

PROMOTIONAL MATERIALS

DO'S

&

DON'TS



SEEK OUT ASSISTANCE

1. Standards and Criteria
2. Resources for Educational Sponsors
3. Call or email the office

COMMUNICATE

Ensure information listed under Criterion G.1 is made available to potential participants prior to enrollment.

USE CORRECT STATEMENTS

The APA approval statement can only be used in its entirety. If using the icon, it must be accompanied by the approval statement.

USE TERM CE CREDIT

Your organization is approved to offer CE credit to psychologists.

CLARIFY CREDITS

Clearly indicate which sessions are available to psychologists for credit and how credits will be awarded.

IDENTIFY SUPPORT

Make evident any potential or known conflict of interest and/or commercial support for the CE program, presentation, or instructor.



IGNORE RESOURCES

The resources our office has compiled can help to ensure your organization is adhering to the guidelines of sponsorship.

LACK INFORMATION

If this required information is not included, the means of obtaining this information must be provided (e.g., phone number, web site)

ALTER, CHANGE OR MODIFY

The APA approval statement cannot be modified in any way or combined with other approval statements. The icon cannot appear alone.

USE TERM CEU

The term 'CEU' should not be used to refer to credits earned from APA-approved organizations.

BE UNCLEAR

Multi-session, multi-disciplinary programs may contain some content that is not relevant to psychology or inappropriate as CE for psychologists.

AVOID DISCLOSURE

Participants must be made aware of any relationships that could be construed as a conflict of interest. If there is none this should be clearly stated.