

## STANDARD XI. PUBLICITY

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### CRITERIA

1. Publicity must be informative and not misleading. It must include:
  - a. The name of the provider prominently identified
  - b. The names of any joint sponsors
  - c. The course title
  - d. A description of the course content
  - e. The educational objectives
  - f. A description of teaching methods to be used
  - g. The names of any entities providing commercial support
  - h. The costs and contact person
  - i. The course instructor(s) and their qualifications and any conflicts of interest
  - j. Refund and cancellation policies
  - k. Location, date, and time for live activities; original release date, review date (if applicable), and expiration date for self-instructional activities.
  - l. The recognition status of the provider, through the use of the authorized recognition statement, and, whenever feasible (given space considerations) the use of the ADA CERP logo in conjunction with the authorized statement
  - m. The number of credits available using the authorized credit designation statement
2. For effective presentation and assimilation of course content, the prior level of skill, knowledge, or experience required (or suggested) of participants must be clearly specified in publicity materials.
3. Publicity on continuing education activities must provide complete and accurate information to the potential audience.
4. Providers must avoid misleading statements regarding the nature of the activity or the benefits to be derived from participation.
5. Accurate statements concerning credits for the activity and the provider's recognition status must be included. CE providers must ensure that such statements follow the wording prescribed by the agency granting the credits or recognition so that participants do not misinterpret them.
6. The terms "accredited," "accreditation," "certification" or "endorsed by" must not be used in reference to ADA CERP recognition. Providers must not make statements implying ADA CERP approval or endorsement of individual courses.
7. Publicity for CDE activities must not conflict with or appear to violate the ADA Principles of Ethics and Code of Professional Conduct.

### RECOMMENDATIONS

- A. The attendees' expectations concerning course content and anticipated learning are based on course publicity. Complete and detailed publicity materials will help ensure that those who want and need the course will attend, and that they will be motivated to learn. Materials containing less than complete and accurate information will almost always result in disappointment and dissatisfaction on the part of all or some attendees.