Federation or other like organizations.

Candidates for nominations of President Elect, Vice-President Elect and Treasurer/Secretary will be solicited from all National and Continental Members of the Federation at least seven months prior to the General Assembly and their names shall be submitted to the Nominating Committee at least five months prior to the General Assembly. The Nominating Committee shall select the nominees from this list.

The Nominating Committee shall circulate its list of selected nominees to all National and Continental Members at least three months prior to the General Assembly. National or Continental Members still wishing to have their unselected nominations presented to the General Assembly for vote must re-submit their nominations to the Nominating Committee accompanied by written endorsements from five other National or Continental Members at least 60 days prior to the General Assembly.

**Item 3. Awards Committee:** The Nominating Committee will also function as the Awards Committee unless an Awards Committee has been appointed by the Board.

The Awards Committee shall define the appropriate awards and select the recipients of such awards to be presented at the World Congress of Cardiology.

**Item 4. Finance Committee:** The members of the Finance Committee (called the Finance Committee in the Statutes) will be:

- a. President;
- b. Vice-President;
- c. Treasurer/Secretary;
- d. CEO;
- e. Up to three (3) additional outside experts to be proposed by the Treasurer/Secretary and the Executive Committee, and approved by the Board.
- f. Director of Operations

The Finance Committee, which will be chaired by the Treasurer/Secretary, will be responsible to the Board for guiding the financial activities of the Federation as outlined in the terms of reference.

## Section V

### **The World Heart Federation World Congress of Cardiology**

**Item 1. Frequency, Site Selection and Programme:** The World Congress of Cardiology (called in this document: “WCC” or “World Congress of Cardiology”) will usually be held every two years, but at a minimum every four years, unless otherwise decided by the Board.

At each World Congress of Cardiology or sooner, the Board shall announce the selection of the site of the next World Congress. A potential host organization offering a site for future Congresses shall submit to the headquarters of the Federation (hereafter: Headquarters) a written request together with supporting data based upon the agreed WCC selection criteria. Supporting data shall include, but not be restricted to, estimates of the facilities available in the proposed host city (hotels, congress facilities,

transportation, etc.), evidence of support by the city, names of local support committees, and all relevant financial information, etc.

Such data will be assembled and submitted by the Headquarters to the Board of the Federation for consideration at the next appropriate meeting of the Board.

The Federation shall be responsible for the management, scientific organization, conduct and finances of the congress. This will be achieved through the Congress Management Committee and the Scientific Programme Committee. The province of the congress is the exchange of information on scientific and professional subjects, public education, public policy, and the advancement of such other functions of the Federation as are appropriate.

**Item 2. Congress Management Committee:** For each World Congress of Cardiology, there will be a Congress Management Committee that shall be responsible to the Board of the Federation, for the organization of the Congress.

The members of the Committee shall be composed of maximum fifteen (15) members from each of the following groups:

- a. Maximum ten (10) members appointed by the Board of the Federation;
- b. Five (5) members appointed by the host organization, who will be members of the World Congress Local Organizing Committee.

The appointees of the Board must include:

- a. President at the time of congress (who is the chair of the Congress Management Committee);
- b. President Elect;
- c. Vice-President;
- d. Chairperson of the Scientific Policy & Advocacy Committee;
- e. Treasurer/Secretary;
- f. CEO;
- g. Director of Operations;
- h. Chief Science Officer (CSO) (*ex officio* member)
- i. One Co-Chair of the Scientific Programme Committee;
- j. As noted in 2.b, five (5) members of the region where the WCC will take place

The World Congress Management Committee shall:

- a. Review and plan the budget of the Congress;
- b. Review a detailed statement of income and expenditures following the Congress;
- c. Plan and manage all international sponsorship;

- d. Evaluate the Congress following its conclusion in order to formulate recommendations for future congress planning;
- e. Assist in the planning of the scientific programme.

All decisions of the Committee will be made by consensus or, if consensus cannot be reached, by absolute majority of the votes of the members present. In the case of a tie, the Chair's vote prevails. A quorum of the Committee shall consist of a majority of its members.

**Item 3. Scientific Programme Committee:** There shall be established a Scientific Programme Committee responsible for the scientific contents of the WCC scientific sessions.

