



insights **EMERGE**
with the exchange of
NEW IDEAS.

2016 APA Annual Convention
Denver, CO | August 4–7, 2016



AMERICAN
PSYCHOLOGICAL
ASSOCIATION



2016 APA Annual Convention

Denver, CO | August 4–7, 2016

How to Make the Most of Your APA CE Sponsorship: Changes and Innovations



AMERICAN
PSYCHOLOGICAL
ASSOCIATION

A vibrant splash of rainbow-colored ink (red, orange, yellow, green, blue, purple) at the top of the slide.

How to Make the Most of Your APA CE Sponsorship: Changes and Innovations

Jessye Cohen-Filipic, Ph.D., Chair, Continuing Education Committee
J. Kim Penberthy, Ph.D., ABPP, Member, Continuing Education Committee



Learning Objectives for Program

1. Review changes in APA CEC standards from 2009 to 2015
2. Explain the augmentations to the conflict of interest materials on the application
3. Demonstrate how to navigate changes in the new online application process
4. Identify ways to access relevant support resources



Standards & Criteria: What's New

<http://www.apa.org/ed/sponsor/resources/standards-criteria.aspx>

Standard D, Criterion D.1

- One of the four options that applicants could choose in formulating a response to this criterion has been deleted:

“Program content has obtained credibility, as demonstrated by the involvement of the broader psychological practice, education, and science communities in studying or applying the findings, procedures, practices, or theoretical concepts.”
- **Why?** The rationale for this deletion is that this item is not consistent with the principles outlined in the recently approved [Quality Professional Development and Continuing Education Resolution](#) related to an evidence-based approach to both the design and content of continuing education programs.



Standards & Criteria: What's New

More Improvements:

- Wording changes to definitions of continuing education under Section One, part B, and for Standard A, as well as further clarification as to the purpose of the standards in Section One.
- Additional clarifying language for the Principle of Standard A.
- Wording changes to the Principle of Standard C and Criteria C1 and C2.
- A minor wording change to the Principle of Standard D, and additional wording to D2 and D4, as well as clarification regarding conflict of interest in D5.
- An additional clarification sentence to Criterion G2, which reflects the current climate and growing attention in continuing education across the health professions related to conflict of interest issues.





Conflict of Interest: What's New

- There is now a clarification sentence to Criterion G2, which reflects the current climate and growing attention in continuing education across the health professions related to conflict of interest issues
- “G2. Sponsors must make clearly evident to all potential participants, prior to registration, any known commercial support for CE programs or instructors. Any other relationships that could be reasonably construed as a conflict of interest also must be disclosed. **If there is no conflict of interest or commercial support, then that should be clearly stated.**”
- COI information can be presented verbally or visually, but must be disclosed.



Conflict of Interest: What's New

The CEC created additional guidance for sponsors regarding conflicts of interest and a sample policy

Sample Policy and Procedure Concerning Potential Conflicts of Interest

As an APA-approved sponsor of continuing education, [Name of Organization] is committed to the identification and resolution of potential conflicts of interest in the planning, promotion, delivery, and evaluation of continuing education. Consistent with concepts outlined in the APA Ethical Principles of Psychologists and Code of Conduct, potential conflicts of interest occur when an individual assumes a professional role in the planning, promotion, delivery, or evaluation of continuing education where personal, professional, legal, financial, or other interests could reasonably be expected to impair his or her objectivity, competence, or effectiveness.

Potential Conflicts of Interest in the Planning of Continuing Education

[Name of Person or Position] is responsible to identify, declare, and resolve any potential conflict of interest the [Name of Organization] may have in offering any specific program of continuing education. In the event of a potential conflict of interest, [Name of Person or Position] will assume responsibility to resolve the potential conflict by [Outline of Procedure].

[Name of Organization] requires that professionals participating in the planning of continuing education identify any potential conflict of interest they may have in the review, selection, development, delivery, or evaluation of that program and disclose the conflict or recuse themselves from any decision-making concerning that program. In the event of a potential conflict of interest, [Name of Person or Position] will ensure that the individual recuses him or herself from the planning process.



