



# INFORMING FACULTY OF STANDARDS

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## Speaker communications

The scientific planning committee (SPC) is accountable for all content delivered and must ensure that all persons involved with developing and delivering CPD content are informed of the accreditation/certification standards.

As stated in the [UBC CPD Guidelines for Support, Element 2.2](#), those responsible for developing or delivering content for an accredited program must be informed about the following:

- **NEEDS ASSESSMENT:** the identified needs of the target audience;
- **LEARNING OBJECTIVES:** the content being developed must have learning objectives that are based on the identified needs and are in [learner-centred format](#);
- **BALANCE:** content and materials provide a balanced view across all relevant options related to the content area (if therapeutic options are being discussed) and reflect the current scientific literature;
- **GENERIC NAMES:** description of any therapeutic options must utilize generic (or both generic and trade) names and not reflect exclusivity and branding;
- **OFF-LABEL USE:** presenters must declare any off-label use when making therapeutic recommendations for medications that have not received regulatory approval;
- **AVOID BIAS:** every effort must be made to avoid bias, whether commercial or other;
- **DISCLOSURE:** disclosure to SPC and audience of all relationships with for-profit and not-for-profit organizations is required; presenters must disclose to participants both written (eg. on slides) and verbally
- **REFERENCES:** references to evidence used to create content must be included in presentations;
- **INTERACTIVITY:** time allotment must be adhered to, including time for interactivity such as Q & A; and
- **COPYRIGHT:** content and materials must meet professional standards and legal requirements, including the protection of privacy, confidentiality, and copyright.