

GUIDELINES FOR PRINTED MATERIALS **FORM #CMEG-5**

Below is a list of ACCME and Weill Cornell CME guidelines for printed materials (i.e. brochures, flyers, posters, announcements, etc.).

1. All brochures and flyers must be approved by the CME Committee at least six weeks prior to sending or posting of any materials.
2. The Weill Cornell logo must appear on the front of any brochure, flyer or announcement. The CME Office can provide this upon request to any approved activities.
3. The ACCME Accreditation Statement **MUST** appear on all brochures or flyers. This statement must appear as two separate paragraphs as follows:
Weill Medical College of Cornell University is accredited by the Accreditation Council for Continuing Medical Education to sponsor continuing medical education for physicians.

Weill Medical College of Cornell University designates this educational activity for a maximum of ____ AMA PRA Category 1 Credit(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity.
5. The Faculty Disclosure Statement must appear on all brochures. The following statement is required:
It is the policy of Weill Medical College of Cornell University to adhere to ACCME Essential Areas, Policies, and Standards for Commercial Support in order to ensure fair balance, independence, objectivity, and scientific rigor in all its sponsored programs. All faculty participating in sponsored programs are expected to disclose to the audience any potential, apparent, or real conflict of interest related to their contribution to the activity, and any discussions of off-label or investigational uses of any commercial products or devices not yet approved in the United States. All disclosures will be made at the time of this CME activity.
5. In addition, brochures must include a Statement of Need, a statement of Goals and Objectives and an identified Targeted Audience.
6. When an activity is held off site (i.e. international conferences, conferences elsewhere in the USA, etc.) the brochure must be designed so that the focus is the educational aspect of the activity. In general, travel and entertainment information should be kept separate from the educational portion of the brochure.
7. When any activity receives funding from a commercial sponsor, this should be acknowledged on the brochure. The following statement or a version similar is required:
"This Weill Cornell CME activity is funded in part by an unrestricted educational grant from _____"
8. At the end of every CME activity, a 10-15 minute time period **MUST** be included for evaluation of the program.

For additional information and guidelines, please contact the Office of Continuing Medical Education at 746-2631.