Conflict of Interest: What's New

Potential Conflicts of Interest in the Promotion of Continuing Education

When preparing promotional material for continuing education, [Name of Organization] includes information concerning any financial support, including in-kind support, provided by another party. [Name of Organization] also informs potential participants of any potential conflicts of interest an instructor. If there is no financial support or any potential conflict of interest or commercial support, [Name of Organization] will ensure that is clearly stated in the promotional material. If information about financial support or any potential conflict of interest is not included in the promotional material prepared for continuing education, [Name of Organization] will clearly indicate how a potential participant can secure that information.

Potential Conflicts of Interest in the Delivery of Continuing Education

[Name of Organization] requires that there is a process to clearly describe any financial support for a continuing education program at the time the continuing education program begins. Any other relationship that could be reasonably construed as a conflict of interest will also be disclosed. If there is no financial support or potential conflict of interest, [Name of Organization] will ensure there is a process (e.g., a designated individual or a slide at the start of the presentation, documentation in materials) to clearly state any potential conflicts at the time the continuing education program begins.



Two new mandatory questions

- Every evaluation form must include the following two questions verbatim and in a 5-point Likert scale as follows:
 1. How much did you learn as a result of this CE program? 1 2 3 4 5
(1 Very little — 5 A great deal)
 2. How useful was the content of this CE program for your practice or other professional development? 1 2 3 4 5
(1 Not useful — 5 Extremely useful)
- You can find this and other helpful information when preparing your application and evaluation forms in our 'CESA OAS Application Pre-Checklist': <http://www.apa.org/ed/sponsor/resources/application-pre-checklist.pdf>



New online system

To make it easier for you to apply to become an APA-approved CE sponsor, the Office of Continuing Education Sponsor Approval (CESA) is pleased to announce our Online Application System (OAS).

[OAS Login](#)

- New Applicants
- If you're a **new applicant**, then **you must** sign up for an account to access the CESA OAS. Please submit an [account request form](#).



AMERICAN PSYCHOLOGICAL ASSOCIATION



Login

Reminder - CESA OAS usernames will end in ".cesaoas".

Username

Password

Login

[Forgot Password](#)

A decorative graphic at the top of the slide featuring a horizontal splash of rainbow-colored ink in shades of red, orange, yellow, green, and purple.

New online system

Existing Sponsors

- Access the CESA OAS with your username and password. Be sure to include '.cesaoas' as a suffix to your email address.

Know What To Expect

- CESA is now paperless. **All correspondence occurs online** via the CESA OAS.
- [Estimated Turnaround Time for CESA Application Cycles](#)
 - A sample application timeline, from submission of your application through the review process.

Resources: A refresher

<http://www.apa.org/ed/sponsor/resources/index.aspx>

Resources for CE Sponsor Approval

Whether you're interested in CESA, a recently approved sponsor or seeking to renew your status, we offer many resources to help guide you.

Essential Things to Know

Showing 1-3 of 7



Applications
Apply for CESA and
homestudy approval



CESA Icon
Statement of approval
and use requirements



Annual Report Form
PDF, 290KB

Resources: A refresher

- It can **only** be used in **approved** sponsors' promotional materials and websites.
- Only **current** APA approved CE sponsors are permitted to use the icon.
- When co-sponsoring an activity, it is **only** permissible for the full statement of approval and the icon to be included when the **approved** sponsor organization is cited in the statement of approval text.
- The icon may **not** be modified (including color changes) and must appear **only** as listed on this page.
- The icon is **not** for use in letterhead and email signatures.

Proper Use of Icon:



Improper Use of Icon:





Questions and Comments?



Jessye Cohen-Filipic
Chair, CEC

2016 APA Annual Convention
Denver, CO | August 4–7, 2016



AMERICAN
PSYCHOLOGICAL
ASSOCIATION