



POLICY CATEGORY	PROGRAM
POLICY FOCUS	ACCREDITATION

**Policy PR -01: Standards of Accreditation**  
**Approved: September 27, 2016**  
**Revised: May 24, 2017**

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## Introduction

CCCEP accreditation is designed to assure quality continuing pharmacy education learning activities and programs for all pharmacy practitioners.

## Scope and Application

The Standards for CCCEP Accreditation apply to the development, delivery and administration of all continuing education learning activities accredited by CCCEP or offered by a CCCEP accredited provider.

## Conditions of Accreditation

- A. Learning activities will be delivered as accredited. Any changes to the content, presentation format or delivery will be submitted for approval prior to delivery. Changes may be submitted as an:
  - a. Update,
  - b. Administrative review,
  - c. Delivery type review, or
  - d. New learning activity.
- B. Learning activities in which there is substantial change in the content of the learning activity will be submitted as a new learning activity.
- C. Accredited and non-accredited activities will be clearly identified when both are presented at the same event, such as a conference.
- D. Learning materials submitted to CCCEP may be in English or French in accordance with Guideline J (Language of Submission and Translation of Learning Activities).
  - a. An activity accredited in one language may be translated to the other language.

## Responsibility to Adhere to Standards

The program provider and sponsor are responsible for assuring that they adhere to the Accreditation Standards and Guidelines for CCCEP Accreditation. CCCEP may assess a penalty if a provider or sponsor fails to comply. The nature and duration of the penalty will be determined at the discretion of the CCCEP Executive Committee. The penalty may include:

- Refusal to accredit future submissions from the provider or sponsor, either for a specified period of time or indefinitely;
- Withdrawal of accreditation prior to the initial or subsequent presentation of a live learning activity or for any further participant submissions of an independent study learning activity; and/or
- Any other penalty as may be determined appropriate by the CCCEP Board of Directors.

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## Standards

The seven standards for CCCEP accreditation are:

### Design and Development

- Standard 1: All learning activities will be relevant to and facilitate the transfer of learning to practice.
- Standard 2: All learning activities will have written learning objectives.
- Standard 3: The content and delivery of a learning activity will be balanced, evidence-based, fair and objective.

### Presentation and Delivery

- Standard 4: The learning activity will facilitate effective adult learning.
- Standard 5: All individuals who are involved in any aspect of a learning activity will disclose real or potential conflict(s) of interest that may impair their objectivity or give rise to a perception of bias.

### Activity Evaluation

- Standard 6: The provider will regularly evaluate each learning activity to improve the accuracy of the content and the quality of the learning experience.

### Promotion of activity

- Standard 7: Learning activities will be educational and will not promote products or companies, or contain promotional materials.

The detailed statement of each standard and the required elements are below.

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## Standards and Required Elements

### Design and Development Standards

Standards for CCCEP Accreditation		
Required Elements		Further Information and Evidence to be Submitted
<b>1.</b>	<b>Standard 1: All learning activities will be relevant to, and facilitate the transfer of learning to, practice</b>	
<b>Required Elements to meet this standard:</b>		
1.1.	The learning activity will be based on the <u>learning needs</u> of the targeted participants.	For Further Information: <ul style="list-style-type: none"> <li>Identifying learning needs</li> </ul> Evidence: <ul style="list-style-type: none"> <li><input type="checkbox"/> Relevance to practice of pharmacy is evident in learning objectives</li> </ul>
1.2.	The perspectives, objectives and content of all learning activities will be <u>relevant to pharmacy practice</u> , including activities designed for a <u>multidisciplinary target group</u> .	Evidence: <ul style="list-style-type: none"> <li>Activity learning materials address role of pharmacy professional and Inter-professional relationship</li> </ul>
1.3.	In all learning activities, learners will be provided with <u>opportunities to apply</u> , or to see the application of (e.g., a demo, present case study), the new knowledge, skills, and behaviours.  In Application-Based and Practice-Based learning activities, participants have the opportunity to <u>apply and practice</u> the new knowledge, skills and behaviours in a simulated or practice setting.	For Further Information: <ul style="list-style-type: none"> <li>Definitions and examples of application-based and practice-based learning</li> </ul> Evidence: <ul style="list-style-type: none"> <li><input type="checkbox"/> Activity learning materials contain an application of knowledge or skill</li> </ul>

