1. Introduction

Since our foundation (originally as The Prostate Cancer Charity), Prostate Cancer UK has received support from a range of pharmaceutical companies and medical device manufacturers\(^1\) with an interest in prostate cancer. This support has made an important contribution to our work on behalf of people affected by prostate cancer.

Prostate Cancer UK seeks to uphold our reputation for integrity, independence, impartiality and transparency in all we do. We recognise the importance of working collaboratively with all stakeholders to ensure a holistic understanding and approach to the needs of men living with and after prostate cancer. However, the views of the charity are always reached independently and are based on informed and balanced evidence, with the aim of improving the lives of people affected by the disease.

Whilst we acknowledge that support from medicine and device companies is an important resource, we recognise that a policy to govern relationships with these industries is necessary. The purpose of this policy is to provide clear guidance about how we work with medicine and device companies in the best interests of people affected by prostate cancer. This policy will safeguard the reputations of both the charity and the companies concerned and enable all parties to work together collaboratively to the overall benefit of men with prostate cancer.

2. Overview

Prostate Cancer UK has a history of working with a range of medicine and device companies that have an interest in prostate cancer. We believe it is important to maintain co-operative relationships with companies that manufacture and market drugs, treatments and medical devices for prostate cancer, but under no circumstances will these companies influence our strategic direction, activities or what we say.

In situations where the charity is receiving support from the medicine and device industry, we will, where possible, seek support from more than one company for each project and service development. This is to help prevent accusations of favouritism towards a particular company and protect our impartiality.

3. Guiding principles

Prostate Cancer UK’s policy for working with the medicine and device industries is based upon the following core principles:

- Equality and impartiality
- Independence and integrity
- Openness and transparency

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\(^1\) A medical device is a device subject to regulation by the UK Medicines and Healthcare products Regulatory Agency (MHRA). In short, this refers to any instrument, apparatus, appliance, material or other article, whether used alone or in combination, including the software necessary for its proper application, intended by the manufacturer to be used for human beings for the purpose of diagnosis, prevention, monitoring, treatment or alleviation of disease, or investigation, replacement or modification of the anatomy or of a physiological process, and which does not achieve its principle intended action in or on the human body by pharmacological, immunological or metabolic means.
The policy takes into account:

• The Association of the British Pharmaceutical Industry (ABPI) Code of Practice for the Pharmaceutical Industry 2011

• The Association of Medical Research Charities’ (AMRC) publication, “An Essential Partnership Principles & Guidelines for Working with Industry” 2007

It is supported by a wider Corporate Partnerships Policy and the Charity Commission guidelines ‘Fundraising through Partnerships with Companies’.

3.1 Equality and impartiality

3.1.1. Partnerships between the charity and medicine and device companies are based on equal partnership.

3.1.2. Prostate Cancer UK will not enter into a relationship designed to give one medicine and device company obvious competitive advantage over another. Where possible we favour the use of a funding consortia based on two or more companies working together. However, we will enter into strategic partnerships with individual companies if it is deemed to be in the best interest of people affected by prostate cancer and meets the conditions set out in this policy.

3.1.3. Use of the charity's logo or any of our materials by any industry partner must have prior written agreement.

3.2. Independence and integrity

3.2.1. In order to safeguard our independence, total funding from medicine and device companies will not exceed five per cent of the charity's total annual income.

3.2.2. We will not accept support from a medicine and device company for activities which lie outside our agreed strategy. The strategic objectives of the charity are determined by the best interests of people affected by prostate cancer.

3.2.3. The high quality information materials produced by the charity will not be influenced in any way by the acceptance of medicine and device sponsorship. All information is based on the latest evidence and informed by healthcare professionals and people affected by prostate cancer.

3.2.4. There may be occasions where Prostate Cancer UK will campaign for equitable access for men with prostate cancer to a specific medicine, treatment or device. The charity will not accept funding from medicine and device companies to support these or any other influencing activities. We ensure that our policies and campaigns are independent activities that are consistent with our agreed strategic objectives and based on evidence from a balanced range of sources.

3.2.5. We will not embark on, or continue with, any sponsorship arrangement or collaborative venture that might damage our reputation.

3.3. Openness and transparency

3.3.1. Prostate Cancer UK will make every effort to ensure compliance with the conditions of the ABPI Code of Practice for the Pharmaceutical Industry 2011, which states that “when working with patient organisations, companies must ensure that the involvement of the company is made clear and that all of the arrangements
Prostate Cancer UK is a registered charity in England and Wales (1005541) and in Scotland (SC039332). A company limited by guarantee registered number 2653887 (England and Wales).

3.3.2. The charity will be open, transparent and honest in response to any public or media enquiry concerning our relationship with medicine and device companies.

3.3.3. We are committed to being open about our Trustees’ and Senior Management Team’s relationships with medicine and device companies. Our Conflict of Interest policy should be used in conjunction with this policy to determine whether a conflict of interest will arise from the activities of the Trustees in relation to our partnerships with a medicine and device company.

4. Accepting financial support

4.1. Prostate Cancer UK will accept financial support from medicine and devices companies when the following conditions are met:

   i. There are strong grounds for believing that a partnership will result in benefit to people affected by prostate cancer;
   ii. The Chief Executive, or appointed deputy, is satisfied that no significant damage to reputation will accrue from accepting such support;
   iii. There is no attempt on the part of the company or companies to influence the charity’s strategy or activities either explicitly or implicitly.

4.2. A written agreement will be drawn up at the beginning of each new partnership with a medical or device company. We will also ensure that there is a mechanism for monitoring and evaluating the outcomes of each partnership.

5. Guidelines for working together

5.1. Further details on how Prostate Cancer UK will work with medical and device companies are set out in “Guidelines for working with pharmaceutical and medical device industries”. This is available on request.