Protocol on co-badging submissions, policies, public statements or media releases

The Strategic Plan of the PHAA emphasises the importance of developing networks, partnerships and linkages with other organisations. This is fundamental to advocacy, as it strengthens positions in order bring about change.

Credibility is a key factor in the advocacy process. Organisations that have significant credibility are often taken more seriously than advocacy organisations that are seen to be on the margins (however described). Therefore it is important to both protect the credibility of the PHAA and to work with other credible organisations to bring about the change that will improve public health outcomes.

Decisions on linkage should be taken in the initial instance by the CEO of the PHAA. When making a decision to join with other organisations the following considerations should be taken into account by the CEO:

- Is the issue consistent with PHAA policy?
  - If there is no policy
    - Is it consistent with the PHAA principles?
    - Has it had other independent review
- Will the PHAA lose any credibility by the linkage?
- Are there any other possible negative consequences for the PHAA?
- Is this a “once off” or is it likely to be an ongoing relationship?
- Is the PHAA’s policy or position likely to be strengthened by the linkage?
- Is the matter an issue important to public health?
- Is the document factual and evidence-based and is the language used appropriate?
- Does the matter further the aims and objectives of the PHAA?
- Is the linkage likely to undermine the credibility of the PHAA?
- Does this linkage restrict or limit PHAA’s opportunities to pursue other public health areas, either through the nature of the issue or use of resources?

There are times when such decisions need to be made very quickly – for example when responding to a request from other organisations in a joint media release. In this situation, where there is no doubt that the linkage meets the criteria a decision may be made at Branch or SIG level. Where the impact or linkage is National, provided the above considerations are taken into account, the CEO should make the decision where the CEO has doubts about the appropriateness of linkage, the matter should be taken up with the PHAA President in the first instance. The President may refer the matter to the Board.