

ANNOUNCEMENTS AND BROCHURES

Promotional material is useful to you and your participants in many ways. It can give prospective attendees sufficient information so that they can make an informed choice as to whether to attend an activity or not; it can advise participants about requirements that must be completed prior to the course; it can inform them of the amount of credit available; and if distributed early enough, it can assist them in adjusting their schedules to be able to attend. Some coordinators feel that since their audience is small, and limited to their service unit, announcements are not needed. While the time and topic for any given activity may be known to many, the additional elements are clearly helpful to planner and attendee alike.

All brochures, announcements, or other publicity must be reviewed by the accredited sponsor (CSC, if that is the case) when they are in draft form, so that there is an opportunity to make suggestions for improvements. Obviously, then, we need to be working together soon enough to be able to reach a sponsorship agreement before publicity needs to be printed and distributed. Most accrediting organizations discourage or prohibit the use of statements to the effect that "continuing education credits have been applied for."

The promotional materials should include, at a minimum, the following items:

1. The name of the **accredited** sponsor (the IHS Clinical Support Center, in our case) must be prominently displayed on the top or front of any and all publicity.
2. The name of other entities or sponsors that have played a role in the development of the activity.
3. The target, or intended, audience.
4. The course title and information about the date, time, schedules, and location.
5. The names of key faculty members and their role or credentials.
6. The seminar goals or specific learning objectives stated in terms of what participants can expect to be able to do for their patients as a result of having attended the activity.
7. A description of any requirements established by the planning committee, such as advanced preparation, completion of previous courses, reading, prior experience, job title, profession, or completion of a pre-test at a certain proficiency level).
8. Any applicable fees.
9. The amount and type of continuing education credit that can be earned through participation in the program.
10. The accreditation statements, **worded precisely as they are given by the accredited sponsor**, are always to be included. Statements to the effect that "Credits have been applied for...." are prohibited by some accrediting bodies since they may be misleading. The "ACPE logo," the symbol of the American Council on Pharmacy Education, must be included with that organization's accreditation statement, when applicable. The logo and

text for ADA CERP and DANB must be included when CE involves dentists, dental hygienists, and assistants.

11. Disclosure of commercial support or conflict of interest, if that information is available.

12. A name and phone number for a contact person.

Please remember that we must review your announcement prior to its distribution.