Members of the Scientific Programme Committee shall include:

- a. A minimum of two (2) Co-Chairs;
- b. WHF President (*ex officio* member);
- c. Host country cardiac association/society leaders (*ex officio* member);
- d. WHF CSO (*ex officio* member) who is the primary staff person of the committee;
- e. Core members;
- f. WHF Director of Operations (an *ex officio* member).
- g. Additional members who have specific expertise.

There shall be at least seven (7) members of the Scientific Programme Committee; the number of members of this committee depends on the WHF's needs and scientific expertise.

Co-Chairs of this committee are approved by the Congress Management Committee, upon proposal of the WHF officers and the host cardiac or heart association/society.

**Item 4.** It shall be the responsibility of the Congress Management Committee to present an annual report to the Board detailing the plans and progress to date in all aspects of the Congress.

**Item 5.** All World Congresses must implement a tobacco free policy.

## **Section VI**

### **Chief Executive Officer**

**Item 1.** The Board shall approve a job description for a CEO and employ a suitable person for the effective operation of the Federation. The CEO shall serve for such period of time and upon such terms and conditions as the Board may determine. The CEO shall

be the administrator of the Headquarters, operating under the direction and control of the Board, with authority to employ, supervise and discharge staff. The CEO shall perform such other duties as may be assigned by the Board and shall attend all its meetings and those of the General Assembly. The Board shall review annually the performance of the CEO. The CEO is a Board member and member of all Board committees (*ex officio*).

## **Section VII**

### **Policy on Corporate Relationships**

**Item 1. Definition:** The World Heart Federation recognizes that partnerships with for-profit enterprises can be a key source of support and alignment in advancing its mission. Such partnerships are restricted to those enterprises that recognizes and are committed to corporate social responsibility and that value health of individuals and populations. By engaging companies' management, customers, employees and stakeholders the goal is to:

- a. Increase the number of supporters (Corporations, foundations, individual donors and others);
- b. Increase and sustain loyalty from existing supporters.

The Federation will promote relationships that provide support – directly and indirectly – to the organization's work. WHF's relationships with the business community take many forms and should provide support for programming, advocacy and fundraising.

The World Heart Federation actively seeks cost-effective, secure income, particularly non-earmarked income – as well as goods and services, directly from companies.

### **Item 2. Overall Guiding Principles:**

#### **2.1 Criteria for Partnering with WHF**

In determining whether a corporation is the best partner for WHF, the organization considers whether the potential partner demonstrates a willingness to exercise responsible business practices, engage in corporate social responsibility and expresses a commitment to cardiovascular health.

WHF applies primary criteria when evaluating a relationship with a member of the business community:

- a. Identify and analyse the best corporate partner in the right situation for both WHF and the partner;
- b. Identify the best way to integrate shared ideals, goals and visions into a sustainable partnership;

- c. There should be significant benefits to the WHF, its members, and/or the public;
- d. There should be low risks to the WHF, its members and the public; risks are mainly to the credibility of the WHF but could involve financial risk;
- e. The public perception of the WHF's image must be safeguarded in any relationship with companies.

## **2.2 Eligibility Criteria in Determining the Best Partner and Partnership**

When faced with the decision on whether to enter into a partnership with a company, WHF utilizes a number of criteria for eligibility. These criteria then guide the organization in its evaluation of the potential partnership. WHF looks for partnerships with companies and foundations that:

- a. Display corporate responsibility and leadership in the community;
- b. Make a positive contribution to society;
- c. Have a record of socially-responsible behaviour;
- d. Have a positive public and/or product image;
- e. Have a commitment to development-related causes;
- f. Have responsible labour practices;
- g. Employ responsible environmental practices.

## **2.3 Eligibility Exclusions**

WHF has also identified criteria which would exclude the formation of a partnership. These criteria are influenced by the scope and nature of the company's business activities, its reputation in the community and the business sector which the company belongs. WHF will not accept contributions from corporations/industries and their respective corporate foundations whose core activities may be in direct conflict with the goals of WHF.

