

WSO Endorsement Policy

Statement of Purpose

“WSO endorsement” signifies that WSO publicly and visibly supports a particular activity, product or service which are consistent with the aims of the WSO. WSO may endorse joint activities, campaigns, statements, literature, conferences or other initiatives.

Endorsement is not undertaken for commercial purposes.

The policy applies to all forms of endorsement whether the material is from internal or external sources.

Policy Statement

WSO may endorse activities or initiatives such as campaigns, presentations, conferences and services; and literature or materials such as statements, patient education materials, media releases, and practice guidelines. Endorsement by WSO endorsement signifies WSO agreement, advocacy or recommendation in support of the proposed action or content. WSO will undertake an evaluation process before arriving at a decision to give endorsement.

Policy Guidelines

- 1) All endorsed activities, material and services must meet the requirements of the WSO, embodying the highest standards of integrity and scientific accuracy
- 2) WSO will consider endorsement with the exception of the following:
 - messages, products, services or activities which are inconsistent with the WSO mission
 - direct endorsement of commercial products or services; and
 - Information that is inconsistent with current scientific knowledge.

In exceptional cases, where the benefits are considered to be overwhelming and that the profits are used exclusively for not for profit academic purposes, this might be over-ruled by the full Board.

one voice
One World Voice for Stroke

Use and adaptation of World Stroke Organization material

The WSO has a range of materials that are developed for use by its members and associated organizations. These material include, for example, the World Stroke Campaign materials and the Global Stroke Bill of Rights

Some of the materials are copyrighted to the organization that has approved their use for the WSO and these materials cannot be used without permission from the copyright owner (for example, AHA/ASA, National Stroke Foundation, Australia). Other materials are owned by the World Stroke Organization and are approved for use and adaptation according to the following guidelines

Where the material is not modified in any way, or only minor changes are made:

- The material must be displayed using the WSO logo and original branding and design. The color, layout and wording cannot be changed in any way. Logos of the local organization may be added for local distribution. Generally, the design phase will leave a space for the local organization's branding

Where the WSO material has been used to inform local materials or forms the basis of newly created materials

- The WSO must be cited using the following form "Adapted from Title of original material, World Stroke Organization, year of publication"
- The WSO logo cannot be used on these materials without express permission from WSO (see guidelines for use of logo)

Where the WSO material is referenced

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- The WSO logo cannot be used on these materials without express permission from WSO (see guidelines for use of logo)

Procedure for endorsement

- 1) Requests for Endorsement must be made by filling in an endorsement form available on the WSO website and on request by the WSO Secretariat.
- 2) All endorsements needs to be approved by the WSO endorsement committee and in some cases a specific committee (e.g. material related to education by the Education Committee).
- 3) Endorsement is approved only for the specific purpose requested and may be time limited. All material for long term use must be subject to periodic review and evaluation. This might include periodic reports to the WSO.

- 4) A risk assessment process will be undertaken for all major public endorsements by the WSO Executives.
- 5) Potential Conflict of interest will be considered at all times
- 6) Endorsement of National campaigns, resources for national distribution and other activities can be undertaken by WSO.
- 7) To endorse national and international meetings, the proposal must contain:
 - a) Details of the goals of the program
 - b) A listing of prospective speakers and their topics
 - c) A statement of the official language(s) to be used and
 - d) A statement that ALL members of the WSO are invited to attend regardless of citizenship.

Approval will allow the organizers to use the WSO logo and publish the following statement in their brochures and correspondence: "This meeting is endorsed by the World Stroke Organization. It is open to all, regardless of citizenship. We encourage attendance by WSO members and all those interested in stroke."

Policy on use of WSO logo

The WSO may approve the use of its logo on materials or conference material according to the following guidelines

- 1) Requests for use of the WSO logo will only be considered from WSO members or where endorsement has been provided.
- 2) When requested for use on local written or digital/video materials, the request will be considered and materials will be reviewed by members of the WSO World Stroke Campaign Committee
- 3) The logo must be displayed according to the WSO visual guidelines.
- 4) The WSO logo may be used for work that has been funded by the WSO and must adhere to the above principles and guidelines.

