

CPD POLICY 2.3.3

SCIENTIFIC BALANCE OF CONTENT FOR ACCREDITED/CERTIFIED CPD ACTIVITIES

Approved by: CPD Office

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I. PURPOSE

In accordance with the [National Standard for Support of Accredited CPD Activities](#) (2017) and with standards set forth by the *Royal College of Physicians & Surgeons of Canada* (RCPSC) and the *College of Family Physicians of Canada* (CFPC), this policy outlines the requirements for scientific balance of content in accredited CPD activities¹.

The Scientific Planning Committee (SPC) is responsible for ensuring speakers, authors, facilitators are notified of the applicable requirements outlined in this policy, either using a speaker letter or through other speaker communications.

II. STATEMENT

1. The SPC is responsible for ensuring accredited CPD activities meet the identified needs of the target audience while respecting the principles of scientific integrity, objectivity, and balance.
2. The SPC is responsible for ensuring the content in an accredited CPD activity is evidence-based.
3. The description of diagnostic and therapeutic options must use generic names and not reflect exclusivity or branding.
4. Reference to unapproved therapies or devices (off-label use) must be explicitly declared.
5. Every effort must be made to avoid bias, whether commercial or other.
6. Content must be developed with consideration to the [Canadian Medical Association \(CMA\) Guidelines for Physicians in Interactions with Industry \(2021\)](#), and the [Innovative Medicines Canada Code of Ethical Practices \(2020\)](#).
7. Real or potential conflicts of interest must be disclosed in accordance with CPD's [Policy on Conflict of Interest Disclosure & Management for Accredited CPD Activities](#).
8. In accordance with CPD's [Policy on Sponsorship of Accredited CPD Activities](#):
 - 8.1. Specific interests of any sponsor (for-profit and not-for-profit) must have no direct or indirect influence on the content and/or materials of the accredited CPD activity.
 - 8.2. Representatives of a sponsor organization or any organization hired by a sponsor organization cannot participate in decisions related to the:
 - 8.2.1. Identification of educational needs of an intended target audience
 - 8.2.2. Development of learning objectives
 - 8.2.3. Selection of educational methods and formats
 - 8.2.4. Selection of speakers, moderators, facilitators, and authors

- 8.2.5. Development and delivery of content
- 8.2.6. Evaluation of outcomes

- 9. References to evidence used to create content must be included in the presentation. Information must be provided to the audience if there is limited evidence for an assertion or recommendation made.

iii. DEFINITIONS

CPD Activity: Also referred to as an “Learning Activity”. An educational offering that is part of the CPD provider organization’s overall programming or one for which the CPD provider organization grants credit(s).²

Scientific Planning Committee (SPC): A group that includes representatives from all the identified target audience(s) that is responsible for: identifying educational needs, approving educational objectives; selecting educational methods, speakers, moderators, facilitators and/or authors; approving the content and delivery methods; and evaluating outcomes of the accredited CPD offering.²

iv. ADDITIONAL RESOURCES

[Sponsorship Agreement Template](#)

[Speaker Communication Template](#)

[Policy on Conflict of Interest Disclosure and Management for Accredited / Certified Learning Activities](#)

[Policy on Sponsorship of Accredited / Certified CPD Activities](#)

¹ National Standard for Support of Accredited CPD Activities, 2017, V. 23.1.

² Canadian Accreditation Standards for Continuing Professional Development (CPD) Provider Organizations, 2023.