



**Nurse Practitioners
Association of Canada**

**Association des
infirmières et
infirmiers praticiens
du Canada**

NPAC-AIIPC

1205-1033 Marinaside Crescent
Vancouver, BC V6Z 3A3

W : www.npac-aiipc.org

Policy Statement

Clarifying NPAC's Approach to Partnerships and Endorsements

The Nurse Practitioner Association of Canada (NPAC) is committed to supporting our members with access to valuable resources, relevant benefits, and meaningful connections that reflect the unique needs of nurse practitioners across Canada.

NPAC engages with a variety of key partners who offer our members discounts on products, services, or tools that align with NP practice. These partnerships are established with transparency, purpose, and a clear understanding of mutual value. They are guided by formal frameworks that define boundaries, expectations, and terms of engagement. It is important to distinguish that partnership does not imply endorsement.

NPAC believes it is essential for our members to have transparency when navigating educational opportunities or product offerings. NPAC remains focused on supporting evidence-informed practice, professional integrity, and the collective voice of NPs across the country. NPAC wants to be very clear and transparent with our members regarding the Association's clear separation between partnerships and endorsements. Use of our logo may unintentionally convey the impression of endorsement — a position NPAC does not take unless explicitly stated and bound by formal agreement.

As we consider future partnerships or endorsements, each will be carefully evaluated to ensure alignment with NPAC's mission and values. Our focus will remain on accountability, transparency, and delivering clear value to our members.

Approved: April 2025