

Endorsement of Products for Educators

Thank you for expressing an interest in having Childbirth And Parenting Educators of Australia (CAPEA) assess the suitability of your product for endorsement, this product being of interest and use to Childbirth and Early Parenting Educators.

CAPEA is the only national, not-for-profit, incorporated association supporting Australian Childbirth and Parenting Educators, a diverse group of professionals committed to preparing and supporting women and their families for birth and parenting. CAPEA has adopted a holistic model promoting informed choice through a learner-centred approach to education that is accessible and culturally appropriate and is committed to its philosophy, goals and [National Competency Standards](#).

Endorsement of Product for Educators

1. CAPEA endorsement means that CAPEA publicly and visibly supports a particular product that is for use by Educators. It is not undertaken for commercial purposes, however opportunities for endorsement may form part of a sponsorship package. An assessment process will be undertaken after submission of your product prior to offering endorsement.

Please complete the attached application form clearly demonstrating the suitability of your product for endorsement. Specifically you need to outline:

- Role/function/purpose of the product.
- Beneficial aspects of the product and its relevance to Childbirth and Early Parenting Educators. Provide evidence on which you base your claims.
- That both the company and the product are consistent with, or does not breach, relevant guidelines for families and particularly their infants (e.g.: Baby Friendly Health Initiative, Safe Sleeping, WHO, NHMRC, ACCC Safety guidelines).
- That the company and the product are consistent with, or does not breach, relevant national or state legislation or local health policies, guidelines and agreements. Has TGA approval if considered appropriate.
- The product or its promotion does not discriminate against any family member on the basis of ethnicity, religion, age, marital status, or sexual preference.
- If relevant, certificate of analysis which will include an analysis of all ingredients contained in your product.

2. CAPEA will not consider endorsement of any product that contravenes guidelines as listed, or that are inconsistent with the philosophy and goals of CAPEA.

3. CAPEA may qualify its endorsement by defining how the endorsement may be used and may require the inclusion of a statement similar to the following in promotional materials:

This product has been endorsed by Childbirth and Parenting Educators of Australia (CAPEA) for use by Childbirth and Parenting Educators according to their endorsement process. (See <http://www.apea.org.au>). However, this does not constitute CAPEA's preferred endorsement of a particular branded product as there may be other products that are also appropriate choices.

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4. The CAPEA name and logo may be used only with the written approval of CAPEA, consistent with the Product Endorsement Agreement once endorsement is granted.

Endorsement Process

1. In order for the Assessment to be undertaken, CAPEA must receive:

- A completed application form
- Full payment of the processing fee (\$200) and
- 3 copies/samples of the product in its original packaging of hard copy products or free access to electronic version or online resources for up to 4-6 weeks.

A preliminary assessment is then done to identify the appropriate assessment process.

2. Assessment of a product will be undertaken by three people appointed by the National Committee of CAPEA. The panel will consist of:

- a. National President (or if unavailable the Vice President)
- b. One other National Committee member
- c. Chairperson of Further Education Committee (or if unavailable another representative)
- d. A relevant expert may be invited to join the assessment process.

3. Any vested interest in the endorsement of the product must be declared and another panel member selected.

4. The full assessment process may take 4-6 weeks. Notification of the outcome will be forwarded to the applicant by email within one week of a decision.

5. If the product is approved, CAPEA will sign a Product Endorsement Agreement with the applicant.

Endorsement is approved only for the specified purpose requested and is current for a maximum period of 3 years.

6. All advertising material used to promote the product endorsement must be submitted to CAPEA for approval, prior to promotion of the CAPEA endorsement. Breach of this action, subsequent to endorsement being granted, may result in withdrawal of endorsement approval. Together with the endorsement certificate, CAPEA will provide a copy of its logo; use of the logo must be in strict accordance with the signed Endorsement Agreement.

7. In the case where endorsement is not approved, the National President of CAPEA will notify the applicant to discuss the areas that did not meet the criteria.

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APPLICATION FORM

Please contact the Chair of the CAPEA Further Education Committee (FEC) by emailing info@capea.org.au for details of where and how to forward your application.

The \$200 application fee is to be paid by direct deposit.

Account Name: CAPEA

BSB: 014286

Account No: 497548265

Please forward details of payment, including name of payer listed in the transaction, to payments@capea.org.au

Name of company:

Name of applicant:

Relationship of applicant to product:

Postal address of applicant:

Website, if applicable:

Phone number:

Mobile:

Email:

Title of product:

Type of product:

1. Role/function/purpose of the product:
2. Beneficial aspects of the product and its relevance to Childbirth and Early Parenting Educators. Provide evidence on which you base your claims.

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3. Provide evidence that the company and the product are consistent with, or does not breach relevant guidelines for families and particularly their infants (e.g.: Baby Friendly Health Initiative, Safe Sleeping, WHO, NHMRC, ACCC Safety guidelines). Provide documents to support this.

4. Provide evidence that the company and the product are consistent with, or does not breach, relevant national or state legislation or local health policies, guidelines and agreements.

5. Provide evidence that the information provided with the product is congruent with the CAPEA philosophy, goals and Competency Standards (see www.apea.org.au for more information)

6. Does the product or its promotion discriminate against any family member on the basis of ethnicity, religion, age, marital status, or sexual preference? Yes No
If so please provide explanation.

7. Does your product contain food, plant or mineral ingredients? Yes No
If Yes, please attach a certificate of analysis which will include an analysis of all ingredients contained in your product.

8. Signature:

Date:

Check List:

- | | |
|--|--------------------------|
| Form completed and signed | <input type="checkbox"/> |
| Payment made (\$200) | <input type="checkbox"/> |
| All corresponding evidence attached | <input type="checkbox"/> |
| Three (3) samples provided or access to online version given | <input type="checkbox"/> |

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Office use only

Date received:

Payment received:

Names of members in Assessment Process:

Outcome:

Follow up required: Y N

Date on endorsement certificate:

Notification sent date:

Date due for re-endorsement: