

★ A NATIONAL ★ CALL TO ACTION SUPPORT MENTAL HEALTH RESEARCH

The STARR Coalition National Call to Action to Support Mental Health Research

Tenets & Use Parameters

National Call to Action to Support Mental Health Research

The National Call to Action to Support Mental Health Research was established to promote mental health clinical research, narrowing the disparity between mental health research and other disease research. The STARR Coalition, an unbiased nonprofit organization, developed and coordinates this Call to Action.

The STARR Coalition has received no direct or indirect funding for this Call to Action to preserve the neutrality and integrity across all participants and supporters.

Tenets and Use Parameters:

All those participating in, supporting, and promoting this Call to Action acknowledge and abide by the following tenets:

- **Neutrality** – Maintain the neutrality of The Call to Action and in any work on behalf of this initiative with regards to specific Members, organizations, or products. No individual, group, or organization is endorsed, recommended, or advocated for.
- **Benefit** – This is a group effort to support and promote mental health research in general. There will be no benefit to any specific individual, organization, or product, beyond the benefit to mental health research in general.
- **Information Sharing** – All of those participating in, supporting, and promoting this Call to Action acknowledge that information sharing is central to this initiative and are open to sharing their experience and knowledge to support and promote the Call to Action.
- **Influence** – No individual, group, or organization has greater influence over this Call to Action or the Steering Committee than any other individual, group, or organization.

Public Statements

While we encourage organizations to adapt all aspects of the Call to Action, we understand not all actionable items may fit within the scope of your organization's mission. The level of participation should be tailored to fit within the areas you feel most comfortable. No matter what components you champion or how you adapt the Call to Action to your audience or community, it is important that this Call to Action remain neutral and unbiased. **It is meant to support mental health research in general, not any specific organization, product, or clinical trial.**

All those participating in, supporting, and promoting this Call to Action may not make any statement on policy, partisan politics or practice that may be interpreted as a statement from any other individual,

group, or organization, or the Call to Action as a whole. No one will use the Call to Action materials, graphics, and/or other intellectual property in such a way as to give the impression that any other individual, group, organization, or the group as a whole is making any statement on policy, politics or practice.

Use of Call to Action Materials, Graphics, and Other Intellectual Property

All those participating in, supporting, and promoting this Call to Action may use the materials, graphics, and/or other intellectual property in accordance with Call to Action tenets and use parameters. In order to protect and maximize the value of the Call to Action materials, participants will comply with the following provisions:

- **Form.** We encourage everyone to use and distribute the materials in their original form to maintain ease of recognition across the industry and branding momentum. To encourage widespread distribution, Members can add their logo and/or information **as long as the original graphic elements and content are retained**. Any modification beyond the adding of a logo must be approved by the STARR Coalition.
- **No Confusion.** Call to Action materials will not be used in such a way as to give the impression that the materials are their property.
- **No Disparagement.** Call to Action materials will not be used in connection with any activity that disparages any participant, damages the goodwill associated with the Call to Action, or is in a context that is otherwise inconsistent with the Call to Action values and mission.

Ownership of Call to Action Materials, Graphics, and Other Intellectual Property

The STARR Coalition is the sole and exclusive owner of all right, title and interest in and to all Call to Action intellectual property including, but not limited to, graphics, branding, the website and all website content except for content attributed to Members or other third parties. The STARR Coalition Executive Director, as Chair of the Call to Action Committee, may establish use protocols and make decisions about non-member use of the Call to Action materials. Members have no interest in the Call to Action materials other than the rights outlined above. The STARR Coalition is not obligated to file any application for registration of any of the Call to Action materials, secure any rights in any of the materials, maintain any trademark registration for the materials or pursue infringement or other claims, and may make all such decisions in its sole discretion.

The Steering Committee

The Steering Committee is an alliance of individuals committed to working together to define, promote, and advance The Call to Action to Support Mental Health Research.

Steering Committee Members are responsive to calls for input, assistance, and support. They recognize the importance of the work of all Members, acknowledge that information sharing is central to this initiative, and are open to sharing their experience and knowledge with the other Members at meetings of the Steering Committee in which they participate and through informal interactions. Each Member acknowledges that all members are equal, with no member having additional or a preponderance of influence on the Committee.

A list of the current Steering Committee Members is posted on the website [HERE](#) (right column).

Thank you and good luck to us all!