



The Alberta Rural Physician Action Plan & Alberta Rural Family Medicine Network



Policy & Procedure:	Use of RPAP audio, video, website, photography, and print materials by other organizations
Target Group(s):	External Audiences
Goal:	RPAP Administration
Approval Date:	11 December 2003
Revisions:	19 September 2005

1.1 PURPOSE

As part of its work to fulfill the organization's mandate of supporting the recruitment, education and retention of rural physicians in Alberta, The Alberta Rural Physician Action Plan develops a wide variety of communication tools and materials.

From time to time, requests are received from outside organizations that wish to make use of the RPAP materials. The intent of this policy and procedure is to guide the use of RPAP communications material by outside organizations.

1.2 GUIDELINES & PROCEDURE

While it wants to be helpful to other organizations, RPAP needs to maintain stewardship over the materials developed through RPAP funding.

Given the wide range of circumstances for which requests may be made, the RPAP Executive Director and the RPAP Communications Consultant will confer when requests are made and decide on a case-by-case basis whether or not to provide the materials.

The following criteria will be used in assessing each case.

- Should support RPAP's mandate and/or a specific activity it is involved with;
- Should be used unaltered, or if it is altered, the organization will seek RPAP's approval prior to usage;
- Provide appropriate recognition for RPAP's contribution; and
- Provide a direct or indirect benefit to RPAP, to rural physicians or to the health of rural residents.

Use of RPAP communication materials by an outside organization will be formalized through a usage agreement.