



## Accreditation Language and Marketing Materials Guidelines

Specific accreditation and credit designation statements are required for your marketing/promotional materials and your on-site course materials. Please refer to your confirmation letter for the exact language you should use in your materials.

It is required that OCPD review and approve all activity-related materials prior to printing and/or posting. **Allow 3 business days for materials review.** This includes:

- “Save the Dates”
- Postcards
- Brochures
- Flyers
- Social Media posts
- Email marketing
- Activity information page or other online postings, including registration page (if registration is not being handled by OCPD)
- On-Site course materials – see [On-Site Material Guidelines](#) for more information
  - Workbook
  - Syllabus
  - Handout



## OCPD Marketing Materials Policy

Marketing materials include activity announcements that are presented in print and/or digital mediums, including webpages and social media posts.

- **Preliminary/Save the Date Announcements** are defined as general, preliminary information about an activity and would include information such as title, date and location.
    - It is recommended that the full accreditation statement is included as space allows; however, Accreditation language is NOT required. (Use of JA logo not permitted unless full JA statement is used.)
    - Print ads in publications would likely fall under the Save the Date criteria.
    - You can include the following abbreviated credit statements on Save the Date marketing provided you include quick reference to additional details:
      - Can include, “This activity has been approved for *AMA PRA Category 1 Credit™*.”
      - Can include, “ANCC contact hours offered.” (if applicable)
      - Can include, “ACPE contact hours offered.” (if applicable)
- \*\*Note, you cannot include the number of credits/contact hours when using these abbreviated statements.*

### Sample:

This activity has been approved for *AMA PRA Category 1 Credit™* and ANCC contact hours; see full accreditation and other details at weblink [hyperlink].

- **Standard Announcements** include additional details such as faculty, agenda and/or learning objectives, it is not a Save the Date announcement and the following policies apply:
  - The complete Joint Accreditation statement and applicable credit designation statements are required.
  - Use of the Joint Accreditation logo is recommended, although not required.
  - Exceptions:
    - E-marketing.
      - Best practice is to include the full accreditation and applicable credit designation statement(s).
      - However, when the eblast is text-heavy this exception can be made as long as the information is linked for quick reference: “This activity has been approved for *AMA PRA Category 1 Credit™*. See website [hyperlink] for full accreditation information.” (When using this abbreviated statement, you cannot list the number of credits even if a credit count is available.)
    - Flyers.
      - Use the reverse side of the flyer for full accreditation information.

### Sample:

This activity has been approved for *AMA PRA Category 1 Credit™* and ANCC contact hours; see full accreditation details on reverse side.



In order to comply with accreditation rules, certain information must be communicated to learners prior to the activity. Best practice is to have a webpage that will include all of the necessary information; however, OCPD does allow for alternate mechanisms for communicating this information. For example, a final brochure and/or on-site materials can be used to satisfy the communication of these details to learners. Refer to the Guidelines posted in the table below for a comprehensive list of items that need to be shared with learners prior to the activity. Check with your Education Consultant if you have questions on these requirements.

**Guidelines for Activity Announcements/Marketing Materials**

	<b>Save the Date</b> <i>Any format</i>	<b>Standard Announcements</b>		
		<b>Postcard/ Brochure/Flyer</b>	<b>Eblast</b>	<b>Webpage</b>
<b>Activity Title</b>	Required	Required	Required	Required
<b>Activity Date(s)</b>	Required	Required	Required	Required
<b>Activity Location and address</b>	Required	Required	Required	Required
<b>Activity Objectives</b>	If any additional activity information is included such as faculty information, agenda or objectives, it is not considered a Save the Date, see Standard Announcements Guidelines	Recommended	Recommended	Required
<b>Joint Accreditation Statement</b> <i>See Activity Accreditation Cover Sheet for correct statement.</i>		Required	Recommended	Required
<b>AMA Credit Designation Statement</b> <i>See Activity Accreditation Cover Sheet for correct statement.</i>		Required	Recommended See page 1 for exception language	Required
<b>Other Credit Designation Statement(s)</b> <i>See Activity Accreditation Cover Sheet for correct statement. Only required if other credit types are being offered.</i>		Required	Required	Required
<b>Other Healthcare Professionals Statement</b> <i>See Activity Accreditation Cover Sheet for correct statement. Only required if registration is open to non-physicians.</i>		Optional	Optional	Optional
<b>Activity Description (Course Purpose/Statement of Need)</b>		Optional	Optional	Required
<b>Target Audience</b>		Optional	Optional	Required
<b>Key Topics</b>		Optional	Optional	Optional
<b>Agenda</b> (includes speakers with credentials, presentation titles and times)		Optional as space permits	Optional – Recommendation is to link to posted online agenda	Required once available
<b>Disclosure Policy</b> <i>Must be shared with learners prior to the activity. Acceptable to share disclosure details in on-site materials.</i>		n/a	n/a	Optional – as space permits.
<b>Registration Information</b>		Optional	Required Button	Required
<b>Cancellation Information</b>		Optional	Optional	Required
<b>Acknowledgement of Support – (no company logos or slogans)</b> <i>Must be shared with learners prior to the activity. Acceptable to share acknowledgement of support in on-site materials.</i>	Optional	Optional	Optional – as space permits	