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Required Elements	Further Information and Evidence to be Submitted
1.4. Learning activities will facilitate learning and encourage application to practice by including practice-based <u>reflective exercises and/or reflective learner assessments</u> .	<p>Further Information:</p> <ul style="list-style-type: none"> <li>Information document on reflective learning</li> </ul> <p>Evidence:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Activity learning materials contain reflective activities and/or learner assessments</li> </ul>
<b>2. Standard 2: All learning activities will have written <u>learning objectives</u>.</b>	
<b>Required Elements to meet this standard:</b>	
2.1. <u>Learning objectives will be SMART</u> (Specific, Measurable, Attainable, Relevant, and Timely) and outcome-focused, stating what participants can expect to learn.	<p>For Further Information:</p> <ul style="list-style-type: none"> <li>Information on SMART Objectives</li> </ul> <p>Evidence:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Learning objectives are written as learning outcomes in SMART format</li> </ul>
2.2. The <u>learning objectives</u> will be stated at the beginning of the delivery of the learning activity and are included in the learning activity content and promotion materials.	<p>Evidence:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Learning objectives are evident at beginning of learning materials and promotion documents</li> </ul>
2.3. All learning objectives will be <u>addressed in the content and in the learner assessment</u> .	<p>Evidence:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Content of learning activity addresses all learning objectives</li> </ul>
<b>3. Standard 3: The content and delivery of a learning activity will be balanced, evidence-based, fair and objective.</b>	
<b>Required Elements to meet this standard:</b>	

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<p>3.1. The learning activity will be reviewed by <u>subject matter experts</u> (either 2 external experts or an expert panel) prior to submission.</p> <p>a) The expert reviewers will complete and sign an <u>Expert Reviewer Release Statement</u>; and</p> <p>b) The author/provider will prepare and submit an <u>author's response</u> to the Expert Review which states how the author has addressed the concerns/issues with the learning activity raised by the expert reviewers.</p> <p>c) At least one expert reviewer will be a Canadian pharmacist. An exception may be approved by CCCEP in special circumstances.</p>	<p>For Further Information:</p> <ul style="list-style-type: none"> <li>Guideline A: Expert Review Options</li> </ul> <p>Evidence:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Expert review documents are submitted and meet requirements</li> <li><input type="checkbox"/> Content changes in response to expert review are clearly stated in Author Response</li> </ul>
<p>3.2. <u>Generic names</u> will be used in all learning materials and by presenters.</p> <p>A <u>trade, brand or product name</u> may be used in exceptional cases with prior approval of CCCEP.</p>	<p>For Further Information:</p> <ul style="list-style-type: none"> <li>Guideline B: Generic, Brand and Company Names</li> </ul> <p>Evidence:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Use of drug, device and company names in content promotion materials meet guideline</li> </ul>
<p>3.3. Corporate or <u>company names or logos of commercial enterprises</u> will not be used in a presentation or learning materials.</p> <p>However, the <u>name of a sponsor</u> may be used once at the beginning of a presentation or article and once in the promotional and other materials.</p>	<p>For Further Information:</p> <ul style="list-style-type: none"> <li>Guideline B: Generic, Brand and Company Names</li> </ul> <p>Evidence:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Company names, except the name of a sponsor, are not used in activity learning materials</li> </ul>

