

MDDCSAM Vendor Activities & Advertising Policy

The purpose of the following policy is to provide supplementary guidance in addition to the American Society of Addiction Medicine's (ASAM) existing [Relationships with External Sources of Support](#) and [Advertising](#) policies.

Member Privacy and Consent

It is the policy of the Maryland-DC Society of Addiction Medicine (MDDCSAM) to never disclose email addresses or cell phone numbers to external vendors. All advertising and promotions sent by email must be relayed by MDDCSAM and are therefore subject to MDDCSAM content and policy review.

All email and fax recipients may opt out of advertising materials at any time, without opting out of all MDDCSAM mailing lists. All advertisements will be clearly marked as such and any financial relationship between MDDCSAM and the vendor disclosed. This includes an indication in the subject line or sub-header preview line to indicate to the recipient, prior to opening the email, that it is an advertisement.

The launch of MDDCSAM's partnership program and other advertising opportunities will be announced to recipients in advance of advertising content so they may opt-out or offer comment.

Advertising Content & Partner Activities

A key part of MDDCSAM's ability to provide educational content to members is continued engagement with emailed and faxed content. Thus, the acceptance of any advertisement that may lead to unsubscribes or reduced open rates contravenes the organization's mission. To mitigate this risk, advertising review will limit the frequency of advertisements, and whenever possible activities and outreach to members that benefit ASAM and MDDCSAM's missions will be prioritized.

MDDCSAM will use the following guiding questions in the assessment of advertisements and programs:

- Does the activity or advertisement further the mission of ASAM and/or MDDCSAM?
- Does the activity or advertisement benefit public health, patient care, research, or physician practice in some manner?
- Does the activity or advertisement involve the "production, sale, endorsement, or marketing to consumers of products external to ASAM that claim a health benefit"? If so, it is in violation of ASAM policy which has been adopted by MDDCSAM.

Generally, activities should have multiple sponsors when possible, to limit undue influence of any one sponsor on an event. Evaluations for events with sponsors must ask if commercial bias was perceived by attendees.

Additional outreach and communication to members might include:

- Advertising a third-party event, not planned by ASAM/MDDCSAM (requires content review)
- MDDCSAM hosted events with the sponsor's logo
- Chapter newsletters with sponsor's logo or advertisement (requires content review)
- Direct email or fax advertisement (requires content review)