Mission Statement — The **Connecticut Academy of Nutrition and Dietetics** will accelerate Connecticut residents' health and well-being through food and nutrition.

Vision Statement — A state where all people thrive through the transformative power of food and nutrition.

The **Connecticut Academy of Nutrition and Dietetics (CT Academy)** welcomes relationships that support its mission and vision through:

- Delivering CT Academy-approved nutrition messages to a broader consumer audience than the Academy could reach independently.
- Providing CT Academy-approved educational tools and materials to members for use in professional work with the public.
- Creating consumer nutrition education messages and communication programs consistent with sound science and CT Academy positions and philosophies

The CT Academy is committed to maintaining integrity and credibility in all external relationships. Engagements are structured to:

- Avoid any perception of conflict of interest.
- Enhance the professional recognition of the CT Academy and its members.
- Protect the CT Academy's name, logo, and reputation
- No commercial use of the CT Academy name or logo will be authorized if it could diminish their value or reputation.

Formal procedures and agreements are in place to ensure:

- No undue influence, especially where interests may conflict with CT Academy's positions, policies, or sound science.
- All materials bearing the CT Academy name must clearly identify the sponsor.

Relationships must meet the following standards:

- Alignment with CT Academy's Mission, Vision, **strategic goals**
- Scientific **accuracy**
- **Conformance** with CT Academy positions, policies, and philosophies
- **Editorial control** by the CT Academy over all content using its name
- Clear **separation** of CT Academy messages from brand promotion
- No **endorsement** of specific brands or products
- Inclusion of all relevant facts to avoid a **biased or unbalanced** viewpoint
- Full **funding** by the sponsor for all associated direct and indirect project costs

The CT Academy does **not** allow free use of its content in any publication or website where the primary effect is to increase sales, subscriptions, or advertising based on the CT Academy name or content.