



## **ADVERTISING OF EDUCATIONAL ACTIVITIES NOT ACCREDITED THROUGH THE CPD OFFICE**

Approval Authority: CPD Office Governance Committee

Established On: 2024 10 17

Amendments: NA

Category: Continuing Professional Development

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### **1.0 POLICY STATEMENT**

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

### **2.0 SCOPE**

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

### **3.0 DEFINITIONS**

#### **Educational Activity:**

An educational offering that is part of the Continuing Professional Development (CPD) provider organization's overall programming or one for which the CPD provider organization grants credit(s).

#### **Accredited Provider**

An entity with the authority to grant Continuing Professional Development (CPD) credits by virtue of having undergone an accreditation process of a duly constituted authority, including the Committee on Accreditation of Continuing Medical Education (CACME) and the Royal College of Physicians and Surgeons of Canada (Royal College).

Accredited Provider Organizations review learning activities against a set of accreditation standards before they are approved. Accredited providers can also develop or co-develop their own learning activities.

#### **CFPC Certified 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.

#### **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 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/CPD Office/CPD Office-events/](https://www.nosm.ca/education/CPD%20Office/CPD%20Office-events/))
- NOSM U Social Media Accounts (Twitter/X, Meta, LinkedIn, Instagram)
- NOSM U Newsletters (The Pulse, CPD Office Newsletter, Faculty Affairs Newsletter, PGME and UME newsletters)
- CPD OFFICE Learning Hub ([www.CPD Office.nosm.ca](http://www.CPD%20Office.nosm.ca))

**4.0 POLICY TERMS**

For the CPD 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**

- Received National approval via the CFPC or an RCPSC Accredited provider organization.
- 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**

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

### **5.0 ROLES AND RESPONSIBILITIES**

**The CPD Office** is responsible for reviewing and approving the advertisement of all accredited/certified educational activities offered by non-NOSM U providers. The CPD Office will work with the providers to ensure the content fits within the parameters required by the various NOSM U marketing channels.

**NOSM U CPD Office Leadership Committees** (CPD Office Governance, or FPDC Committee) are 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 & Professional Development at [CPD Office@nosm.ca](mailto:CPDOffice@nosm.ca)

### **7.0 RELATED DOCUMENTS**

Legislation and Information

- [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: CPD Office Governance Committee
- b. Responsible Officer: Associate Dean, CPD Office
- c. Procedural Authority: Director, CPD Office

d. Procedural Officer: Director, CPD OFFICE

**Review and Revision History**

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

**Date for Next Review:** 2027 10

Date	Action
2024-11	Approved at CPD OFFICE Advisory Committee
2025-05-01	Approved at CPD OFFICE Governance Committee
2025-10-16	Changes related to new CFPC AI Disclosure standards approved by CPD OFFICE Governance Committee
2026-06-18	Updated to reflect CPD Name Change from CEPD