

CPD POLICY 6.0

Promotion of External Educational Programs

Approved by: CPD Advisory

Date of Original Approval: March 17, 2025

Date of Last Review: March 17, 2025

Date of Next Scheduled Review: 2028

I. PURPOSE

This policy establishes guidelines for the promotion of external educational programs by the Continuing Professional Development (CPD) department of the Schulich School of Medicine & Dentistry. The purpose is to ensure that such promotions align with the department's commitment to high-quality, relevant, and ethical educational offerings for the medical and dental communities.

II. SCOPE

This policy applies to the promotion of external programs through the CPD website, newsletters, and other communication channels managed by the Schulich School of Medicine & Dentistry, CPD. It does not apply to programs developed or co-developed by the Schulich CPD department.

III. STATEMENT

CPD may promote external educational programs under the following conditions:

1. **Educational Relevance:** The program must be educational in nature and relevant to the practice of medicine, dentistry, academic practice, or faculty development.
2. **Affiliation or Recognition:**
 - The program involves a Schulich/Western University faculty member
 - OR
 - the program is organized by a nationally recognized medical education organization, such as the Royal College of Physicians and Surgeons of Canada (RCPSC), the College of Family Physicians of Canada (CFPC), the Association of Faculties of Medicine of Canada (AFMC), or the Canadian Medical Protective Association (CMPA).
3. **Accreditation:**
 - The program is accredited by a recognized accrediting body.
 - If the program is not accredited, it must have no industry sponsorship to qualify for promotion.

4. Promotional Platforms:

- Only Schulich/Western programs will be promoted on the CPD “Upcoming Events and Workshops” page.
- External programs meeting the criteria above may be promoted through newsletters and other approved channels.

5. For-Profit Programs:

- For-profit programs that meet the outlined criteria may be charged a promotional fee, the terms of which will be determined by CPD.

6. Ethical Standards:

- The program’s promotional materials and content must comply with ethical standards, including avoiding conflicts of interest and adhering to the principles outlined in CPD’s [Conflict of Interest Disclosure and Management Policy](#).

7. Discretionary Oversight:

- The Associate Dean, CPD has discretionary authority to approve or deny the promotion of any external program.