Requirements for slides/syllabus materials

Requirements:

1. Faculty members must list the following statements/information (A. and B.) on the first slide of each of their PowerPoint presentations:

   A. “I have no relevant financial relationships with the manufacturer(s) of any commercial product(s) and/or provider(s) of commercial services discussed in this CME activity.”
   -or-
   “I have the following financial relationships with the manufacturer(s) of any commercial product(s) and/or provider(s) of commercial services discussed in this CME activity:"

   Research Support from:
   Speakers’ Bureau for:
   Stock/Bonds in:
   Consultant for:
   Other:

   *If on a speaker’s bureau, the slide must also state:* “It is my obligation to disclose to you (the audience) that I am on the Speakers Bureau for (name of commercial interest). However, I acknowledge that today’s activity is certified for CME credit and thus cannot be promotional. I will give a balanced presentation using the best available evidence to support my conclusions and recommendations."

   B. I do (or) do not intend to discuss an unapproved/investigative use of a commercial product/device in my presentation.

2. Give a balanced view of therapeutic options. Use of generic names will contribute to this impartiality. If the CME educational material or content includes trade names, then trade names from several companies should be used, not just trade names from a single company.
3. Disclose off-label (unapproved/investigational) usage of commercial products/devices, and as appropriate, explain at what age off-label usage applies.
4. Include definitions, especially when abbreviations are used in your slides.
5. Include complete references on your closing slide(s), and cite source information within your presentation, as appropriate.
6. Do not include advertisements, order forms, or other ordering information on materials for sale; comply with the AAP Committee on Continuing Medical Education (COCME) Guidelines for Addressing Intellectual Property in AAP CME Activities.
7. Do not include extensive passages from textbook chapters or journal articles (including AAP); instead, these sources may be listed in your references.
8. If photos (other than stock photos) are used, they should be non-identifiable, unless patient/parental permission is obtained and a copy of the signed release is submitted to staff with your PowerPoint slides.
9. If your slides include any published material, you must obtain copyright permission from the publisher. Permission is also required to include content authored by the faculty member, if another party owns the copyright to that material. Copyright-protected works include, but are not limited to:
   a. Print Materials (journal articles, books, brochures, manuals, photos, graphics, artwork, etc.)
   b. Video and Audio Materials (TV/movie clips, music, video recordings, audio recordings)
   c. Electronic Format (software, databases, website pages)

   Works are protected by copyright laws in the U.S. even if they are not registered with the U.S. Copyright Office and even if they do not carry the copyright symbol (©). Everything on the Internet is subject to the same copyright law as works in hard copy. The mere fact that something is displayed on the Internet does not mean it is the public domain or can be freely used.
You must obtain written permission to use any copyright-protected materials in your slides/syllabus materials, and submit a copy of the publisher’s permission to AAP with your materials. Your request to the publisher should include the following information:

- Title of the chart, graph, table, figure, or illustration (attach a copy)
- Title and issue of the journal, book, or source (include volume number, month, year)
- Author(s)
- Page number(s)
- Number of copies (total number of learners attending the meeting) – For Future of Pediatrics, you may indicate “approximately 400.”
- Distribution: Material will be distributed free to all learners attending the meeting.
- Type of reprint: Electronic syllabus on CD-ROM

Note: It may take up to six weeks to obtain permission from a publisher.

Note: Copyright permission is not needed to use materials for which the copyright has lapsed or to use materials owned by the Federal government. The Federal government permits free usage of its works without payment or permission.

10. **Validation of Clinical Content** - In keeping with Accreditation Council on Continuing Medical Education (ACCME) requirements regarding validation of clinical content, faculty should be aware that:

- All the recommendations involving clinical medicine in a CME activity must be based on evidence that is accepted within the profession of medicine as adequate justification for their indications and contradictions in the care of patients.
- All scientific research referenced, reported, or used in CME in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection and analysis.
- Providers are not eligible for ACCME accreditation or reaccreditation if they present activities that promote recommendations, treatment or manners of practicing medicine that are not within the definition of CME; or that are known to have risks or dangers that outweigh the benefits; or that are known to be ineffective in the treatment of patients.

**An Important Consideration for Your AAP CME Slide Presentation**

The Accreditation Council for Continuing Medical Education, our CME accrediting organization, is requesting that CME providers develop and deliver CME designed to improve the way we practice medicine. These changes make good sense and are quite simple.

First, all CME activities should be based on recognized practice gaps (or a discrepancy between what is occurring in practice and the way it ought to be) in the learner’s knowledge, competence or practice performance. The learning activity should be designed to address those gaps or needs and change the learner’s competence, practice performance or patient outcomes.

