

<p style="text-align: center;">UNIVERSITY OF ILLINOIS AT CHICAGO</p> <p style="text-align: center;">COLLEGE OF MEDICINE</p> <p style="text-align: center;">Chicago, Illinois</p>	<p style="text-align: center;">CONTINUING MEDICAL EDUCATION POLICY</p> <p style="text-align: center;">GUIDELINES FOR BROCHURES</p>	<p>Policy Number: 13 Effective Date: July 6, 1996</p> <p>Reviewed: July 6, 2006</p>
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GUIDELINES FOR BROCHURES:

A draft of any brochures or other marketing material to be used in publicizing any activity must first be reviewed by the appropriate regional site CME Office. This material will be considered part of the CME activity application.

Brochures must include:

UIC logo

A statement of the activity purpose and learning objectives;

A description of the audience to be addressed;

The Activity Director's name, title, and departmental affiliation;

Identification of the activity as sponsored by the UIC College of Medicine;

A statement of the accreditation status of the activity.

Brochures and other marketing material may not include the Accreditation Statement or Credit Designation Statement unless the activity has been approved by the COM-CME Executive Committee, nor may they say that CME has been applied for.

If the activity is approved after the brochures, etc. have been circulated, then a handout must be distributed at registration or the beginning of the activity which repeats the target audience, purpose, objectives, activity agenda, and specifies the ACCME Accreditation Statement and the AMA Credit Designation Statement.

If brochures do not include the required descriptions and statement, credit will not be issued to the participants unless the activity provides a corrected version of the material at the time of the program.

Copies of all finalized brochures and other marketing materials will be provided to the appropriate Site CME Office for inclusion in the Activity file. When an activity is jointly sponsored, the brochure must also include the statement:

“This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the University of Illinois College of Medicine and (*name of non-accredited provider*). The University of Illinois College of Medicine is accredited by the ACCME to provide continuing medical education for physicians.”

For Co-sponsored Activities - Shall be the same as for directly sponsored activities, with the name of the accredited provider which is taking responsibility for the activity. Eg., **“The University of Illinois at Chicago (UIC) College of Medicine is accredited by the accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.”**