WHF will not partner with the following business sectors under any circumstances:

- a. The tobacco industry;
- b. Companies producing armaments and weapons;
- c. Companies with a history of abusive or exploitative labour practices;
- d. Companies involved in pornography, exploitative and/or corrupt business.

WHF is willing to engage in a dialogue with any company (with the exception of the excluded industry sectors) in order to urge changes in product portfolio, business practices etc.

## **2.4 Transparency**

The WHF will maintain a principle of transparency and publish the financial contributions received from companies, and specify their purpose by placing this information on the website.

### **Item 3. Types of Relationships:**

#### **3.1 Donations**

Donations can be received in the form of cash or goods and services. Donations are often unrestricted or with expectation of low or no direct exposure or benefit to the donor. No formal contract is involved although there may be an agreement about acknowledgement.

3.1.1 This relationship carries a low potential risk for the WHF.

3.1.2 The donor is not entitled to use the WHF's logo.

3.1.3 The use of the association with the WHF for the donor's publicity purposes needs the written permission of the WHF.

#### **3.2 Sponsorship**

Sponsorship is a formal relationship (contract) in which both parties commit to a mutually beneficial association. Substantial financial benefit to the WHF is part of the arrangement.

3.2.1 These relationships carry a medium to high potential risk for the WHF.

3.2.2 The terms of the sponsorship agreement are set down in the contract, to be signed by the President and the CEO. The contract should include:

- The parameters for association and use of names and logos;
- The amount of sponsorship and/or in lieu of cash donations, of products or services. All agreements should contain full details concerning financial benefits to the WHF (where applicable), and any obligations given by or expected of the WHF in return for financial, and/or other, considerations;
- The form in which the WHF acknowledges support;
- Approval process for advertising and promotional campaigns in the case of sponsorship involving media promotion;
- Use of the WHF name or logo, which may be granted in certain cases;
- A confidentiality clause if appropriate.

3.2.3 Acknowledgement of the sponsorship should be discreet and normally be by company name only except where a brand complements the WHF's aims and objectives and the company name may be associated with some products that do not.

3.2.4 The sponsoring body should not include parent associated and/or subsidiary companies in the agreement unless they comply with the overall guiding principles set down in this document or are active participants in the agreement.

3.2.5 There may be instances in acknowledging a sponsorship that a disclaimer may be needed to show that the “sponsorship” does not imply endorsement of the sponsor’s products.

### **3.3 Endorsements and Exclusivity**

3.3.1 Endorsements – As a general rule, WHF advises against endorsing any products, goods, or services. It may do so in cases where the product carries a significant public health benefit. At no time should a WHF staff member endorse a company, group of companies, industry sector or other third party, its products or services.

3.3.2 Exclusivity – World Heart Federation advises against granting “exclusive” permission to reproduce the World Heart Federation name, logo, or emblem, or granting exclusivity in one market sector. To do so could make WHF vulnerable to allegations of partisan behaviour by companies or governments and is incompatible with the inclusive nature of our organization. In addition, granting exclusive permission could be misconstrued as endorsement.

### **3.4 Use of name and/or logo**

WHF shall retain the sole discretion as to the use of its name and logo. Any use granted should be specific as to the duration and/or purpose and must have the advance express written consent of the WHF.

3.4.1 In cases where WHF agrees to allow its logo on a branded product, the following principles and procedures shall apply:

- a. The decision to allow its logo to appear on a product shall be scientifically substantiated. The decision shall be taken by the WHF President, Treasurer/Secretary and CEO and CSO after careful review by the CSO, appropriate SPAC group/s, and will be vetted by the EXCO.
- b. The decision to place a logo on a product shall not be a stand alone aspect of the relationship between WHF and the company, but shall represent one component of a broader programme to improve public education and public health.
- c. On no account should the WHF affirmatively recommend the consumption of the specific branded product, subject to Section VII, Item 3, 3.3.1.
- d. Any health recommendations attributable to WHF shall come from WHF and shall provide a holistic heart health message.

- e. The nature of the relationship between the brand and WHF must be made explicit by a partnership statement.

