

# Endorsement policy



**Last updated: October 2022**

**For review: October 2024**

This document sets out the RCGP's policy on endorsement. It replaces all previous version of the policy.

The RCGP is regularly approached by external organisations asking for endorsement/badging of policies or activities. This policy sets out the criteria the RCGP will use in making a decision once an application is received and it has been reviewed by the endorsement team.

## Making contact

All requests for endorsement should be sent to [endorsements@rcgp.org.uk](mailto:endorsements@rcgp.org.uk) and include a final version of the document/publication in question, alongside a completed application form (link). We aim to complete the process within four weeks.

## RCGP representatives

The College has agreed that where there is an RCGP representative serving on a working group of any kind, and the working group belongs to another organisation (such as NHS England or another Royal College), the RCGP representative's presence in itself will not act as endorsement of the work. Such individuals will be termed as 'RCGP Representatives', and both they and the organisation they are helping will be advised that they should feedback regularly to the RCGP Representative team by emailing [CollegeReps@rcgp.org.uk](mailto:CollegeReps@rcgp.org.uk). This is so that the College can be kept informed. It is essential that the RCGP name or logo is not used without express permission from the RCGP Honorary Secretary.

## Intellectual property

The RCGP logo is intellectual property of the RCGP and as such the RCGP is not obliged to disseminate the logo outside of the College, even if requested. The RCGP default position is that we do not lend our logo, but instead will provide a supportive statement in most instances.

## Request for repeat or extension of a previously endorsed product

Some endorsement requests seek re-endorsement if the activity has previously been endorsed and has since been updated or amended. In such instances, the request must be treated as a new endorsement request. College policy and stance may have changed since the initial endorsement so it must be re-assessed in full. It is therefore possible that something previously endorsed may be declined upon requesting re-endorsement.

## Duration of endorsement

Applications for RCGP endorsement which are successful will only be valid for three years, except for those activities which are co-authored. Once this time period has expired, we will remove any link to the activity from our website and the approval for continued use of the RCGP logo or statement will be withdrawn and therefore will be

expected to be removed from any new, re-printed or re-shared versions of the activity. If, after this time period, the original applicant would like to renew their RCGP endorsement for the original activity, they will need to go through the usual process of seeking RCGP endorsement.

### Decision

The application will be independently reviewed by the endorsement team, led by the RCGP Honorary Secretary, or their nominated deputy. GP involvement is essential for any document to be endorsed, but their involvement, (including members, fellows or representatives of the college), does not automatically mean that the work will be endorsed. The RCGP logo will be considered on a case-by-case basis, with a final decision taken by the RCGP Honorary Secretary, having consulted the relevant RCGP departments.

The table below contains some example principles which would indicate a successful or unsuccessful application for RCGP endorsement. This list is not exhaustive, and applications may be accepted or rejected for reasons outside of the list below.

### Outcomes

There are 4 possible outcomes; co-authored, RCGP logo approved for use, supporting statement and support declined. In most cases a simple statement of support is sufficient to demonstrate the College's support.

#### **Level 1. Co-authored**

Usually used for partnership projects. The RCGP will have been fully involved in the production of the work with prior approval from the officer and RCGP team and fully endorses all of its messages.

The RCGP supports the work or statement as:

- GPs have been involved in the production of the work
- It fully aligns with [RCGP policy](#)
- It upholds the RCGP values including our [Fit for the future document](#)
- It is a priority for the RCGP
- It is aimed at a primary care generalist

Outcome: The RCGP logo and branding will be used, and the RCGP wider team will often be involved in promoting the work.

#### **Level 2. Logo approved for use**

Although not directly involved in production the RCGP supports the work or statement as:

- GPs have been involved in the production of the work
- It fully aligns with [RCGP policy](#)
- It upholds the RCGP values including our [Fit for the future document](#)
- It is a priority for the RCGP
- It is aimed at a primary care generalist

Outcome: The RCGP logo will be provided, but the wider RCGP team will not normally be involved in promotion, however, this can be considered on a case-by-case basis.

### **Level 3. Supporting statement provided but logo cannot be used**

The RCGP partially supports the work or statement but, either:

- GPs have *not* been involved in the production of the work
- It does *not* fully align with [RCGP policy](#)
- It does *not* fully uphold the RCGP values including our [Fit for the future document](#)
- It is *not* a priority for the RCGP
- It is *not* aimed at a primary care generalist or is a specialist subject

Outcome: The RCGP logo will not be used. A supportive statement could be offered and will be determined on a case-by-case basis. The wider RCGP team will not be involved in promotion.

### **Level 4: Declined**

- The RCGP does not support the work or statement, or only supports part of the work.
- It is an educational resource
- It is a patient facing resource

Outcome: The RCGP logo will not be used. The wider RCGP team will not be involved in promotion. No supporting statement will be offered.

Due to a high demand for endorsement by the RCGP, we do not usually support patient facing materials or educational resources. If the endorsement request is declined, you can apply to other areas of the RCGP for support.

- For educational resources, we recommend contacting [accreditation@rcgp.org.uk](mailto:accreditation@rcgp.org.uk).
- For commercial/sponsored documents, please contact [BenClacy@rcgp.org.uk](mailto:BenClacy@rcgp.org.uk)

### **Comments:**

In considering the above, the Honorary Secretary and endorsement team may choose to seek wider expert opinion.