

Quick Tips Tool:

Sponsorship of Accredited/Certified Learning Activities

Accredited/certified Continuing Professional Development (CPD) activities must be free of sponsorship influence, be based on the best scientific evidence and should be focused on the improvement of learners' knowledge, skills, attitudes and behaviour.

While accredited/certified CPD activities can be sponsored, certain requirements must be met to ensure activities remain fair, balanced, and free of bias. These requirements are explained in detail in the National Standard for Support of Accredited CPD Activities, and CPD's Policy on Sponsorship of Accredited / Certified CPD Activities.

What counts as "sponsorship"?

A "sponsor" is any *for-profit* OR *not-for-profit* organization that has contributed financial or in-kind support for the CPD activity.

- Financial Support means any monetary contributions provided by a sponsor.
- In-Kind Support means services, tools, or human resources that have a monetary value, that are provided in lieu of direct financial contributions (i.e. donation of catering, event planning services, technical equipment, etc.)ⁱ

Quick Sponsorship Tips:

- All sponsors for an accredited/certified CPD activity must be recognized, not just top-level sponsors.
- Sponsorship recognition **must always remain separate** from educational content. That means that logos and brand names can't be on the same page(s) of a program/agenda as the learning objectives, session content, or event schedule. If you're advertising or providing registration on a website, sponsorship logos must be on a separate tab, away from educational information.
- Sponsor booths cannot be placed in the same room as educational presentation
- Sponsors cannot sit on a Scientific Planning Committee (SPC), nor can they be involved in the
 development of learning objectives, assessment of needs, development of content, selection of speakers,
 etc.
- Participant names and contact information cannot be shared with sponsors unless explicit approval is given by participants.
- Financial support from a sponsor must be provided in the form of an **educational grant**. Therefore, sponsors cannot pay directly for travel expenses, speaker honoraria, etc.
- Presentations must give a balanced view of all relevant therapeutic options available.

This is not an exhaustive list. See "Need More Information?" Section on the bottom of page 2 for additional resources to learn more!

Are you seeking sponsorship support for your accredited/certified CPD Activity? Here's where to start:

Create a Sponsorship Prospectus or Communication. A prospectus outlines the opportunities and acknowledgements available to a sponsor for providing support for your CPD activity. It could have tiers (i.e. Gold, Silver, Bronze levels).

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- Contact the CPD Office if you have never made a prospectus for a CPD activity and want to know where to start. We are also happy to review your prospectus before it is distributed to potential sponsors.
- Accredited/certified CPD activities have regulations around sponsorship. If you want to see some examples of permitted and not permitted options to send to prospective sponsors, visit pages 18-19 of the CPD Activity Planning Guide.

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Ensure that a sponsoring organization has no influence over the activity development. This includes the assessment of needs, the development of learning objectives, speaker selection, SPC member selection, selection of educational formats and content, activity evaluation, and more.

Draft a Sponsorship Agreement. This Agreement is signed by both the physician organization representative (i.e. SPC Chair) and a representative from the sponsoring organization.



- The CPD Office has a template available on our <u>Forms & Templates</u> page under "Supporting Documentation". While this template is not mandatory, there are items that must be included in the agreement for your activity to be accredited/certified. See the list of required items on page 18 of the <u>CPD Activity Planning Guide</u>.
- Sometimes a sponsoring organization will have its own agreement that they will ask you to sign. It is okay to use their agreement; however, it must include the CPD required items.

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Send a sample Sponsorship Prospectus and at least one copy of a signed Agreement with a sponsor as part of your supporting documentation for accreditation/certification.

Need more information? Try one of these resources:

- CPD Activity Planning Guide
- Policy on Sponsorship of Accredited/Certified CPD Activities
- Our Office! Contact us at cpd.credits@schulich.uwo.ca or 519.661.2111 ext. 81577

¹ National Standard for Support of Accredited CPD Activities, 2017, V. 23.1, Glossary of Terms, page 9.