

Policy No:	EP006
Issue Date:	Sept 2012
Updated:	Feb 2017
Review Date:	Feb 2020

### **Purpose**

1. The purpose of this policy is to guide and assist those wishing to promote the eviDent Dental Practice Based Research Network (DPBRN) and/ or eviDent Foundation and publicise (by presentation or publication) the research undertaken by eviDent.
2. The aim of this policy is to ensure that a consistent approach is taken to presentations and publications about eviDent or its research findings, and to protect the intellectual property of eviDent and its members.

### **Scope**

3. This policy applies to those wishing to promote, present or publish findings related to eviDent or eviDent research projects.

### **Definitions**

For the purposes of this policy, the following definitions are used:

4. **Promotion:** any advertising, sponsorship, endorsement or support.
5. **Presentations:** any presentations under the auspices of eviDent, including, but not limited to:
  - a. Invited presentations
  - b. Scientific, professional or public presentations, e.g. conferences and study groups
  - c. Poster presentations.
6. **Publications:** any printed material about or supported by eviDent, including, but not limited to:
  - a. Newsletter articles
  - b. Peer reviewed journals
  - c. Training documents
  - d. Research finding reports
  - e. Abstracts
  - f. Information brochures
  - g. Web material
  - h. Manuscripts
  - i. Theses.

### **General Principles**

1. eviDent supports and requires the dissemination of its research findings to eviDent members, the dental profession, policy makers and patients.
2. All eviDent projects should have an associated plan for communications and publications. This is to be developed by the Chief Investigator within two years' of the projects' commencement, and submitted to the eviDent CEO. The plan can be updated throughout the project and finalised at project completion. This will allow eviDent staff to assist investigators in identifying opportunities to disseminate eviDent's research.

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3. Promotion of, and presentations/ publications about or related to, eviDent should:
  - a. Be accurate
  - b. Relevant to its intended audience
  - c. Include citations (where relevant)
  - d. Avoid republishing or presenting the same information without having sought approval from the publisher/ course provider/ presenter and giving appropriate recognition
  - e. Acknowledge financial and in kind support (where relevant) (see also EP005)
  - f. Acknowledge contributors, e.g. project team, authors, research assistants
  - g. Explain the status of the project, e.g. preliminary findings
  - h. Be consistent with the objectives of the eviDent Foundation
4. Members must not use the eviDent logo or material that is the property of eviDent for practice promotion/ advertising or personal commercial gain.
5. Presentations and publications about an eviDent project must be approved by the project's Chief Investigator.
6. Copies of all eviDent presentations and publications must be provided to the Chief Executive Officer prior to submission, to enable the Chief Executive Officer to review and approve the acknowledgement section. In the case of theses, only the acknowledgements section is required for submission to the Chief Executive Officer.
7. A copy of eviDent presentations and publications will be kept by the eviDent Foundation, and a summary included in its Annual Report and on its website.
8. All media interest must be referred to the Chief Executive Officer.
9. eviDent will aim to respond to requests for use of the logo within one week.

#### **Promotion**

10. eviDent members may use the words 'Member of the eviDent Dental Practice Based Research Network' on publications and promotional material.
11. eviDent members may use the eviDent logo(s) if prior approval has been obtained (see 'use of the eviDent logos') from the Chief Executive Officer.
12. Misuse of the eviDent logos or reference to eviDent membership shall be liable to legal action from the eviDent Foundation.

#### **Presentations**

13. Approved eviDent presentations involving PowerPoint or the like must use the eviDent PowerPoint templates (available from the Chief Executive Officer).

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14. Where the presentation includes information about eviDent or an eviDent project, but this is not the main topic, the eviDent logo must be included on the slides about eviDent and distinctive from the other slides.
15. Distribution of eviDent presentations is subject to approved authorisation by the presenter, and must include provision that the presentation must not be further distributed, without prior permission.
16. All presentations about eviDent project findings should include the appropriate disclaimer: *'The data used for this presentation was collected as part of eviDent project <number>. The information in this presentation is the opinion of the presenter'* OR *'The data used for this presentation was collected as part of eviDent project <number>. The information in this presentation is the opinion of the eviDent project team'*.

### **Publications**

17. All publications about eviDent project findings shall include appropriate acknowledgement of:
  - a. Sources of support (actual and in kind) (see EP005 for wording)
  - b. Perceived or actual conflicts of interest, e.g. *'The authors of report no conflicts of interest related to this project'* OR *'The authors report <conflict> and <details of methods to safeguard against the influence of the conflict>'*
  - c. All contributors, e.g. project team, authors, research assistants etc, e.g. *'The following are sincerely thanked for their contribution to this project: <names and details of contributions>'*.
18. All listed authors must have contributed to, reviewed and approved the final version prior to publication.
19. All publications about eviDent project findings should include the following disclaimer: *'The data used for this project was collected as part of eviDent project <number>. The views expressed are those of the authors, and do not necessarily reflect the opinions or policies of eviDent'*.
20. All publications about eviDent project findings shall include appropriate reference (where possible) to eviDent including:
  - a) Author Affiliation: eviDent Chief Investigators, Associate Investigators and Research Collaborators to be listed as affiliated with 'eviDent Foundation, South Yarra, Victoria, Australia'
  - b) Abstract: where possible, the abstract should include the words 'eviDent Foundation' and/ or 'eviDent Dental Practice Based Research Network'
  - c) Materials and Methods: 'this project was conducted through the eviDent Foundation, which facilitates dental practice based research'.
  - d) Acknowledgements: 'This project was supported by the eviDent Foundation'

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**Use of the eviDent logos**

21. Use of the eviDent Foundation logo and eviDent DPBRN logo is restricted to eviDent, unless prior approval has been obtained from the eviDent Chief Executive Officer.
22. When considering approval of the use of the eviDent logos, the Chief Executive Officer will consider:
  - a. The proposed effect on eviDent's image, i.e. reputational risk, implied endorsement etc
  - b. Its proposed use, including duration, format and use with other logos
  - c. The applicant's relationship with eviDent, e.g. eviDent DPBRN member, affiliate etc
23. Applications must be made in writing to the Chief Executive Officer, prior to the eviDent logos being used in any format (other than on approved templates provided by eviDent).

**Review**

24. This policy will be reviewed and updated within three (3) years of the issue date, or earlier if any changes indicate a need for a review.