Activity Announcement / Promotional Materials Requirements

Policy 4.0 CPE Activity Announcement Literature

Adequate advance information should be provided to prospective learners in order to enable them to be well-informed regarding CPE activities.

Procedures
4a. Activity announcement materials

Materials that offer the opportunity to participate, purchase, or register for a CPE activity must include the following informational items:

- The learning objectives;
- The type of activity, i.e. knowledge, application, practice;
- The target audience(s) that may best benefit from participation in the activity;
- The faculty member(s) name, degree, and title/position;
- The fees for the activity;
- The schedule of the educational activities;
- The amount of CPE credit, specified in contact hours or CEUs;
- The official ACPE logo, used in conjunction with a statement identifying the accredited provider(s) providing or joint providing the activity, according to the exact language of the prescribed statement:

  “The [name of accredited provider(s)] is/are accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.”

- The ACPE Universal Activity Number assigned to the activity;
- The appropriate target audience designation (‘P’ and/or ‘T’)
- A full description of all requirements established by the provider for successful completion of the CPE activity and subsequent awarding of credit (e.g., passing a post-test at a specified proficiency level, completing an activity evaluation form, participating in all sessions or certain combinations of sessions which have been designed as a program package, etc.).
- Acknowledgment of any organization(s) providing financial support for any component of the educational activity, and,
- For home study activities: the initial release date and the expiration date.

In addition to the informational items, promotional materials for Internet-based CPE activities should clearly and explicitly specify the following, with the exception of local or restricted communication networks (i.e., intranet):
• Hardware requirements: The minimum hardware requirements including the minimum memory, storage, processor speed and multimedia components required by the learner;
• Software requirements: The minimum software requirements including, where appropriate, the Internet Browser(s) and minimum version along with any Browser “Plug-Ins” that may be required;
• Internet: The Internet connectivity and minimum connection speed the learner must have.
• Provider Contact Information: The accredited provider must have a mechanism in place for the learner to be able to contact the provider if there are questions about the Internet CPE activity.
• Policy on Privacy and Confidentiality: The accredited provider must have, adhere to, and inform the learner about its policy on privacy and confidentiality that relates to the CPE activities it provides on the Internet.

Copyright: The accredited provider must be able to document that it owns the copyright for, or is licensed or has received permissions for use of, or is otherwise permitted to use copyrighted materials within any CPE activity.

4b. Multiday conference brochures

Activity announcements that are for multiday conferences must include the following items:
• The learning objectives of the overall conference;
• The target audience(s) that may best benefit from the conference;
• The fees for the conference;
• The schedule of the educational activities;
• The amount of CPE credit, specified in contact hours or CEUs;
• The official ACPE logo, used in conjunction with a statement identifying the accredited provider(s) sponsoring or joint providing the activity, according to the exact language of the prescribed statement:

“The [name of accredited provider(s)] is/are accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.”

• The ACPE Universal Activity Numbers assigned to the activities;
• The appropriate target audience designation (‘P’ and/or ‘T’);
• A full description of all requirements established by the provider for successful completion of the CPE activities within the conference and subsequent awarding of credit (e.g., passing a post-test at a specified proficiency level, completing an activity evaluation form, participating in all sessions or certain combinations of sessions which have been designed as a program package, etc.); and,
• Acknowledgment of any organization(s) providing financial support for any component of the educational activity.

The final conference program must also include:
• The faculty member(s) name, degree, and title/position;
• The faculty member’s disclosures; and,
• The learning objectives of the activities.
• The type(s) of activities offered at the conference, i.e. knowledge, application, practice;

Notes:
• “Save the Date” cards: Materials such as a ‘teaser’, save-the-date card, an advertisement or post cards to alert learners of a date of an activity, etc., does not apply to this policy. However, the provider may use the ACPE logo and provider statement as indicated above.
• A Provider must not list any language alluding to or indicating that the Provider has applied for ACPE credit. The provider may use the following language, “This activity is eligible for ACPE credit; see final CPE activity announcement for specific details.”