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<p>3.4. <u>Logos, slogans, branding and product images</u> of any corporate entity will not be used in any learning activity, promotion or other materials related to the learning activity; except that a full privileged program provider may include their logo and name on program and promotion materials.</p>	<p>Information:</p> <ul style="list-style-type: none"> <li>Guideline C: Promotion and Marketing</li> </ul> <p>Evidence:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Activity learning materials contain no content or images of a corporate entity, except as permitted</li> </ul>
<p>3.5. <u>Colours and images</u> used in content and promotion materials will be neutral and not those of a company or drug mentioned in the learning activity.</p> <p>Presentations will have a <u>template with a colour scheme</u> that is <u>not</u> similar to the colours used in sponsor, company or product materials or the website of any product mentioned in the learning activity.</p>	<p>Evidence:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Adherence to standard evident in activity learning materials</li> </ul>
<p>3.6. A presenter/author will ensure that all <u>off-label and personal opinions/experience statements</u> are clearly declared to learners.</p>	<p>Evidence:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> No undeclared off-label or personal opinions evident in activity learning materials</li> <li><input type="checkbox"/> Off label and personal opinion declared on the <i>Author-Presenter-Provider Declaration Form</i></li> </ul>
<p>3.7. A learning <u>activity about a unique product</u> (i.e., drug, device, service, technology) may be accredited if it:</p> <ul style="list-style-type: none"> <li>Focuses on the health condition and its treatment; and</li> <li>Provides full evidence regarding the product, contraindications, and its appropriate use in a comparative context with other products, their uses and results</li> </ul>	<p>For Further Information:</p> <ul style="list-style-type: none"> <li>Guideline D: Accreditation of Learning Activities focusing on a Unique Product</li> </ul> <p>Evidence:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Content of learning activity meets standard and guideline</li> </ul>

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3.8. Program providers will ensure that <u>sponsored learning activities</u> meet the standards for CCCEP accreditation by ensuring independent control of the learning activity content and clear and transparent sponsorship agreements.	For Further Information: <ul style="list-style-type: none"> <li>• Guideline K: Sponsorship</li> </ul> Evidence: <ul style="list-style-type: none"> <li><input type="checkbox"/> Sponsor appropriately identified</li> <li><input type="checkbox"/> No evidence of bias towards sponsor or sponsor's products in the content or promotion materials</li> </ul>

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## Presentation and Delivery Standards

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Required Elements		Further Information and Evidence to be Submitted
<b>4.</b>		
<b>Standard 4: The learning activity facilitates effective adult learning.</b>		
<b>Required Elements to meet this standard:</b>		
4.1.	The learning activity will include <u>active and/or interactive learning activities</u> to help participants achieve their learning objectives and transfer knowledge to their practice.	For Further Information: <ul style="list-style-type: none"> <li>Active and interactive learning</li> <li>Applying adult learning principles</li> </ul> Evidence: <ul style="list-style-type: none"> <li><input type="checkbox"/> Active and interactive learning evident in activity content</li> </ul>
4.2.	<p>A. All <u>instructional materials</u> will be high quality, current in content, and designed to enhance the participants' understanding of the topic.</p> <p>B. Instructional materials may include, but are not limited to content document or material (text or electronic), handouts, outlines, background materials, selected bibliographies, and audio-visual aids.</p>	For Further Information: <ul style="list-style-type: none"> <li>Required documents checklist</li> </ul> Evidence: <ul style="list-style-type: none"> <li><input type="checkbox"/> Quality of learning materials is evident in the learning activity documents</li> </ul>
4.3.	<p>A. The <u>author, presenter or facilitator</u> for each learning activity will have the appropriate competence and credibility in the subject matter and/or learning activity delivery methods, gained through education and experience.</p> <p>B. An author or presenter <u>will not be an employee</u> of the learning activity sponsor or any of its subsidiaries or associates.</p>	Evidence: <ul style="list-style-type: none"> <li><input type="checkbox"/> Author declaration on CCCEP Accreditation Application Form</li> </ul>