A slide at the start of your presentation that lists measurable (or observable) learning objectives that address the practice gaps related to your content and may lead to change is helpful to focus the learner’s attention.
Next, we need to demonstrate that change has actually occurred as a result of the learning activity. Learners will be asked to identify changes they intend to make in practice. This is sometimes difficult for the learners to articulate, and you can help.

**A slide at the end of your presentation that suggests changes in practice that might narrow the practice gaps addressed by your session will be helpful to the learner to focus on what they can do to actually improve their competence, practice performance or patient outcomes.**

Example: You are preparing a session on Preparation of the Office for Emergencies. You have data to support that true emergencies are common in the practice setting. You also have data to support that an office that is prepared for emergencies has better outcomes. A final presentation slide may look like this:

**Changes You May Wish to Make in Practice**
- Commit to having “Mock Codes” for training office staff at least twice per year.
- Assure that office emergency supplies, drugs, and equipment are current and all staff knows how to access and use in an emergency.

Thanks in advance for your cooperation and for helping us develop meaningful measures that can demonstrate the value of our CME offerings.

**AAP Committee on CME (COCME) Guidelines for Addressing Intellectual Property in AAP CME Activities**

All AAP CME activities must fully comply with the Accreditation Council for CME (ACCME) Standards for Commercial Support, and all planning group members, editorial board members, faculty, and authors (herein referred to as “faculty”) must comply with the AAP Policy on Disclosure of Financial Relationships and Resolution of Conflicts of Interest.

The COCME recognizes that AAP CME faculty are experts in their specialty or subspecialty, and many have authored or otherwise participated in the development of AAP and non-AAP intellectual property. These intellectual properties include, but are not limited to, publications, books, papers, manuals, digital media, toolkits, and self-assessment materials.

The COCME has set forth guidelines for faculty to follow when participating in an AAP CME activity, when they have collaborated on or developed intellectual property.

**I. For intellectual property in which the faculty member receives a financial benefit from sales of the product**

Participation in AAP CME activities must meet all standards for disclosing financial support. When authors stand to gain financially, they must disclose their financial support to the AAP and to learners. Faculty who have authored intellectual property and receive a financial benefit from sales of the product must not exploit their participation as invited faculty in an AAP CME activity as an opportunity for self- or product-promotion. Faculty may list their intellectual property, when appropriate, within a listing of references or bibliography in their educational materials (syllabus, handouts, CD-ROM, etc.) associated with the AAP CME activity in which they are participating. It is acceptable to use content from the intellectual property with the appropriate credit given to the source. However, in the CME activity, the faculty member must not:

- a) indicate where or how to purchase or order the intellectual property,
- b) show, display, or market the intellectual property, nor
- c) direct learners to a location, such as an exhibit table, exhibit hall site, or web site, to view, purchase, or order the intellectual property.

**II. For intellectual property in which the faculty member does not receive a financial benefit from sales of the product**
Faculty who have authored intellectual property, but do not receive a financial benefit from sales of the product, must also meet all standards for disclosing financial support. Faculty must not use their participation in an AAP CME activity as an opportunity for self- or product-promotion. Faculty may list this intellectual property, when appropriate, within a listing of references or bibliography in their educational materials (syllabus, handouts, CD-ROM, etc.) associated with the AAP CME activity in which they are participating. It is acceptable to use content from the intellectual property with the appropriate credit given to the source.

However, in the CME activity, the faculty member must not:

a) indicate where or how to purchase or order the intellectual property,
b) show, display, or market the intellectual property, nor
c) direct learners to a location, such as an exhibit table, exhibit hall site, or web site, to view, purchase, or order the intellectual property.

III. For intellectual property developed in association with the AAP

Intellectual properties developed in association with the AAP constitute a special case, for which authors may or may not stand to gain financially. In those cases when authors stand to gain financially from sales of the AAP product, they must disclose their financial support to the AAP (in relation to the CME activity in which they are participating) and to learners.

IV. Implementation and Compliance

The COCME will rely on CME planning groups, editorial boards, and AAP staff to communicate these guidelines to their faculty and authors, monitor the implementation in their respective AAP CME activities, and take any action needed to ensure compliance. If any action is taken, documentation of such action should be included in the CME activity’s accreditation file and Post CME Activity Report maintained at the AAP office.

Any questions about these COCME guidelines may be directed to AAP Division of CME staff.

Source: AAP Division of CME July 2008 Revised: May 2010