

Policy on Advertising and Promotion Related to Stanford Continuing Medical Education Activities

Emphasis upon Educational Content, Not Venue.

Stanford continuing medical education (CME) marketing must focus on an activity's subject matter rather than the location at which the activity is being held. To achieve this objective, images should focus on the educational content. Promotional materials may include limited destination imagery (e.g. a small image of palm trees, the Golden Gate Bridge, or the venue, etc.) but may not include recreational activities (e.g. surfing, skiing, or golf, etc.) or descriptions of the venue. A venue web site address may be included to direct learners to additional information. Use of Stanford imagery in medical education promotion is encouraged.

Freedom from Commercial Marketing or Product Messaging.

All Stanford medical education brochures, activity web sites, banner advertisements, syllabi, slides, etc. must be entirely free of commercial marketing or product messaging including logos and slogans.

Only Limited Promotion Permitted Before Approval of Formal Application.

With the exception of a "save the date" notice, which includes only title, date and location (with no mention of CME credit), no promotion of a CME activity may occur until the application for credit has been approved.

All CME Promotional Material Must Be Approved by the Stanford Center for CME.

Faculty involvement in the promotional process is encouraged. However, before distribution or posting, all promotional materials (e.g., social media, emails, electronic and print advertising, web sites, brochures, etc.) must be approved by the Stanford Center for CME.

No Promotion by Commercial Interests.

Stanford medical education activities are not permitted to be marketed on commercial interests' (as defined by the Accreditation Council for Continuing Medical Education) web sites or marketed by commercial interests because such promotion could be misunderstood to imply a relationship that does not exist.