



POLICY CATEGORY	PROGRAM
POLICY FOCUS	ACCREDITATION

**Policy PR -01: Standards of Accreditation**  
**Approved: September 27, 2016**  
**Revised: May 31, 2019**

**Table of Contents**

Introduction.....2

    Scope and Application .....2

    Conditions of Accreditation.....2

    Responsibility to Adhere to Standards .....2

Standards.....3

Standards and Required Elements .....4

    Design and Development Standards .....4

        Standard 1: All learning activities will be relevant to, and facilitate the transfer of learning to, practice .....4

        Standard 2: All learning activities will have written learning objectives.....5

        Standard 3: The content and delivery of a learning activity will be balanced, evidence-based, fair and objective. ....5

    Presentation and Delivery Standards .....9

        Standard 4: The learning activity facilitates effective adult learning.....9

        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. .... 12

    Activity Evaluation Standard ..... 14

        Standard 6: The provider will regularly evaluate each learning activity to improve the accuracy of the content and the quality of the learning experience..... 14

    Promotion of Activities Standard ..... 15

        Standard 7: Learning activities will be educational and will not promote products or companies, or contain promotional materials..... 15

First approved:	June 2013	Monitoring frequency:	Every 3 Years
Revised:	May 2019	Responsibility of:	Accreditation Policy Ctte
			Page 1 of 15



POLICY CATEGORY	PROGRAM
POLICY FOCUS	ACCREDITATION

## 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.

First approved:	June 2013	Monitoring frequency:	Every 3 Years
Revised:	May 2019	Responsibility of:	Accreditation Policy Ctte
			Page 2 of 15



POLICY CATEGORY	PROGRAM
POLICY FOCUS	ACCREDITATION

## 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.

First approved:	June 2013	Monitoring frequency:	Every 3 Years
Revised:	May 2019	Responsibility of:	Accreditation Policy Ctte
			Page 3 of 15



POLICY CATEGORY	PROGRAM
POLICY FOCUS	ACCREDITATION

## 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>

First approved: June 2013	Monitoring frequency: Every 3 Years
Revised: May 2019	Responsibility of: Accreditation Policy Ctte
	Page 4 of 15



POLICY CATEGORY	PROGRAM
POLICY FOCUS	ACCREDITATION

Standards for CCCEP Accreditation		
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> .	Further Information: <ul style="list-style-type: none"> <li>• Information document on reflective learning</li> </ul> Evidence: <ul style="list-style-type: none"> <li><input type="checkbox"/> Activity learning materials contain reflective activities and/or learner assessments</li> </ul>
<b>2.</b>	<b>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.	For Further Information: <ul style="list-style-type: none"> <li>• Information on SMART Objectives</li> </ul> Evidence: <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.	Evidence: <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> .	Evidence: <ul style="list-style-type: none"> <li><input type="checkbox"/> Content of learning activity addresses all learning objectives</li> </ul>
<b>3.</b>	<b>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>		

First approved: June 2013	Monitoring frequency: Every 3 Years
Revised: May 2019	Responsibility of: Accreditation Policy Ctte
	Page 5 of 15



POLICY CATEGORY	PROGRAM
POLICY FOCUS	ACCREDITATION

Standards for CCCEP Accreditation	
Required Elements	Further Information and Evidence to be Submitted
<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/expert panel members 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) Where the expert reviewers/expert panel members' initial review indicates that revisions are required, a revised version, together with author(s) responses to any required revisions that were not made, is to be provided to the expert reviewers/expert panel members. The expert reviewers/expert panel members must sign the declaration in the Expert Reviewer Release Statement form indicating they have reviewed and approved, <u>without conditions</u>, the revised program.</p> <p>d) 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(s)' Response</li> <li><input type="checkbox"/> Provider section of Author/Presenter/Provider Declaration form indicates that the expert reviewers/expert panel have approved without conditions the version of the learning activity submitted for accreditation</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>

First approved: June 2013	Monitoring frequency: Every 3 Years
Revised: May 2019	Responsibility of: Accreditation Policy Ctte
	Page 6 of 15



POLICY CATEGORY	PROGRAM
POLICY FOCUS	ACCREDITATION

Standards for CCCEP Accreditation	
Required Elements	Further Information and Evidence to be Submitted
<p>3.3. Corporate or <u>company names or logos of commercial enterprises will not be used</u> in a presentation or learning materials.</p> <p>However, the <u>name of a sponsor may be used once</u> 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>
<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 are clearly declared</u> 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>

First approved: June 2013	Monitoring frequency: Every 3 Years
Revised: May 2019	Responsibility of: Accreditation Policy Ctte
	Page 7 of 15



