

# Development of a Brochure for a CME Educational Activity

The front cover of the brochure/flyer should, in addition to the **title**, **date(s)**, and **place**, include the following requirements:

## Overview or Course Description

Describe the course in one or two paragraphs, stating the clinical data or the need that has been identified.

## Learner/Learning Objectives

List or describe the objectives of the activity based on the identified need. The statements should state the desired outcome on the part of the learner.

## Target Audience

Describe whom the program is designed for as identified from the need assessment data. Such as: physicians, nurses, or other health care professionals. List any special prerequisites, characteristics, or qualities that the target audience should have before attending or participating in the educational activity.

## Instructional Format

The prospective audience should know how the educational activity is going to be delivered. It may be lecture, or lecture with small breakout groups, case presentations, bioskills workshop, video tape/audio tape sessions, use of audience response system, panel presentation, etc.

## Faculty

Faculty should be listed with their academic title and, when the titles are clinical, the nature of their practice, whether it be private practice or as an employee of a managed care company.

## Commercial Support

All commercial support whether in-kind or monetary must be acknowledged as a part of the brochure. Include a statement that indicates the receipt of an educational grant or in-kind support from XYZ Company. It is inappropriate for the brochure to contain the commercial supporters logo. An acceptable statement is: "This activity was made possible by a generous restricted educational grant from XYZ company."

## American Disabilities Act (ADA)

Each CME provider is expected to come up with a statement that addresses their compliance with the American Disabilities Act, that any hotel contracted for is either in compliance or not in compliance with the ADA, and that further information or questions should be directed to the CME planner. Possible statement: "Services for the disabled. If special arrangements are required for an individual with a disability to attend this course please contact \_\_\_\_\_ at \_\_\_\_\_."

## Accreditation/Credit Statement

**After the activity is approved**, use the CME Designation Statement (see the CME and Joint Provider Statements document). A brochure may be submitted for approval with this statement but **cannot** be distributed to learners with the statement until the activity has been approved.

## Joint Providership

Joint providership must be listed on the front cover. Use the Joint Accreditation Statement (see the CME and Joint Provider Statements document).