



Advertising Requirements for Continuing Education (CE) Activities

Please create CE activity promotional materials that include all of the advertising requirements listed below.

1. **Activity Title** – You must include the name of your CE activity or event on your promotional materials

2. **Joint Accreditation Statement & Logos**

- If your CE activity has been planned, implemented and evaluated by **one (1) jointly accredited organization**, please place the following statement on your promotional items:

In support of improving patient care, the Duke University Health System Department of Clinical Education and Professional Development is accredited by the American Nurses Credentialing Center (ANCC), the Accreditation Council for Pharmacy Education (ACPE), and the Accreditation Council for Continuing Medical Education (ACCME), to provide continuing education for the health care team.

- If your CE activity has been planned, implemented and evaluated by **two (2) jointly accredited organizations**, please place the following statement on your promotional items:

This activity has been planned and implemented by the Duke University Health System Department of Clinical Education and Professional Development and _____ for the advancement of patient care. The Duke University Health System Department of Clinical Education and Professional Development is accredited by the American Nurses Credentialing Center (ANCC), the Accreditation Council for Pharmacy Education (ACPE), and the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing education for the health care team.

- The applicable joint accreditation statement must appear on all educational materials and brochures
- The applicable joint accreditation statement must stand alone from any other statement
- The Joint Accreditation logo must be placed on all promo-materials, must be a circle, & can't be altered in any way



- If your CE activity offers IACET credit, please place the following statement and logo on your promotional items:

Duke Health Clinical Education and Professional Development is accredited by the International Association for Continuing Education and Training (IACET), and is authorized to issue IACET CEU, and authorized by IACET to offer _____ CEUs for this program.



3. Education Credit Statement(s) – Choose the statement(s) below pertaining to the target audience:

- **Physician Credit:** Duke University Health System Department of Clinical Education and Professional Development designates this _____ activity for a maximum of ____ *AMA PRA Category 1 Credit(s)*[™]. Physicians should claim only credit commensurate with the extent of their participation in the activity.
- **Nurse Credit:** Duke University Health System Department of Clinical Education and Professional Development designates this activity for up to ____ credit hours for nurses. Nurses should claim only credit commensurate with the extent of their participation in this activity.
- **Pharmacy Credit:** Duke University Health System Department of Clinical Education and Professional Development designates this knowledge-based activity for ____ ACPE credit hours. Activity Numbers: JA0000655-xxxx-xx-xxx-x

4. Commercial Support (if applicable)

If commercial support is received, the name of the ineligible company (or companies) and the nature of the support **must be disclosed** on the promotional materials. However, the disclosure must not include the ineligible companies' corporate or product logos, trade names, or product group messages. An ineligible company **cannot be listed** on promotional materials until there is a fully executed grant letter of agreement signed by the company and Duke CEPD.