



Terms of Reference

Advisory Committee Name:

PAAB Logo Advisory Panel

Purpose:

The presence of the PAAB logo on Advertising/Promotional Systems (APS) is meant to signify that the materials have undergone a rigorous and independent review process. The healthcare product industry may benefit from improved healthcare professional and patient recognition that materials bearing the PAAB logo are trustworthy.

Role:

This committee will investigate whether it would be appropriate and beneficial to adjust the PAAB logo in a manner which more clearly conveys its intended significance. If adjustments to the logo are deemed to be warranted, the group will determine which potential changes would optimally balance improved clarity with minimization of industry burden (e.g., spatial requirements, complexity, and so on).

The group's work will culminate in the creation of one or more proposed logo revisions. These will be presented to the PAAB Board of Directors for consideration by volunteers from the committee.

Composition:

This group would ideally be comprised of six to twelve individuals. We hope to have representation from manufacturers, communication agencies, and healthcare professionals.

Responsibilities:

- Late February 2020: Participate in a 1-hour telephone or web meeting. Discuss what the logo represents (and what it should ideally convey). If adjustments to the logo are deemed to be warranted, the group will begin brainstorming changes that would improve clarity about what the logo represents. The group will consider the burden on the industry imposed by the proposed PAAB logo adjustments.
- Early March 2020: Participate in a 1-hour telephone or web meeting. Provide feedback on proposed changes that will be drafted based on committee discussions from the first meeting. Discuss any residual issues from the first meeting and any additional proposed adjustments.
- It is possible that a third 1-hour telephone or web meeting will be required to complete the committee work.

Committee members will exchange ideas/feedback between meetings in a dedicated and private section of the PAAB forum.

Apply:

If you'd like to apply to become a participant in this committee, **please send an email to the PAAB Commissioner (patrickm@paab.ca) by end-of-day February 12, 2020**. Give us a bit of background about what you do (i.e., your role & experience), and tell us how this helps make you a valuable potential member of the committee.

Committee members will be credited in communications pertaining to the outcome of this committee work.

How This Contributes to PAAB's Strategic Goals:

This initiative ties into PAAB's strategic objective 1.2, which is to "Increase awareness among healthcare professionals about PAAB's role in supporting truthful and trustworthy advertising."

[CLICK HERE](#) if you'd like to learn more about the PAAB's strategic plan for 2020 – 2022.

Other Committees:

Stay tuned for information about additional committees you may wish to participate on. The committee pipeline includes:

- A committee that will focus on how to continue the trend of increased industry adoption of the client tagging system. Increased participation in the tagging system will pave the way for an external audit of all client tags next year.
- A committee that will help identify issues and solutions relating to emerging types of digital submissions. This committee will help keep the PAAB's approach to digital modern.

We are staggering the committees in case some of you would like to participate on more than one committee.

To provide independent preclearance and advisory services that enable healthcare product advertising to comply with the Canadian regulatory framework.

Fournir des services indépendants de préagrément et consultatifs qui permettent à la publicité sur les produits de soins de santé de se conformer au cadre réglementaire canadien.