POLICY CATEGORY	PROGRAM
POLICY FOCUS	ACCREDITATION

Standards for CCCEP Accreditation		
	Required Elements	Further Information and Evidence to be Submitted
3.7.	<p>A learning activity about a unique product (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> <p><input type="checkbox"/> Content of learning activity meets standard and guideline</p>
3.8.	<p>Program providers will ensure that sponsored learning activities meet the standards for CCCEP accreditation by ensuring independent control of the learning activity content and clear and transparent sponsorship agreements.</p>	<p>For Further Information:</p> <ul style="list-style-type: none"> <li>• Guideline K: Sponsorship</li> </ul> <p>Evidence:</p> <p><input type="checkbox"/> Sponsor appropriately identified</p> <p><input type="checkbox"/> No evidence of bias towards sponsor or sponsor's products in the content or promotion materials</p>

First approved:	June 2013	Monitoring frequency:	Every 3 Years
Revised:	May 2019	Responsibility of:	Accreditation Policy Ctte
			Page 8 of 15





POLICY CATEGORY	PROGRAM
POLICY FOCUS	ACCREDITATION

## Presentation and Delivery Standards

Standards for CCCEP Accreditation		
Required Elements		Further Information and Evidence to be Submitted
<b>4. 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: <input type="checkbox"/> Active and interactive learning evident in activity content
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: <input type="checkbox"/> Quality of learning materials is evident in the learning activity documents
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: <input type="checkbox"/> Author declaration on CCCEP Accreditation Application Form

First approved: June 2013	Monitoring frequency: Every 3 Years
Revised: May 2019	Responsibility of: Accreditation Policy Ctte
Page 9 of 15	



POLICY CATEGORY	PROGRAM
POLICY FOCUS	ACCREDITATION

Standards for CCCEP Accreditation		
	Required Elements	Further Information and Evidence to be Submitted
4.4.	<p>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 style="padding-left: 20px;">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>

First approved:	June 2013	Monitoring frequency:	Every 3 Years
Revised:	May 2019	Responsibility of:	Accreditation Policy Ctte
			Page <b>10</b> of <b>15</b>



POLICY CATEGORY	PROGRAM
POLICY FOCUS	ACCREDITATION

Standards for CCCEP Accreditation	
Required Elements	Further Information and Evidence to be Submitted
<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>

First approved: June 2013	Monitoring frequency: Every 3 Years
Revised: May 2019	Responsibility of: Accreditation Policy Cttee
	Page 11 of 15



POLICY CATEGORY	PROGRAM
POLICY FOCUS	ACCREDITATION

Standards for CCCEP Accreditation		
Required Elements		Further Information and Evidence to be Submitted
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>	

First approved: June 2013	Monitoring frequency: Every 3 Years
Revised: May 2019	Responsibility of: Accreditation Policy Ctte
	Page 12 of 15



POLICY CATEGORY	PROGRAM
POLICY FOCUS	ACCREDITATION

Standards for CCCEP Accreditation	
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.	

First approved: June 2013	Monitoring frequency: Every 3 Years
Revised: May 2019	Responsibility of: Accreditation Policy Ctte
	Page <b>13</b> of <b>15</b>



POLICY CATEGORY	PROGRAM
POLICY FOCUS	ACCREDITATION

## Activity Evaluation Standard

Standards for CCCEP Accreditation	
Required Elements	Further Information and Evidence to be Submitted
<b>Activity Evaluation</b>	
<b>6. 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

First approved: June 2013	Monitoring frequency: Every 3 Years
Revised: May 2019	Responsibility of: Accreditation Policy Cttee
	Page <b>14</b> of <b>15</b>



POLICY CATEGORY	PROGRAM
POLICY FOCUS	ACCREDITATION

## Promotion of Activities Standard

Standards for CCCEP Accreditation	
Required Elements	Further Information and Evidence to be Submitted
<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.	<p>Learning activities <u>will not be used for the promotion of products or companies</u>, and will not contain promotional materials.</p> <p>For Further Information:</p> <ul style="list-style-type: none"> <li>• Guideline C: Promotion and Advertising</li> </ul> <p>Evidence:</p> <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.	<p>Educational activities and promotional materials will occur at different times or spaces, real or virtual.</p> <p>For Further Information:</p> <ul style="list-style-type: none"> <li>• Guideline C: Promotion and Advertising</li> </ul> <p>Evidence:</p> <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.	<p>Materials from promotion or product information of commercial enterprises will not be used in learning activities.</p> <p>Evidence:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Activity materials do not include brand or product images</li> </ul>

First approved: June 2013	Monitoring frequency: Every 3 Years
Revised: May 2019	Responsibility of: Accreditation Policy Cttee
	Page <b>15</b> of <b>15</b>