



MARKETING MATERIAL GUIDE 2020
Approved Provider & Individual Educational Activities

All communications, marketing materials, and other documents that refer to awarding contact hours or continuing education credit for an individual education activity/program must include the approval statement of the NJSNA Approver Unit. **All marketing materials should also include the following:**

Marketing and Promotional Materials	
	Measurable learning outcome of the educational activity
	Speaker name(s)
	<p><u>Appropriate Approval Statement:</u></p> <p>The approval statement must be displayed clearly to the learner and be written exactly as indicated by NJSNA.</p> <p>Individual Application: <i>(Prior to approval and after an application has been submitted)</i></p> <p>This activity has been submitted to New Jersey State Nurses Association for approval to award contact hours. The New Jersey State Nurses Association is accredited as an approver of nursing continuing professional development by the American Nurses Credentialing Center’s Commission on Accreditation.</p> <p>Individual Activity: <i>(After approval)</i></p> <p>This nursing continuing professional development activity was approved by New Jersey State Nurses Association, an accredited approver with by the American Nurses Credentialing Center’s Commission on Accreditation.</p> <p>(Approved Provider): _____ is an approved provider of nursing continuing professional development by the New Jersey State Nurses Association, an accredited approver by the American Nurses Credentialing Center’s Commission on Accreditation. P# _____</p>
	<p><u>Planner & Speaker Disclosure:</u></p> <p>Presence or absence of conflict of interest for all planners, presenters, faculty, authors, and content reviewers. Individuals must disclose:</p> <ol style="list-style-type: none"> 1) Name of individual 2) Name of commercial interest 3) Nature of the relationship the individual has with the commercial interest 4) Steps taken to resolve any conflict of interest

	<p><u>Commercial Support</u></p> <p>Presence or absence of:</p> <p>1) Commercial Support. Learners must be informed if a commercial interest has provided financial or in-kind support for the educational activity, including</p> <ol style="list-style-type: none"> a. how content integrity is maintained b. how bias is prevented
	<p><u>Enduring Materials</u> – <i>if applicable</i></p> <p>2) Expiration of Enduring Materials. Educational activities provided through enduring materials are required to include an expiration date documenting how long contact hours will be awarded.</p> <ol style="list-style-type: none"> a. This date must be visible to the learner <i>prior to the start</i> of the educational content. b. The period of expiration of enduring material should be based on the content of the material but cannot exceed three years. c. ANCC requires review of each enduring material at least once every 3 years, or more frequently if indicated by new developments in the field specific to the enduring material. Upon review of enduring material for accuracy and current information, a new expiration date is established.
	<p><u>Steps for Successful Completion</u></p> <p>Notice of requirements for successful completion of the educational activity.</p> <ol style="list-style-type: none"> 1. Must state how to successfully earn a contact hour certificate.
	<p><u>Joint Providership</u></p> <p><i>(Materials associated with the activity (marketing materials, advertising, agendas, and certificates of completion) must clearly indicate the Provider awarding contact hours and responsible for adherence to ANCC criteria)</i></p>