



## GUIDELINES FOR ASHA CO-SPONSORSHIP OF ASHA CONTINUING EDUCATION (CE) ACTIVITIES

The Missouri Speech-Language-Hearing Association (MSHA) will individually administer co-sponsorship of CE activities that meet ASHA required guidelines. All events and topics must conform to ASHA guidelines for professional or related content. Speaker must possess professional qualifications. The focus of the activity must not be for the sale of a specific product.

### General Guidelines

#### **Course Content Disclosure**

Presentations/Events content and related materials are not to focus on the sale or promotion of products or services and are not the focus of CE course content and related materials. See Appendix I for additional information and sample disclosure statements.

#### **Speaker/Planner Disclosure**

Individuals involved in the course planning and delivery must disclose their relevant financial or nonfinancial relationship(s). See Appendix II for additional information and sample disclosure statements.

#### **Course Financial and In-Kind Support Disclosure**

Learners must be informed of financial and in-kind support given for an event. See Appendix III for additional information and sample disclosure statements.

#### **Exhibits and Advertisements**

Exhibits and advertisements related to CE events must be managed as outlined in Appendix IV.

#### **Evidence-Based Continuing Education**

For presentations providing evidence-based practices, planners are encouraged to review the Evidence-Based CE Tutorial on the ASHA website, <http://www.asha.org/ce/for-providers/EBCETutorialIntro.htm>.

### Promotional Brochure

Set guidelines for content that must be contained in the promotional brochure. These include:

- Time Ordered Agenda
- Learner Outcomes
- ASHA CE Brand Block and CEU Statement
- Disclosure Statements (as outlined in the Appendixes of these guidelines)

To insure your brochure conforms with these guidelines, please submit your brochure to the MSHA Office for review during the development phase. After MSHA reviews the brochure, the appropriate paragraph(s) will be provided for inclusion in the brochure.

### Prior to Event

Timeframe – The following requested information must be received by the MSHA Office 60 days in advance of the event.

The following items are needed at the time of application submission:

1. Continuing Education **Activity Approval Worksheet** with corresponding documentation requested
2. **Fees and deposits**  
\$325 ASHA processing fee made payable to ASHA (for ASHA CE events only)  
\$100 MSHA Per Attendee Fee Deposit – Will be applied to your actual per attendee fee.  
Note: Minimum payment is \$100.00. This deposit is non-refundable.
3. A **Continuing Education Activity Approval Worksheet** must be completed and received by the MSHA Office a minimum of 60 days prior to the event for adequate time to process.
4. A **Program Planner/Instructional Personnel Relationship Disclosure Form** must be completed by both the Planner and Speaker/Instructional Personnel and received by the MSHA Office a minimum of 60 days prior to the event for adequate time to process. Planners/Instructional Personnel that do not complete a Program Planner/Instructional Personnel Relationship Disclosure Form will not have their program reviewed or approved.

The MSHA CE Administrator will notify the facility/organization of approval/rejection or changes needed.

Upon ASHA approval, the MSHA Office will electronically send the following documents to the facility/organization:

- CEU Participant Form
- Certificate of Attendance
- MSHA Activity Final Checklist

It is the responsibility of the partner organization to duplicate and distribute these forms to the participants. Care should be taken in duplicating these forms so they are not altered from their original format.

### **During the Event**

1. A person (preferably activity chair or coordinator) must be available at the activity to present the required CE forms, collect them and compile completed forms according to the guidelines.
2. Participants requesting sponsored hours must complete an attendance form/record, complete the CEU Participant Form in its entirety and complete a learning assessment/evaluation form.

**IMPORTANT** – Forms that are incorrectly completed **can not** be forwarded to ASHA. Review the forms with your attendees to ensure they are completing the appropriate information on the forms (e.g., ASHA member number)

### **After the Event**

1. Upon completion of the activity, the following must be returned to the MSHA Office by the facility or organization within two (2) weeks of the event or a **late fee** of \$25 will be charged.
  - MSHA/ASHA Activity Checklist
  - ASHA CEU Participant Forms (alphabetized by last name-Please verify that ASHA numbers have been provided)
  - Attendance Record(s)
  - Learning Assessment/Evaluation Forms
  - Final brochures, announcements, program, etc. that were not included when activity was initially submitted
2. The above information **must be accompanied** by a check for a processing fee of \$7 per attendee (not CE recipient) made payable to MSHA. (The hosting facility/organization may want to consider incorporating this fee into registration fees.) CE forms will not be processed without payment of this fee.
3. Failure to include ALL attachments required on either the CE Activity Approval Worksheet or MSHA Activity Checklist, or to meet the required deadlines can jeopardize the ability of the co-sponsoring organization to receive CE Credits or future co-sponsorship.

