



CAR Endorsement Policy

Outline

This document lays out the CAR's philosophy, policy and procedures for endorsement. While endorsement requests from CAR members would be looked on favorably, non-member and non-radiologist applicants that are involved in diagnostic imaging are encouraged to seek CAR endorsement.

CAR Endorsement and Use of the CAR Logo

CAR Endorsement is defined as "expressing approval of the general scope and objectives, the content and the process of planning and preparing" of a program/project/initiative. Such endorsement is signified by the CAR's name and logo being affiliated with the program or event.

Reasons for CAR Endorsement

The CAR recognizes that endorsements of certain activities conducted by other organizations or individuals in public or private service may serve the best interest of the CAR and its membership. The CAR's strategic plan (see CAR.ca) defines five pillars including: advocacy, education, patient care, research and innovation as well as engagement. Applications that cite goals and objectives in the CAR's strategic plan would likely have a greater chance of success. Moreover, CAR endorsement of activities, programs, or events related to imaging may provide a benefit to other physicians and health professionals involved in imaging. In the same vein, the CAR welcomes non-radiologist organizations and individuals to submit their activities, programs, and events for CAR endorsement, in the interest of furthering the interests of diagnostic and medical imaging more generally.

Endorsement or support means that the CAR will communicate and promote the educational program. The CAR will also support the initiative with its guidelines as well as its group of experts' opinion leaders if ever there were a question related to radiology best practices at national level in Canada. If the CAR is not able to formally support the initiative, it may suggest that individual members or other channels to those requesting formal support.

Requests for financial support

Requests that come forward to the CAR should consider the principles of endorsement. Endorsement carries risks inherent to the association of the CAR's logo and reputation with a third party. Unless an exceptional case comes forward, requests for financial support should be considered within the CAR's strategic plan and align with the CAR's budget cycle. The budget for the following year is presented at the September Board meeting.

Eligibility Criteria for Endorsement – Application Process

1. A CAR member in good standing must be part of the proposed initiative that is requesting an endorsement.
2. The proposal must support the mission of the CAR.
3. The content must be primarily directed at radiology in Canada.
4. The proposal must be national or regional in scope and/or be recognized as of major importance to the CAR and its membership.
5. The program/content/initiative must be free of commercial bias.
6. All sources involved in the planning and/or funding of the program/project must be disclosed.

7. The [CAR Endorsement Request Form](#), which provides a detailed description of the proposal, must be completed.

Approval Process

Only submissions using the [CAR Endorsement Request Form](#) will be accepted. Once the request for endorsement has been submitted, the CAR Executive Committee will review the request at the next scheduled meeting to evaluate if the proposal meets the criteria listed above. A formal decision letter will be issued by the CAR, including next steps, as appropriate.

**Please note that the requesting body/individual may be asked to deliver a formal presentation to the CAR Board if deemed necessary by the Executive Committee.*

Important Considerations

There should be no promotion, communication or marketing implying the CAR's endorsement until the initiative has been formally reviewed and approved by the CAR Board of Directors. Use of the CAR logo or the written implication of CAR support is strictly forbidden at any time without formal permission from the CAR.

If approved, the requesting organization/individual will consult the [CAR Marketing and Communications Policy](#) and request approval for the use of the CAR's name and logo from the Director, Communications and Marketing.

Endorsement Process Checklist

This checklist will help to ensure that all the relevant information required to complete the endorsement review process has been included.

Information Needed	
Name of initiative:	
Source of development and financial support:	
Name(s) of person(s) in the organization responsible for development:	

Further Information About the Project		
Proposed release date:	Propose launch date:	Proposed distribution date:
Promotion – is the CAR invited to participate?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Dissemination (e.g. advertising in the CARJ):		
Languages available:	<input type="checkbox"/> English <input type="checkbox"/> French <input type="checkbox"/> Both	
Available through media (print, internet, etc.):	<input type="checkbox"/> Yes <input type="checkbox"/> No	
If yes, please specify:		

Other		
Does the proposal include expectations of the parties involved?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Is the use of the CAR's name and visual identity been clearly described?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Has the collaboration for the launch and/or distribution been clearly defined?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Has a request for financial or staff support that may be required from the CAR been defined?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Endorsement based on review and approval of the CAR Executive Committee:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Time factor (four to six weeks to review the request):	<input type="checkbox"/> Yes	<input type="checkbox"/> No
The Executive Committee's decision is final:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Are there any unforeseen costs (e.g. honorariums for reviewers, cost of administration, etc.)?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If yes, please specify:		
Has the applicant applied for commercial backing?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If yes, please specify:		
Are there other parties involved in this program?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If yes, please specify:		

Review of Projects Previously Endorsed

If a project initially proposed for endorsement is multi-year in scope, at the time of its evaluation, the Executive Committee can determine whether the CAR's endorsement should be reviewed on a yearly basis. If the project is to be reviewed on a yearly basis, the same criteria and checklist detailed above will be used for subsequent evaluations to maintain endorsement status.

In the event that a completed or terminated project which had been previously endorsed or proposed for endorsement reapplies for endorsement by the CAR, the same criteria and process cited above will be used for the reevaluation.

Approved by the CAR Board of Directors on April 26, 2018 and revised on January 31, 2020.

Adopted from the College of Family Physicians of Canada and the Canadian Cardiovascular Society policies on endorsement.