### **3.5 Writing Requirement**

Without exception, and as a matter of policy, all corporate partnerships must be put in writing, with the roles and responsibilities of each corporate partner clearly set out. In most cases, this will involve a legally enforceable agreement: a binding Memorandum of Understanding, a Partnership Agreement or a Joint Venture Contract. All partnerships where the corporate partner is permitted to use the WHF name, likeness, logo, and emblem must be established in a legal agreement. This protects all parties involved.

All agreements should contain full details concerning financial benefits to the WHF (where applicable), and any obligations given by or expected of the WHF in return for financial, and/or other, considerations.

### **Item 4. Internal Procedures:**

- 4.1 A document will be prepared annually by the WHF Development Department, outlining the corporate sponsorship framework, the benefits accorded to companies and the cost of the different sponsor categories. This framework is approved by the President, Treasurer/Secretary and CEO and provided to the Board for information.
- 4.2 Due Diligence / Mandatory Review for all New Partnerships:
  - 4.2.1 WHF undertakes research and conducts a due diligence assessment of the potential partner, and evaluates information such as corporate values, corporate performance, history of relationship and other appropriate matters to determine if the company adheres to the fundamental principles on which WHF is based, i.e., our mission statement.
  - 4.2.2 All potential partnerships with the business community are subject to an initial review from the Development function with secondary review by CSO and final sign off by CEO. This review will be conducted irrespective of the degree or complexity of the partnership. Upon request, WHF Development function shall act as the organization's focal point to provide guidance and support in this area -- including in connection with the initial corporate screening or "due diligence".
- 4.3 The President, Treasurer/Secretary and CEO, after consultation with the CSO, will make a decision on each substantive relationship after considering the potential benefits and risks.
- 4.4 Sponsorship contracts as defined under Section VII, Item 3, 3.5 are signed by the President, or Vice President if the President is unable to sign, and CEO; in case of vacancy of the President or CEO, these contracts are signed by any authorized

signatory registered at the Trade Register. All other written agreements need to be signed by the CEO; in case of vacancy of the CEO, these agreements need to be signed by any authorized signatory registered at the Trade Register. This includes all agreements pertaining to the use of the WHF's name and/or logo, where there are financial and branding or intellectual property implications.

- 4.5 Any publicity material bearing the WHF's name or logo must be approved by the CEO.
- 4.6 A memorandum of understanding (based on an established template) is required when there are joint ventures being entered into between WHF and another organization where there are financial and intellectual property and branding implications.
- 4.7 The CEO and WHF staff will be responsible for processing all applications and maintaining a written record of the contacts, agreements and discussions with each company.

**Item 5. Further Points of Notice:**

- 5.1 Exclusivity:
  - 5.1.1 As noted in the Guiding Principles, as a general rule, the WHF does not grant exclusivity to a company within an industry sector. When the relationship with a company provides a significant benefit to the WHF, and the perceived risk has been fully evaluated, limited exclusivity may be granted for specific WHF programmes, projects or activities for a fixed period of time.
  - 5.1.2 While encouraging its member organizations to develop relationships with WHF corporate sponsors, this cannot be guaranteed; neither can it be guaranteed that member organizations will not enter into relationships with direct competitors of WHF's corporate sponsors.

**Section VIII**

**Travel & Expense Policy for Board Members, Staff & Invited Guests**

**Item 1. Board Member Entitlement:** The Board currently meets at least once a year, and in most years twice a year, once at the beginning of the year and once in the second half of the year. The WHF will reimburse **one** of two meetings per year. The Board member shall select the meeting for reimbursement. The Board member's sponsoring Society, Foundation or organisation shall cover the other meeting travel costs. If there is

only one Board meeting in a calendar year, the WHF will generally reimburse for that meeting.

**Item 2. Air Travel:** For flights not exceeding 5 hours, Board members, Staff and Invited Guests shall be reimbursed for the cheapest possible air ticket. For flights of more than 5 hours, the WHF will reimburse up to full fare economy. For full journey exceeding 18 hours, the WHF will on a case-by-case basis reimburse the cheapest possible business class air ticket, after prior approval from the CEO. Any upgrades are the personal responsibility of the Board member, Staff or Invited Guest. The cost of all tickets must be checked with and approved by the CEO and the Head of Administration before purchase. All Board members, Staff and Invited Guests are expected to make a significant effort to control travel costs.

