

A Closer Look at Required Practice 3.4

MANAGEMENT OF EXHIBITS AND ADVERTISEMENTS



Welcome to the ASHA Continuing Education Board's (CEB) webinar focused on Required Practice 3.4. In this module, we'll take a closer look at what ASHA Approved CE Providers must do to manage exhibits and advertisements for courses offered for ASHA CEUs.

This presentation is approximately 10 minutes long.

Requirement 3

Transparency in course planning, delivery and marketing

Requirement 3 is focused on transparency issues related to course planning, course delivery and marketing of courses offered for ASHA CEUs.

The focus of Required Practice 3.4 refers to how ASHA Approved CE Providers must manage decisions related to the instructional portion of the course and promotional activities, the sale and marketing of products, equipment and devices and print and electronic advertisements.

Requirement 3 has 4 components

Management of:

- 1) Course content
- 2) Conflicts of interest (COI)
- 3) Financial & in-kind support
- 4) Exhibits & advertisements

Requirement #3 has 4 major components. These components are 1) management of course content, 2) management of conflicts of interest, 3) management of financial and in-kind support, and 4) management of exhibits and advertisements.

This webinar focuses solely on Required Practice 3.4 which is about the management of exhibits and advertisements. You should read the entire requirement to become familiar with the other 3 components and consult the requirement to implement your course planning, delivery and marketing efforts. Additional webinars are available that go into more detail about the other 3 components. Below this screen is a list of resources including a hyperlink to other webinars that you may want to access after viewing this webinar.

Major Considerations

- Provider is the decision-maker.
- Promotional activities prohibited in location of course(physical and/or virtual).
- Promotional activities prohibited as part of instructional portion of course.
- Products, equipment, devices cannot be sold or marketed as part of instructional portion of course.
- Print or electronic ads may be distributed with CE course materials that aren't related to the transfer of education to the learner.

There are 5 major considerations that you must keep in mind when managing exhibits and advertisements. If you adhere to these, you will be in compliance with Required Practice 3.4.

The considerations are:

1)As an ASHA Approved CE Provider it is your responsibility to make all decisions in regard to the management of exhibits and advertisements.

2) Promotional activities are prohibited in the location of the course. That includes both live courses and online courses.

3) Promotional activities are prohibited as part of the instructional portion of the course.

4) Products, equipment, and devices cannot be sold or marketed as part of the instructional portion of the course.

5) Print or electronic advertisements may be distributed with CE course materials that aren't related to the transfer of education to the learner.

We'll look more carefully at each of these five considerations.

What does it mean for the CE Provider?

Provider is the decision maker:

- Where to place exhibits
- Where to place advertisements
- When and where for social events/meals

The Provider, not the exhibitor or advertiser, determines the options for placement of exhibits and/or ads and the timing of social events.

By placement or place, we are talking about the meeting room or auditorium that the conference is being held in; the place occupied by the instructors and participants. This also includes the walls in the meeting room, the lectern and tables.

Often times exhibits and advertisements in the form of banners or signs will be situated outside the place or meeting room that the course is in. An important consideration in assigning space for exhibits or advertisements, is that it should not be done in a manner that makes the participant feel that there is a barrier to entering the meeting room or that the participant is compelled to engage with the exhibitors every time they enter or exit the meeting room.

Social events and meals cannot be scheduled to compete in any way with the instructional portion of CE courses. Social events and meals could include receptions, parties, entertainment, breakfast, lunch and dinner as well as course breaks with refreshments. If meals or refreshments are served in the physical space where the course is being conducted, it should not interfere with the instructional portion of the course.

What does it mean for the CE Provider?

Promotional activities prohibited in location of course:

- Live, face to face CE courses
- Print-based courses
- Web/computer-based CE courses
- Recorded CE courses

In the case of a live, face-to-face course, the decision where to place exhibits and advertisements will depend somewhat on the actual space that the course occupies. But promotional activities such as, exhibits and ads, cannot be in the same location where the CE course is being conducted.

In addition to live courses, the required practice holds true with print-based, online and recorded CE courses in that advertisements, promotional materials and pop-ups cannot appear where CE content is being displayed.

Aside from the concerns related to transparency and disclosure it is distracting for learners to have advertising compete with course content on a page or in the case of an online course particularly, to pop up in the visual field while the learner is attempting to concentrate on instructional material. Most of us dislike this type of online interference even when we're doing fun things on the

computer!

What does it mean for the CE Provider?

Products etc. cannot be sold or marketed as part of the instructional course:

- Courses can have content about products, equipment and devices
- Products, equipment and devices can be sold or marketed before and after the instructional portion of the course

If devices or products are used as part of the instruction of the course, there can be no selling or marketing of the devices, products or services during the course.

Although products, equipment and devices can be sold or marketed before and after the course, they should not be sold or marketed in the space where the instruction has taken place.

It is important that planners and instructional personnel adhere to this so they don't put the ASHA CE Provider in jeopardy of being out of compliance with the requirement.

What does it mean for the CE Provider?
Print/electronic ads may be distributed
w/course materials that are not related to the
transfer of education to the learner:

- Live
- Print
- Web
- Recorded

It is permissible to have advertisements in materials that promote the course such as registration materials and agendas; however, ads are prohibited in course materials or as handouts in the course. This includes placing handouts advertising products, devices or materials related to services on participants' chairs prior to the start of the course.

Again, it is important for planners and instructional personnel to be aware of this part of the requirement so that the Provider can help control the placement of advertisements.

Use Available ASHA CE Online Resources For More Information About Implementing Required Practice 3.4

- Required Practices-Explanations & Samples
- FAQs About Requirement 3
- Course Development Stages Infusing Requirement 3
- Transparency Scenarios
- ASHA CE Provider Online Community

We hope this webinar has been helpful in providing useful information about the management of exhibits and advertisements in association with a CE course.

We'd recommend that you take a look at the available additional resources that include information about Required Practice 3.4. It's easy to access them; just click on the hyperlinks found below this screen.

In particular I want to mention the FAQs as they are comprised of a number of questions asked by ASHA Approved CE Providers and in that respect these questions address situations that many Providers encounter. Also if you haven't joined the ASHA CE Provider's online community, there are daily posts from your colleagues that address how they are implementing Requirement 3 into their continuing education planning.

Each of your courses will present unique opportunities and challenges in terms of managing exhibits and advertisements. By having a clear understanding about the placement of exhibits and advertisements, by prohibiting promotional activities where courses are conducted and by prohibiting sale and marketing during the instructional portion of the CE course, you should be confident

in implementing Required Practice 3.4.



Thank you for joining us and look for other Requirement 3 webinars coming soon.