

Means of Ensuring Content Integrity in Presence of Commercial Support

Important: Nurse Planners are responsible for reading commercial support policies and standards to ensure enforcement of content integrity of the educational product.

The purpose is to ensure and protect the integrity of the educational product when commercial support is present.

In the presence of commercial support:

- ❖ Educational content for activities is planned, developed, implemented and controlled exclusively by the educational organization. The commercial interest organization may have no influence over content of the educational activity.
- ❖ Commercial Interest Organizations may not serve on the planning committee.
- ❖ Commercial Interest Organizations will not participate in planning, developing, implementing or evaluating the educational activity;
- ❖ Commercial Interest Organizations will not recruit learners from the educational activity for any purpose;
- ❖ Content must be presented without promotion or bias.
 - a. Slides, handouts or other materials
 - b. Live (in-person) activities – Logos and trademarks
 - c. Enduring materials - Logos and trademarks
 - d. Web-based materials – Logos and trademarks
 - e. Evaluations
 - f. Learner recruitment
- ❖ Nurse Planners must screen content and presentation media and handouts before the activity to ensure the following are not displayed:
 - ❖ Promotion of products
 - ❖ Advertisements/logos
 - ❖ Recruitments
 - ❖ Confidentiality
- ❖ Promotional materials and handouts must be screened to ensure that advertising the educational activity does not contain commercial support ads.
- ❖ Acknowledgement of commercial support **MUST** be documented on promotional materials and further disclosed to participants **BEFORE** the activity.
- ❖ Exhibits/promotional displays will be separated from educational content.