

## **Advertising of Educational Activities NOT Accredited/Certified through the CEPD Office**

Approval Authority: CEPD Governance Committee

Established On: 2024/10/17

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### **1.0 POLICY STATEMENT**

When appropriate, the CEPD Unit will advertise educational activities that have been accredited/certified by a provider other than the NOSM University CEPD Office. The advertising offered includes the promotion of the activity through regular NOSM University marketing channels which includes the NOSM U website, relevant newsletters and social media.

### **2.0 SCOPE**

This policy applies to all educational activities that have been accredited or certified by a provider other than the NOSM U CEPD Office. Details relevant to the advertising of NOSM U CEPD accredited educational activities will be contained within the contractual agreements between NOSM U's CEPD Unit and the respective provider.

### **3.0 DEFINITIONS**

For the purposes of this policy:

**Accredited (RCPSC) Educational Activity:** All Section 1 and Section 3 activities held within Canada that are approved by an accredited continuing professional development (CPD) provider recognized by the Royal College or through the Royal College [self-approval process](#) have a [Royal College accreditation statement](#).

**Accredited Provider Organization (RCPSC):** Organizations that have successfully applied to either the Royal College or the [Committee on Accreditation of Continuing Medical Education \(CACME\)](#) and been assessed against a defined set of accreditation standards.

Accredited Provider Organizations review learning activities against a set of accreditation standards before they are approved for credit in the Royal College Maintenance of Certification

(MOC) Program. Accredited CPD providers can also develop or co-develop their own learning activities.

**Certified (CFPC) Educational Activity:**

Activities such as seminars, conferences, clinical rounds programs, webinars, asynchronous online activities, etc. have been formally reviewed and approved per the standards for certified CPD set by the CFPC.

**Certified Assessment activities**

Activities such as practice audits, practice assessments, chart audits, simulation activities, etc., in which data analysis, including the provision or receipt of feedback, stimulates self-reflection and leads to practice/performance improvement. These may be self-directed or conducted with others.

**Unaccredited (RCPSC) Educational Activity:** Activities held within Canada that **have not** been approved by an accredited continuing professional development (CPD) provider recognized by the Royal College or through the Royal College [self-approval process](#). Unaccredited activities with financial or in-kind support by commercial interests are not eligible for MOC credits.

**Non-Certified (CFPC) Educational Activity:** Activities that have not been formally reviewed by the CFPC but that comply with the CFPC's definition of CPD are non-promotional in nature and provide valuable professional learning opportunities.

**Provider Organization (CFPC):** An organization that assumes responsibility and accountability for the development, delivery, and evaluation of Mainpro+ certified CPD activities. The CPD provider organization must form a scientific planning committee—independent of sponsor influence—to conduct this work.

Examples include Not-for-Profit physician organizations, Canadian university faculty of medicine, Canadian hospital departments, medical societies/associations, and healthcare research organizations.

**Physician Organization (RCPSC):** A not-for-profit group of health professionals with a formal governance structure, accountable to and serving, among others, its physician members through continuing professional development, provision of health care, and/or research.

Examples may include but are not limited to departments within a hospital or university or Local Education Groups (LEGs).

**NOSM U Marketing Channels:**

Electronic distribution mediums that may be relevant to CPD-related content which includes but is not limited to the following:

- NOSM U Website (<https://www.nosm.ca/education/cepd/cepd-events/>)
- NOSM U Social Media Accounts (Twitter/X, Meta, LinkedIn, Instagram)
- NOSM U Newsletters (The Pulse, CEPD Newsletter, Faculty Affairs Newsletter, PGME and UME newsletters)
- CEPD Learning Hub ([www.cepd.nosm.ca](http://www.cepd.nosm.ca))

**4.0 POLICY TERMS**

For the CEPD Office to advertise an educational activity accredited or certified by a non-NOSM U provider, one of the following criteria must have been met:

**4.1 Accredited Events**

4.1.1 Received National approval via the CFPC or a RCPSC Accredited provider organization.

4.1.2 Received approval through the CFPC National Office, or the Ontario Chapter of the CFPC, for an educational activity that the NOSM U environment does not have the resources to offer, but which physicians and perhaps health sciences professionals would benefit from the content.

**4.2 All of the following must be met for Non-Accredited Events**

- 4.2.1 Must be relevant to the NOSM U and/or CEPD Office Mission.
- 4.2.2 Must be relevant to NOSM U or overall CEPD Office programming.
- 4.2.3 Must directly address an identified need aligned with the NOSM U CEPD Office needs assessment and/or need identified in Northern Ontario communities.
- 4.2.4 Must be approved by one of NOSM U's CEPD leadership committees (CEPD Governance, Faculty and Preceptor Development (FPDC)).

## **5.0 ROLES AND RESPONSIBILITIES**

- 5.1 The CEPD Unit is responsible for reviewing and approving the advertisement of all accredited/certified educational activities offered by non-NOSM U providers.
- 5.2 The CEPD Unit will work with the providers to ensure the content fits within the parameters required by the various NOSM U marketing channels.
- 5.3 NOSM U CEPD leadership Committees (CEPD Governance, or FPDC Committee) responsible for reviewing and approving the advertising of non-accredited events put forward by non-NOSM U providers.

## **6.0 INTERPRETATION**

Questions of interpretation or application of this policy or its procedures will be referred to the Director, Continuing Education and Professional Development.

## **7.0 RELATED DOCUMENTS**

[CFPC Understanding Mainpro+ Certification](#)

[RCPSC 'About Accreditation'](#)

## **AUTHORITIES AND OFFICERS**

The following is a list of authorities and officers for this policy:

- a. Approving Authority: CEPD Governance Committee
- b. Responsible Officer: Associate Dean, CEPD
- c. Procedural Authority: Director, CEPD

### Review and Revision History

**Review Period:** 3 years or as required

**Date for Next Review: October 2027**

Date	Action
October 17, 2024	Approved at CEPD Governance Committee