

## **Advertising policy for Diving and Hyperbaric Medicine (Published 2017 September;47(3):203-204.)**

This letter is intended to serve as a policy document in relation to advertising in the journal Diving and Hyperbaric Medicine (DHM). The remarks and suggestions below have the support of both the EUBS and SPUMS, henceforth referred to as the publishers.

The publishers support the concept of advertising in DHM and value highly the contribution that any advertisers would make to the maintenance of a high-quality scientific journal. Nevertheless, it is considered that there are potential advertisers who would not be acceptable to the members of both our societies. These include those designed to market unhealthy or inefficacious products. The categories that are considered to fall under the description of 'unacceptable' are outlined below and to advertise such products and services is regarded as contrary to the scientific integrity of the Journal.

The publishers also note there is a belief in both societies that, while the appearance of an advertisement in DHM does not specifically demonstrate endorsement of the service or product by the Journal or the Societies, such an endorsement may be assumed by many readers. There is a distinction in this regard between advertising in a non-scientific publication and a scientific journal.

The publishers recognise the final decision to reject or accept an individual advertiser lies ultimately with the Editor and the Editorial Board. These guidelines are designed to assist in decision making on this subject.

The publishers suggest the following categories of services and products would not be acceptable:

- harmful or illegal products (such as: alcohol, tobacco, recreational drugs or any such product that is classified as illegal or harmful in Australia/New Zealand or the European Community); products and/or services in the field of hyperbaric and diving medicine that can be classified as 'non-justified use' by the criteria set forth respectively by SPUMS and EUBS/ECHM in their official publications;
- products or services that compromise diving safety;
- various 'alternative' forms of oxygen administration (e.g., topical HBO, mild hyperbaric therapy);
- marketing the use of 'non-approved' indications (category D, E, F in the ECHM list of indications; anything not on the SPUMS list);
- marketing in support of a product or service without a medically justifiable intent. This includes any drug or physical intervention designed to increase performance or which can potentially place patients at an unacceptable risk (such as doping products);
- products and/or services where there is no relationship to diving, diving and hyperbaric medicine, emergency, intensive care or related fields of medicine and where the same 'non-justified use' criteria apply as above;
- any product and/or service where there is a material conflict of interest with the Editor or any member of the Editorial Board. Consideration may be given to accepting an advertisement if there is a declaration of such a conflict and the Board member concerned is not involved in any decisions concerning placement, fees charged or accompanying articles.

The Editor of DHM may refer any requests for advertising to the Journal Governance Committee for advice and clarification as required.

*Jacek Kot, President, EUBS <jacek.kot@eubs.org>  
David Smart, President, SPUMS <president@spums.org.au>  
On behalf of the publishers EUBS and SPUMS*

### **Key words**

Policy; Medical society; Diving industry; Hyperbaric medicine; Letters (to the Editor)