

## STANDARD WORDING FOR NIH BROCHURES AND PUBLICITY

The following information outlines Johns Hopkins Office of Continuing Medical Education's standards for marketing materials, including brochures, advertisements, website announcements, e-mail blasts, etc. Note that all printed materials, including not only "marketing materials" as outlined above, but also syllabus materials, must be approved by the Office of Continuing Medical Education before they are printed, posted or distributed. Derivatives of previously approved information must be approved each and every time prior to distribution. Should you need further clarification, contact us at [accreditationandcompliance@jhmi.edu](mailto:accreditationandcompliance@jhmi.edu) or call 410-955-6085.

### COVER INFORMATION

- Use the word "Presents," not the word "Sponsors," on the cover of the marketing piece.  
For example:  
*The National Institutes of Health and The Johns Hopkins University School of Medicine present*  
OR  
*Jointly-presented by The National Institutes of Health and The Johns Hopkins University School of Medicine*
- Use Logos for both NIH and John Hopkins

### INSIDE INFORMATION

Note that the following elements, Description, Target Audience, Objectives, Accreditation Statement, Credit Designation Statement and Policy on Speaker and Provider Disclosure, *must* appear on the first and most prominent panel as you open the brochure.

**Description**  
[insert]

**Who Should Attend**

This activity is intended for . . . [insert specialties]

**Objectives**

After attending this activity, the participant will demonstrate the ability to:  
[insert]

### ACCREDITATION STATEMENT

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of The Johns Hopkins University School of Medicine and (*if additional joint sponsor, insert name of that organization here*). The Johns Hopkins University School of Medicine is accredited by the ACCME to provide continuing medical education for physicians.

## **CREDIT DESIGNATION STATEMENT**

The Johns Hopkins University School of Medicine designates this educational activity for a maximum of [number of credits] *AMA PRA Category 1 Credits*<sup>™</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity.

## **POLICY ON SPEAKER AND PROVIDER DISCLOSURE**

It is the policy of The Johns Hopkins University School of Medicine that the speaker and provider disclose real or apparent conflicts of interest relating to the topics of this educational activity, and also disclose discussions of unlabeled/unapproved uses of drugs or devices during their presentation(s). The Johns Hopkins University School of Medicine OCME has established policies in place that will identify and resolve all conflicts of interest prior to this educational activity. Detailed disclosure will be made in the activity handout materials.

## **NOTES:**

- The following statement must appear on the program panel(s):

*The Johns Hopkins University School of Medicine takes responsibility for the content, quality and scientific integrity of this CME activity.*

- The Accreditation Statement and Credit Designation Statement may only be used if the activity has been officially approved by the Office of CME at Johns Hopkins. Both statements must be used in tandem; they cannot be used separately.
- Printed announcements, save-the-date post cards, etc., for approved CME activities are not required to use the complete Accreditation and Credit Designation Statements. Instead, *they may either make no reference to CME credit or, upon pre-approval of the Johns Hopkins CME Office*, they may use the following abbreviated wording:

“This activity has been approved for *AMA PRA Category 1 Credit(s)*<sup>™</sup>.”

However, all printed announcements, save-the-date post cards, etc., must also include a brief description of the activity, the target audience and the objectives.

- Electronic messages such as e-mail blasts, website announcements, e-newsletters, etc., may use the abbreviated wording listed above as a stand-alone statement as long as a link is provided to the complete credit information, including Description, Target Audience, Objectives, Accreditation Statement, Credit Designation Statement and Policy on Disclosure.
- Signed letters of agreement must be received prior to acknowledging any commercial support in the marketing piece.
- The Office of CME must approve all publicity before printing and distribution, including, but not limited to, all brochures, post cards, website announcements, e-mail blasts, advertisements. Derivatives must be reviewed and approved each and every time they are printed, published or posted.

**Available Logos:**

[JH CME Logo, JPG](#)

[JH CME Logo, EPS](#)

[JH CME logo, EPS CMYK](#)

[JH CME Logo, EPS B&W](#)

These logos are provided for activities accredited by The Johns Hopkins School of Medicine CME Office only, and are to be used in accordance with ACCME rules. If you have any questions about usage of these logos, please contact [accreditationandcompliance@jhmi.edu](mailto:accreditationandcompliance@jhmi.edu)