



# ABP Corporate Policy

## Creation and Dissemination of ABP Products by External Partners

### POLICY PURPOSE AND OVERVIEW

The following policy is intended to outline requirements for external partners participating in the creation and dissemination of products that describe ABP processes or services to ensure that the products are consistent with the mission, strategic objectives, and graphic identity of the ABP. For the purposes of this policy, the term “external partners” includes, but is not limited to, volunteers, appointees, project personnel, and other stakeholders. The term “products” includes, but is not limited to peer-reviewed papers, commentaries, abstracts, presentations, videos, podcasts, webcasts, websites, blogs, social media posts, media broadcasts (including radio, television, and the internet), and any other media shared with internal or external audiences.

This policy does not apply to ABP Foundation-funded projects, nor does it address projects where ABP data are shared, both of which are addressed in separate policies.

The ABP retains the right to prohibit the creation or dissemination of any materials that the ABP perceives may breach the confidentiality of the ABP or of any of the trainees or diplomates it serves or that may not accurately describe the work of the ABP. If an external group or participant disagrees, they may request review by the ABP Board of Directors. However, a final decision will rest with the ABP.

### ABP PROCEDURES FOR THE CREATION AND DISSEMINATION OF PRODUCTS WITH EXTERNAL PARTNERS

When external partners wish to create a product that describes ABP product or services, they must contact a member of the ABP's Senior Management Team (SMT) to declare their intentions prior to creating the product. A SMT liaison will be identified to review the concept, including proposed content, contributors, and venues for submission and/or dissemination. For all promotional/media products (e.g., videos, podcasts, webcasts, websites, blogs, social media postings, media broadcasts including radio and television, and any other media), per the ABP's Media Policy, this liaison will be the Director of Communications.

Roles and responsibilities, timelines, resource requirements, required ABP approvals, and appropriate support statements, copyrights, and disclaimers will be clarified early in the process. The external partner will work closely with the SMT liaison during product creation.

If the product is controversial or otherwise outside of the ABP's normal line of work, the SMT liaison will share the product plans with relevant members of the SMT and provide a reasonable amount of time to review the plan, and, if deemed necessary, the product.

In addition:

- Authorship for peer-reviewed papers, commentaries, abstracts, and presentations must follow published guidelines specified by the International Committee of Medical Journal



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Editors (ICMJE, [www.icmje.org](http://www.icmje.org)) or other similar national or international standards appropriate for the modality.

- Content and visual presentation for all promotional/media products will follow evidence-based best practices for optimal user experience, understanding, and knowledge retention, as determined by leading experts in the fields of journalism, mass communication, public relations, and user experience.
- Published materials should acknowledge any support or data received from the ABP using the language provided below, with any necessary modification or elaboration: “This [material] was supported in part/in full by the American Board of Pediatrics or American Board of Pediatrics Foundation”.
- Products seeking endorsement should be submitted to the President and CEO, ABP Board of Directors, or relevant subboard or committee for review prior to submission to a journal, conference, or media outlet (including digital and social media). If endorsed, the following statement or a modified version should be included: “This [product] has been endorsed by the [list appropriate bodies at the ABP]”.
- Products not endorsed by the ABP or its boards, subboards, or committees must include the following disclaimer: “The content is solely the responsibility of the authors and does not necessarily represent the official views of the American Board of Pediatrics [or the American Board of Pediatrics Foundation].”
- Acknowledgements and disclaimers must be placed clearly and legibly at the beginning of the product(s).
- The ABP Communications Department might promote papers, presentations, and other products with advance notice and within the context of other demands on the department’s time.