**Item 3. Transport to hotel and meetings:** Shuttle bus services from airports to hotels or trains to the city centre should be used whenever available. Where not available, taxi fares will be reimbursed.

**Item 4. Meals:** Meals (breakfast, lunch and dinner) will be provided either by the host organization or by WHF. Should the Board member, Staff or Invited Guest decide not to participate, reasonable meal expenses will be reimbursed.

**Item 5. Hotel Rooms:** Lodging expenses will be reimbursed for the period of the meetings if not provided for by the host. WHF and/or the host organization will select and organize the hotel accommodation. Please note that WHF will not reimburse telephone, laundry, mini-bar, or other personal expenses.

**Item 6. General Procedures:** WHF will reimburse expenses upon presentation of copies of tickets or travel agent bills and upon presentation of receipts for all other expenses. A letter of request without justifying documentation is insufficient. Bank account details need to be included when submitting expenses.

## **Section IX**

### **Media Policy**

**Item 1. Introduction:** The success of the WHF is directly related to its reputation for providing quality products and services to its diverse range of publics. In its simplest form, favourable image is only earned through good performance, which is publicly recognized. Since much of what the public knows about the WHF is obtained through the media, it is very important that everyone dealing with the media do so effectively to ensure the best possible chances for accuracy and objectivity in media coverage.

It is recognized that responsibilities vary, according to discipline within the WHF and because of this, Board and Scientific Policy & Advocacy Committee members may be the first people the media will try to reach. This media policy has been established to give guidelines on dealing with the media, to be aware of what can be dealt with locally and what must be referred to the President and CEO.

The President, CEO and other appointed spokespeople are trained professionals in this area and have practical experience dealing with the media and in a variety of circumstances. Please seek their advice and rely on their judgement. The media usually calls when they need to “localize” a story. When the performance of the WHF impacts the local community or its citizens, or especially when a speech is delivered, it is likely to encounter members of the fourth estate looking for comments.

Generally at the local level, news and media requirements will be confined to local health programmes and fundraising events.

Board and Scientific Policy & Advocacy Committee members are under no obligation to respond to the media, but ideally, the CEO of the WHF should be advised whenever such a media inquiry is made as it may be part of a larger story that requires the WHF’s position, involves WHF policy, controversial issues or matters outside an individual’s area of expertise. The WHF office maintains prepared key messages for the media along with every press release. These messages can improve the quality of any interview. When an interview is agreed, it must be for a reason – “How will the WHF be impacted by this?” “What does the WHF want to communicate?”

WHF media policy will take into account that the mass media has a powerful influence in the daily lives of all; it can be a strong ally in creating a climate of opinion or setting an agenda for public discussion; it can also generate negative public feeling towards an organization where there is controversy.

The aim of this media policy is to maximize the WHF’s media opportunities and minimize the risks of negative press.

**Item 2. Goals of the Policy:**

- 2.1 To ensure the messages of the WHF are delivered in a consistent and positive manner.
- 2.2 To effectively target and distribute information about the WHF’s work and programmes to key stakeholders, i.e. general public, health professionals and decision-makers.
- 2.3 To create and distribute positive health promotion messages so that they impact favourably on the health of the world’s population.
- 2.4 To enhance the profile of the WHF throughout the world.

- 2.5 To influence public policy on health issues related to the aims and objectives of the WHF.
- 2.6 To support all national advocacy, education and training or fundraising campaigns implemented by the WHF.
- 2.7 To support all regional special and fundraising events by proactive distribution of key messages associated to each event.
- 2.8 To avoid, limit and defuse any negative publicity.