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<p>4.4. A. <u>References</u> that support the content of a learning activity will be provided.</p> <p>B. References will be current, relevant, and credible; and reflect a balanced representation of the best available research evidence.</p> <p>C. References will be provided in a <u>standard format</u> such as AMA (American Medical Association), Vancouver, APA (American Psychological Association), Harvard, MLA (Modern Language Association), Chicago/ Turabian.</p> <p>D. A short version of a reference may be used, provided there is sufficient information to easily find the reference and a list with the full reference information is accessible by the learner.</p> <p>E. A <u>reference with a brand or corporate name</u> may be used once. A short version of the reference which excludes the brand or corporation name will be used for each subsequent use.</p> <p>a. If a <u>product monograph</u> is used as a reference, then the full reference to the product monograph will be used once. Subsequent references to the product monograph will be phrased "Product Monograph #".</p>	<p>Evidence:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The majority of references are within the previous five years</li> <li><input type="checkbox"/> The references are presented in a standard format.</li> <li><input type="checkbox"/> A learner can easily find a reference.</li> </ul>

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<p>4.5. A. Providers will include a <u>learner assessment</u> that enables learners to determine their achievement of the learning objectives, except for activities accredited under a conference accreditation.</p> <p>B. <u>Learner assessments</u> may be knowledge-based, reflective, and or authentic.</p> <p>C. In <u>Live</u> learning activities, the learner assessment may be included in the delivery of the learning activity or distributed after the learning activity.</p> <p>D. In <u>independent study</u>, <u>blended</u> and <u>certificate</u> learning activities, the <u>learner assessment</u> will be included as part of the delivery.</p> <p>E. If the learner assessment is included in the delivery of the learning activity, the <u>time to complete</u> the learner assessment is included in the <u>calculation of the continuing education units (CEUs)</u> awarded to the learning activity.</p> <p>F. <u>Feedback</u> will be provided to participants on the results of their learner assessments. The feedback mechanism will include the provision of correct answers (if appropriate) with an explanation.</p> <p>G. The pass rate for a learner assessment will be a minimum of 70% for knowledge-based assessments.</p>	<p>For Further Information:</p> <ul style="list-style-type: none"> <li>• Guideline E: Learner assessments</li> <li>• Policy PR-03: Policy on the Accreditation of Continuing Education Certificate Programs</li> <li>• Including learner assessments in your learning activity</li> </ul> <p>Evidence:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Learner assessment forms</li> <li><input type="checkbox"/> Learner assessment answer and rationale sheet</li> <li><input type="checkbox"/> Learner assessment is matched to learning objectives</li> </ul>

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4.6.	<p>A. The program provider will provide the learner with a statement of attendance and have a valid method of confirming <u>participant attendance</u>.</p> <p>B. The program provider will <u>retain learner/participant records</u> for a period of three years after the last expiry date of a learning activity and be able to confirm attendance by a participant when requested during this period.</p>	<p>For Further Information:</p> <ul style="list-style-type: none"> <li>• Guideline F: Statements of Attendance</li> </ul> <p>Evidence:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Letters/Statements of Attendance</li> </ul>
5.	<p><b>Standard 5: All individuals who are involved in any aspect of a learning activity will disclose real or potential conflict(s) of interest that may impair their objectivity or give rise to a perception of bias.</b></p>	
<p><b>Required Element to achieve this Standard:</b></p>		
5.1.	<p><u>Full disclosure</u> of all funding, payments, influences, and relationships will be made:</p> <p>a) To CCCEP at time of application, renewal and when new individuals are added; and</p> <p>b) To learners at the beginning of the learning activity.</p>	<p>For Further Information:</p> <ul style="list-style-type: none"> <li>• Guideline G: Conflict of Interest and Disclosure</li> <li>• Sample disclosure slides</li> </ul> <p>Evidence:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Disclosure declarations</li> <li><input type="checkbox"/> Disclosure statements (Independent Study)</li> <li><input type="checkbox"/> Disclosure slides (Live)</li> </ul>
5.2.	<p>Disclosure will include:</p> <p>a) Potential <u>conflicts of interest</u> of the presenter or author;</p> <p>b) <u>Employment relationships</u> with a commercial entity ;</p> <p>c) Whether an <u>honorarium</u> (speaking fee) provided and by who for that particular learning activity and</p> <p>d) Sponsorship support, including in-kind support.</p>	
5.3.	<p>A. Disclosures to CCCEP will be made on an <u>approved disclosure form</u> at the time of application for accreditation, and as new individuals are added.</p> <p>B. Approved Disclosure forms include those of CCCEP, the College of Family Physicians of Canada, the Royal College of Physicians and Surgeons of Canada and other disclosure statements approved by CCCEP.</p>	
5.4.	<p>Disclosure to learners will include all information on the sample disclosure slides and may be made on disclosure slides (Live activity) or in a statement of disclosure (Independent Study activity).</p>	