### **Total Costs to Co-Sponsor CEU Activity**

*Note: Credit cards accepted*

\$325.00 ASHA Filing Fee – Checks payable to ASHA  
\$100.00 MSHA Per Attendee Fee Deposit made payable to MSHA  
\$7.00 Per attendee fee - Collected after your event.  
Deposit is applied to your actual fee. Note: Minimum fee is \$100

## Appendix I

### COURSE CONTENT DISCLOSURE

Presentations/Events content and related materials are not to focus on the sale or promotion of products or services and are not the focus of CE course content and related materials.

Product and service promotion should not influence the following decisions:

- Identification of learning needs;
- Determination of learner outcomes;
- Selection and presentation of content;
- Selection of all persons and organizations that will be in a position to control the content of the course;
- Selection of educational methods;
- Assessment of learning outcomes;
- Evaluation of the course;
- Selection of facilities.

#### Courses offered about products or services

- a. **Must provide information in a scholarly manner regarding** (1) theoretical aspects related to the product or service and/or (2) the details of operation.
- b. **Must disclose prior to the course that there will be limited or no information provided about similar products or services** when a course is focused on a specific product or service. Conversely, when a specific product or service is not presented, the use of trade or product names from several companies will be considered.

#### Sample Disclosure Statement

The <your organization name> has developed and patented a licensed technology trademarked as the <insert name of product or service>. Because there are no other like-kind products available, course offerings will only cover information that pertains to the effective and safe use of the above-named products.

This presentation will focus exclusively on <insert name of product or service> and will not include information other similar or related <insert product or service>.

## Appendix II

### SPEAKER/PLANNER DISCLOSURE

Individuals involved in the course planning and delivery must disclose their relevant financial or nonfinancial relationship(s)

Individuals involved in course planning and delivery must complete disclosure forms (see samples below).

Learners must be informed of the instructional personnel's relevant financial or nonfinancial relationship(s) (see samples below), prior to the course and at the start of the course.

State in all promotional efforts and at the start of the course the following:

- The name of the instructional personnel
- Relevant financial relationships(s): listing the name of the organization and the type of financial relationship; and
- Relevant nonfinancial relationship(s): listing the name of the organization and type of nonfinancial relationship; or
- Indicate no relevant financial or nonfinancial relationships exist.

### Sample Disclosure Statements for Speaker/Planner Disclosure

#### Course Content Sample Disclosure Statement

The <organization> has developed and patented a licensed technology trademarked as the <insert name of product or service>. Because there are no other like-kind products available, course offerings will only cover information that pertains to the effective and safe use of the above-named products.

This presentation will focus exclusively on <insert name of product or service> and will not include information other similar or related <insert product or service>.

### Sample Statements to Disclose Relevant Financial Relationship(s) of the Course's Instructional Personnel

#### Disclosing Financial Relationship(s) in Promotional Materials

Dr. Wadelmann; Cognitive Rehabilitation After Traumatic Brain Injury, Employed by University of Malibu Health Science Center

**Disclosure:** Author for ABC SLP Publishers and receives royalty payments.

#### Disclosing financial relationship(s) at the start of a course

##### Spoken Announcement (could be accompanied by slide)

Good morning, my name is Dr. Wadelmann, and I am here to discuss cognitive rehabilitation after traumatic brain injury. I am the author of the text "Management of Closed Head Injury" and of the Assessment of Language Skills in Head-Injured Patients test published by ABC SLP Publishers. Many of the concepts I'm presenting today are from my book and test. I do benefit financially from royalty payments from the sale of these products.

#### Template for Slide

Disclosure Statement

I have a **financial interest** in the products or services described, reviewed, evaluated or compared in this presentation.

- Name of organization(s) or products/services
- Description of relationship(s) (not amount) such as ownership interest, employee, own all or part of a licensed patent or copyright, scholarship/grant, financial compensation, etc.

#### Written Announcement (in handouts or course materials)

Dr. Wadelmann; Cognitive Rehabilitation After Traumatic Brain Injury, Employed by University of Malibu Health Science Center

**Disclosure:** Author for ABC SLP Publishers and receives royalty payments.

### Sample Statements to Disclose Relevant Nonfinancial Relationship(s) of the Course's Instructional Personnel

#### Disclosing Nonfinancial Relationship(s) in Promotional Materials

Mr. Ken Johanson; "Comparison of Augmentative Communication Devices." Employed by Speech and Hearing Clinic of Greater Baltimore.