### **Item 3. Who Should Handle Calls from the Media?**

- 3.1 All media calls should be directed to the Director of Communications and Advocacy who will liaise as appropriate with the President and CEO, except for:
  - Calls made directly to the President.
  - Medical, scientific and heart research issues which should be referred to the President and/or the Scientific Policy & Advocacy Committee Chairperson/CSO.
  - Media inquiries related to individual country programmes or events.
- 3.2 The Director of Communications and Advocacy will:
  - Discuss the nature of the enquiry with the journalist to determine what the reporter is looking for, the deadline, and advise when and by whom they will be called back.
  - Discuss the media enquiry with the CEO, where relevant, to either gather the information to return to the journalist or set up an interview.
- 3.3 If the President and CEO are unavailable, media calls should be directed as noted below.
  - The Vice-President or Treasurer/Secretary on administrative and employment matters.
  - The Vice-President or Treasurer/Secretary on fundraising matters.
  - The Chief Science Officer or Scientific Policy & Advocacy Committee Chairperson on medical, scientific and heart research issues.
  - The Vice-President or **the** Scientific Policy & Advocacy Committee Chairperson on matters relating to advocacy, public policy and health promotion.
  - The Past President and/or Past Vice-President.

**Item 4. Handling Difficult Issues/Crisis Management:** All media inquiries relating to a controversial issue or crisis must be urgently directed in the first instance to the

President and CEO as these types of calls usually require a more in-depth communications strategy be developed.

An effective communications strategy is particularly important because of the potential to confuse the public and/or damage the WHF. There is no steadfast way to handle these situations or journalists and the WHF's response will vary according to the circumstances.

Depending on the nature of the call and issue, the CEO, in conjunction with the President, will determine if it is more appropriate to issue a prepared written statement on behalf of the WHF, or have a face-to-face interview with the journalist.

Providing a prepared, written statement ensures that WHF is telling a consistent story and serves as a reference for future interviews.

Objectives of handling difficult calls:

- To minimize negative impact.
- To avoid protracted coverage.
- To maintain the WHF's credibility.
- To turn a negative situation into a positive opportunity wherever possible.

#### **Item 5. Media Releases and Promotional Materials**

5.1 Media releases and all promotional material on national issues, national events and fundraising campaigns, e.g. World Heart Day, are the responsibility of the Director of Communications and Advocacy in consultation with the CEO.

5.2 Similarly, any promotional materials carrying endorsement or reference to the WHF produced by the members should be channelled through the Director of Communications and Advocacy for review and approval. This includes brochures, flyers, advertisements (print, radio and TV) and any other material for external publication. No material referring to the WHF should be disseminated into the community without approval.

**Item 6. Use of the WHF's Logo:** All material with the WHF logo must be signed and approved by the Director of Communications and Advocacy prior to production and release.

## **Section X**

### **Programme Sponsorship Policy**

**Item 1. Introduction:** The WHF is prepared under certain circumstances to sponsor or endorse programmes, symposia or conferences where the main purpose of the event is to promote knowledge and understanding of the causes, treatment and prevention of cardiovascular disease.

**Item 2. Procedure:**

2.1 Applications for sponsorship are to be addressed to the WHF Headquarters (7 Rue des Batoirs, Case Postale 155, 1211 Geneva 4, Switzerland, or by email to [info@worldheart.org](mailto:info@worldheart.org)) at least six months prior to the date of the meeting using special forms available from the WHF website [www.worldheart.org](http://www.worldheart.org).

2.2 As the WHF is a not-for-profit organization reliant on members' subscriptions and fundraising for its income, we welcome but do not require contribution to offset costs associated with endorsement.

2.3 Applications will be initially evaluated by the Chief Science Officer and the Education/Training Working Group. The outcome will be advised to the applicant by the CSO or President.

2.4 Approval does not imply any financial obligation on the part of the WHF, however the WHF logo will be made available for use on publicity material and the WHF will announce the applicant's meeting on the WHF website and in *Heartbeat*.

2.5 Applicants must be prepared to ensure that their meeting will take place in a smokefree environment and that food provided to participants must include healthy options.

2.6 If the WHF has national affiliated members in the country where the meeting is being held, the applicant should notify these member organizations of the event.

## **Section XI**

### **Conflict of Interest Policy**

**Item 1. Aims of this Policy:** The aim of this policy is to ensure that the decisions and transactions of the WHF are made with honesty and integrity and that both the WHF and individuals privy to those decisions and transactions are protected through a full disclosure of potential conflicts of interest.

**Item 2. Who this Policy applies to:** Staff, Members of the Board, Scientific Policy & Advocacy Committee members, Congress Management Committee members, Scientific

Programme Committee members, or any other individuals who are privy to the decisions and transactions of the WHF.