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Required Elements		Further Information and Evidence to be Submitted
5.5.	Disclosure will include <u>only the company name</u> and will not include trade names, logos, company or product-group messages or organizational slogans, except when a trade or product name is required in the disclosure statement by another continuing health education accreditation organization	
5.6.	Presenters/authors with no relevant financial or other relationships will disclose to learners that no conflicts of interest exist.	

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## Activity Evaluation Standard

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Required Elements	Further Information and Evidence to be Submitted
<b>Activity Evaluation</b>	
<b>6.</b>	<b>Standard 6: The provider will <u>regularly evaluate each learning activity</u> to improve the accuracy of the content and the quality of the learning experience.</b>
<b>Required Elements to meet this standard:</b>	
6.1.	Providers will conduct a <u>participant evaluation</u> of each learning activity which includes: a) Fulfilment of the learning objectives b) Relevance of the content to practice, c) Effectiveness of the presenter and/or delivery methods d) Overall satisfaction; and e) The presence of any real or perceived bias.
	Evidence: <input type="checkbox"/> Participant evaluation form <input type="checkbox"/> Reports on learner evaluations
6.2.	Providers will <u>review the content, design, delivery, learner assessment, administrative processes</u> and other components of a learning activity at least once per year and make appropriate changes based on the results of the learning activity evaluations, new evidence and changes in best practices.
	Evidence: <input type="checkbox"/> Renewal form <input type="checkbox"/> Activity updates <input type="checkbox"/> Reports on learner evaluations
6.3.	Providers will provide <u>summary reports to CCCEP</u> on the results of participant evaluations which include the delivery dates, number of participants, a summary of the responses to closed-ended questions and a copy of comments made in open-ended questions.
	For Further Information: • Guideline H: Required Reports on Learning Activity Delivery  Evidence: <input type="checkbox"/> Reports on learner evaluations of activity

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## Promotion of Activities Standard

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<b>Promotion of Activities</b>	
<b>7.</b>	<b>Standard 7: Learning activities will be educational and will not promote products or companies, or contain promotional materials.</b>
<b>Required Elements to meet this standard:</b>	
7.1.	Learning activities <u>will not be used for the promotion of products or companies</u> , and will not contain promotional materials.
	For Further Information: <ul style="list-style-type: none"> <li>Guideline C: Promotion and Advertising</li> </ul> Evidence: <ul style="list-style-type: none"> <li><input type="checkbox"/> Promotion and content materials are educational and do not promote a product or company</li> </ul>
7.2.	Educational activities and promotional materials will occur at different times or spaces, real or virtual.
	For Further Information: <ul style="list-style-type: none"> <li>Guideline C: Promotion and Advertising</li> </ul> Evidence: <ul style="list-style-type: none"> <li><input type="checkbox"/> Website containing content does not contain corporate images, messaging or links to corporate websites</li> </ul>
7.3.	Materials from promotion or product information of commercial enterprises will not be used in learning activities.
	Evidence: <ul style="list-style-type: none"> <li><input type="checkbox"/> Activity materials do not include brand or product images</li> </ul>

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