**Disclosure:** Board of directors: Talking Boxes Company. Receives no compensation as member of board of directors.

#### Disclosing Nonfinancial Relationship(s) at the Start of a Course

**Spoken Announcement (could be accompanied by slide)**

Hello, I'm Ken Johanson. My presentation compares augmentative communication devices currently on the market. I sit on the board of directors of Talking Boxes Company. Talking Boxes manufactures and sells one of the devices I'll be talking about today. I don't receive any financial compensation for my role on the board.

**Template for Slide**

Disclosure Statement

I have a **nonfinancial interest or personal interest or bias** in the products or services described, reviewed, evaluated or compared in this presentation.

- Name of organization(s) or products/services
- Description of relationship(s) (not amount) such as ongoing relationship, in-kind support, family member works there, etc

**Written Announcement (in handouts or course materials)**

Mr. Ken Johanson; "Comparison of Augmentative Communication Devices." Employed by Speech and Hearing Clinic of Greater Baltimore.

**Disclosure:** Board of directors: Talking Boxes Company. Receives no compensation as member of board of directors

**Sample Statements to Disclose that the Course's Instructional Personnel has no Relevant Financial or Nonfinancial Relationship(s)****Disclosing that there are No Relevant Financial or Nonfinancial Relationship(s) in Promotional Materials**

*James Booker; "Social Media and Continuing Education." Employed by Hearing Health Education.*

**Disclosures:** No relevant financial or nonfinancial relationships to disclose.

**Disclosing that there are No Relevant Financial or Nonfinancial Relationship(s) at the Start of the Course****Spoken Announcement (could be accompanied by slide)**

My name is James Booker and I'm speaking on Social Media and Continuing Education. I work for Hearing Health Education. I have no relevant financial or nonfinancial relationships to disclose.

**Template for Slide**

Disclosure Statement

I have no financial or nonfinancial interest or related personal interest of bias in any organization whose products or services are described, reviewed, evaluated or compared in the presentation.

**Written Announcement (in handouts or course materials)**

James Booker; "Social Media and Continuing Education." Employed by Hearing Health Education.

**Disclosures:** No relevant financial or nonfinancial relationships to disclose.

## Appendix III

### COURSE FINANCIAL AND IN-KIND SUPPORT DISCLOSURE

Learners must be informed of financial and in-kind support given for an event.

State in all promotional efforts the names of organization's that have contributed financial or in-kind support. Remember to include organizations contributing things such as products, materials and equipment; volunteers; professional services; publicity; etc.

#### Definition of Financial Support

Money given by another organization used to pay all or part of the costs of a CE course.

#### Examples of Disclosing Financial Support

##### For a Live, Group Course

This webinar, "Clinical Examination of Voice Disorders," was funded in its entirety by the Computer Voice Analysis Company of St. Louis, manufacturers of computer-based voice analysis equipment.

##### For an Asynchronous Course

This article was written by Dr. Boyd-Hester. The research was funded by a grant from the Hilyer Pharmaceutical Company.

#### Definition of In-Kind Support

Support or contributions of things such as products, materials and equipment; volunteers; professional or other services; publicity; etc.; not money

#### Example of Disclosing In-Kind Support

We want to thank Greensburg General Hospital for the use of its online registration services and its auditorium for today's course.

The Hearing Health Education Company provided sign language interpreters for today's course.

Speech Made Easy, Inc. provided the refreshments for today's event.

Speaker travel and lodging was provided by Acoustics Inc.

## Appendix IV

### EXHIBITS AND ADVERTISEMENTS

The Provider controls decision making over placement of exhibits and advertisements and the time and place of social events or meals.

Promotional activities, such as exhibits, commercial presentations, and printed or electronic advertisements, are prohibited in the physical or virtual location where CE courses are conducted. Likewise, promotional activities are prohibited as part of the instructional portion of CE courses. For example:

- Live, face-to-face CE courses: Display or distribution of advertisements and promotional materials is prohibited in the instructional space where the CE course is conducted.
- Print-based CE courses: Advertisement and promotional materials are prohibited within the pages of the CE content. Advertisements and promotional materials may face the first or last pages of printed CE content.
- Web/computer-based CE courses: Advertisements and promotional materials are prohibited on the screen, the web page, or as “pop-ups” where the CE content is displayed.
- Recorded CE courses: Advertisements and promotional materials are prohibited within the CE course. There will be no “commercial breaks.”

Providers must ensure that products, equipment, or devices used in conducting the course are not sold or marketed as part of the instructional portion of the CE course.

Print or electronic information distributed about the CE course that is not directly related to the transfer of education to the learner, such as schedules and content descriptions, may include product, service, or organizational promotion or product-specific advertisements.