**Item 3. Definitions of Conflict of Interest:** An individual who is privy to the decisions and transactions of the WHF may have a conflict of interest if he or she or a closely associated third party may benefit from those decisions or transactions.

**Item 4. Situations where a conflict of interest may arise:**

**4.1 Business decisions and transactions**

A potential conflict of interest may occur if an individual is privy to the business and decisions and transactions of the WHF and:

- a. He/she will or may derive a material financial benefit;
- b. His/her business, family, or family's business will or may derive a material financial benefit;
- c. A third party to which he/she is closely associated will or may derive a material financial benefit;
- d. The discussions, decisions or transactions are commercially sensitive and may conflict with the interests of a third party to which that individual is closely related.

**4.2 Research grants and Twin Centre awards**

- a. A conflict of interest will occur if the member (in particular a Board member, a SPAC member, ...) submits an application for a grant or award as a principal investigator, co-investigator or recipient.
- b. A conflict of interest may occur if the member is part of the same research team, a close collaborator, or a member of the same department as an applicant for a grant or award.
- c. A potential conflict of interest is understood but acceptable if the member is asked to present the case to the Committee for a fellowship or scholarship application from an individual who is from the member's country or institution.

**Item 5. Procedures for potential conflicts of interest**

**5.1 Potential conflicts arising during Board or Committee meetings**

The member, who has a potential conflict of interest, will declare this to the Chairperson at the earliest available opportunity. The Chairperson will decide on the appropriate action (such as the member leaving the room or not taking part in the discussions). The declaration of potential conflict of interest and action taken will be recorded in the minutes.

## **5.2 Potential conflicts arising outside Board or Committee meetings**

The member will inform the CEO who will record the declaration in the Register of Conflicts of Interest. New registrations in the Register will be noted by the CEO and included with other reports to the Board.

## **Section XII**

### **Financial/Investment Management Policies**

**Item 1. Introduction:** The World Heart Federation manages both cash or near cash current accounts and reserve accounts. Management of the reserve accounts must be undertaken with the utmost caution. These reserves are assumed to be long-term investments. The current accounts assure the proper operational effectiveness of the organization on a year-to-year basis. These accounts must be managed for efficiency and some acceptable return.

**Item 2. Current Accounts:** Current accounts and short/mid-term investments are maintained in US\$'s, Euros and Swiss Francs at the WHF operational Bank in Geneva. The management of these accounts is the primary responsibility of the CEO. He/she shall have signing authority these accounts to enable efficient bill paying and operational management. All transaction orders require the joint signature of two persons.

Short-term investment parameters will be discussed with and agreed upon by the Treasurer/Secretary, CEO and WHF operational Bank management. These investment parameters must be available in writing. The total amount to be maintained in these current accounts must also be discussed with the Finance Committee and agreed with the Treasurer/Secretary and the bank in writing.

**Item 3. Reserve Account Management:** Following the recommendation of the Executive Committee acting as de facto Finance Committee, at the Board meeting of 4<sup>th</sup> June 2011 in San Diego, California, it was decided to transfer all the portfolio held by HSBC in Geneva to UBS which was selected to manage WHF's reserve accounts by the Finance Committee. Any change in this banking relationship will require a formal recommendation of the Finance Committee (see minutes of Board meeting).

This reserve account is invested with a long-term moderately conservative to conservative approach. Reserve account management is the responsibility of the Finance Committee. All transaction orders require the joint signature of two authorized signatories.

## **Section XIII**

### **Use of Electronic Signatures**

**Item 1.** The World Heart Federation maintains electronic signatures and/or computer-scanned signatures for correspondence of the President, CEO and selected WHF officers under conditions controlled by the CEO. A management policy exists to guide staff in the access and use of these tools.

**Item 2.** Under no circumstances are the signature stamps or scanned signatures used on financial instruments.

**Item 3.** All use of electronic signatures requires the approval of the owner of that signature as well as the CEO.

**Item 4.** The Board reviews the policy and its applications at two-year intervals.

## **Section XIV**

### **Smokefree Environments**

**Item 1.** All activities of the World Heart Federation will be conducted within a smokefree environment.