

UC San Diego CME Requirements & Guidelines for Marketing Materials (Print & Electronic)

***IMPORTANT: All materials must be reviewed by the CME office prior to printing and/or distribution.
Please email materials to cpdaccr@health.ucsd.edu for review.
A minimum of 3 business days is required for all reviews.**

✓ Checklist

DONE	REQUIREMENT	COMMENTS
<input type="checkbox"/>	Activity Title, Date and Location (required☆)	Include activity title, date and location prominently.
<input type="checkbox"/>	UC San Diego School of Medicine Logo (required☆)	UC San Diego School of Medicine Logo is required on front of all materials. <i>If logo file is needed, please request from CME office.</i>
<input type="checkbox"/>	Course Description (required☆)	List a short description which tells the potential participants what you would like them to know about your program, e.g. highlight topic areas.
<input type="checkbox"/>	Target Audience (required☆)	Include target audience for the activity.
<input type="checkbox"/>	Learning Objectives (required☆)	Include course learning objectives from approved CME activity application: At the conclusion of this activity, the participants should be able to: <ul style="list-style-type: none"> • Insert objective (s) • Insert objective (s)
<input type="checkbox"/>	Program/Schedule (required☆)	Please be sure to list times with a.m. or p.m. designated and talks with presenter names. If you have sessions that are not accredited but offered during the educational activity, please indicate clearly on the agenda that credit is not offered.
<input type="checkbox"/>	Faculty List (required☆)	List course director(s)/planning committee separate from the UC San Diego Faculty and visiting Faculty. Please list all faculty with title and affiliations.
	Disclosure Statement (required☆)	The following disclosure statement below is required: It is the policy of University of California San Diego Continuing Medical Education to ensure that the content of accredited continuing education and related materials is accurate, balanced, objective, and scientifically justified. Education must be free of the influence or control of ineligible companies, and protect learners from promotion, marketing, and commercial bias. All persons in a position to control the content of accredited continuing education must disclose all financial relationships held with ineligible companies, prior to assuming a role in the activity. Those relationships deemed relevant to the education are mitigated prior to the activity through one of the following strategies, depending on the nature of relationship and the role of the person: 1) divesting the financial relationship, 2) altering the individual's control over content, and/or 3) validating the planning decisions and/or content through independent peer review. All relevant financial relationships are mitigated prior to the activity and mitigation strategies and necessary steps for implementation are communicated to individuals prior to them assuming their role in the activity. Persons who refuse or fail to disclose are disqualified from participating in the activity. Activities are evaluated by participants and peer reviewers to determine if the content was free of bias and met acceptable scientific

		standards. This information is considered in future activity planning
<input type="checkbox"/>	Accreditation Statement (required☆)	The University of California San Diego School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.
<input type="checkbox"/>	Credit Designation Statement (required☆)	<p>Credit Designation Statement The University of California San Diego School of Medicine designates this live activity for a maximum of [insert approved number of credits] <i>AMA PRA Category 1 Credit(s)</i>[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.</p> <p>Statement notes:</p> <ul style="list-style-type: none"> • <i>AMA PRA Category 1 Credit</i>[™] must be italicized. • The AMA credit designation statement must be in a separate paragraph from any other statements. • [number of credits] should be in bold letters and the approved number of credits will be included in your approval letter. <p>You may add the following if desired/if part of your activity's target audience:</p> <ul style="list-style-type: none"> — AAPA: AAPA accepts certificates of participation for educational activities certified for <i>AMA PRA Category 1 Credit</i>[™] from organizations accredited by ACCME or a recognized state medical society. Physician assistants may receive a maximum of [number of credits] hours of Category 1 credit for completing this program. — Nurses: For the purpose of recertification, the American Nurses Credentialing Center accepts <i>AMA PRA Category 1 Credit</i>[™] issued by organizations accredited by the ACCME. For the purpose of relicensure, the California Board of Registered Nursing accepts <i>AMA PRA Category 1 Credit</i>[™] (report up to [number of credits] hours of credit and list "CME Category 1" as the provider number). — Pharmacists: The California Board of Pharmacy accepts as continuing education for pharmacists coursework which meets the standard of relevance to pharmacy practice and is accepted as continuing education by the Medical Board of California. — Psychologists: The California Board of Psychology recognizes and accepts <i>AMA PRA Category 1 Credit(s)</i>[™] for license renewal. Psychologists outside of California should check with their state and local boards to ensure that ACCME accredited activities are acceptable for renewal.
<input type="checkbox"/>	Cultural & Linguistic Competency and Implicit Bias Statement (required☆)	<p>CULTURAL & LINGUISTIC COMPETENCY AND IMPLICIT BIAS Continuing medical education (CME) providers are required by state Assembly Bills 1195 and 241, and the standards created by the California Medical Association (CMA), to include components that address cultural and linguistic competency and implicit bias in CME activities. The planners and presenters of this activity has been asked to provide meaningful consideration of these standards in the selection and presentation of content. Additional information and resources are available on the UC San Diego CME website.</p>

<input type="checkbox"/>	Needs Assessment with practice gap(s) (optional)	You may include needs assessment and practice gap detail if desired for marketing purposes.
<input type="checkbox"/>	Commercial Support Acknowledgement (optional for marketing)	If known at time of printing, you may list any commercial supporters of the activity. Please see CME office website for appropriate acknowledgement of support.
<input type="checkbox"/>	Registration Information (optional)	Include instructions for registration (add a form or link) for potential participants to register for the activity.
<input type="checkbox"/>	Cancellation Policy (optional)	If there is a registration fee, please use statement below or similar: A full refund less \$ XX will be allowed if requested by DATE. No refunds will be allowed after this date. In the unlikely event that this program is cancelled, XXXX is responsible only for a full refund of the registration fee and not for transportation, hotel accommodations or any miscellaneous expenses.

Example:

UC San Diego School of Medicine Logo



Activity Title, Date and Location

Promoting Behavior Change in Diabetes: A Skill Building Program for Health Care Professionals
 January 22-23, 2023
 San Diego, California

Course Description

This program is a small-group, case-based curriculum that will provide participants with a review of the latest research in behavioral diabetes and present a new model for understanding motivational issues in diabetes. This will be followed by a series of interactive case-based discussions where participants will learn how to more effectively identify the critical obstacles that contribute to problematic self-care and how to prioritize those obstacles as a plan for intervention is developed. The program will then focus on the introduction and practice of brief interventions for addressing patient barriers, once again relying on a case-based approach towards acquiring the necessary confidence and skills

Target Audience

This course is designed for health care professionals that treat patients with diabetes including endocrinologists, primary care physicians, nurse practitioners, physician assistants, nurses, registered dietitians, pharmacists, certified diabetes educators, and other healthcare providers wishing to work more effectively with their patients to promote better medication adherence and more successful self-management.

Learning Objectives

At the completion of the conference, participants should be able to:

- Discuss the major strategies for addressing depression and diabetes-related emotional distress.

- Describe the key strategies for providing the ongoing support and resources needed to make self-management doable over the long-term.

Program Schedule/Agenda

Understanding Patients’ Self-Care Problems

8:00 AM	Introductory remarks and case overview
8:45	BDI operating principles
10:15	Break
10:30	Understanding patient obstacles: A case-based approach & Overview of the critical diabetes care obstacles
12:00 PM	Lunch

Key Interventions

1:00	Intervention strategy #1: Recognizing and appreciating the patient’s perspective Intervention strategy #2: Assessment of obstacles and determining the key barrier for each patient Intervention strategy #3, Discussing metabolic results as a means to re-frame patients’ perspectives on diabetes and promote patient engagement
2:30	Break
2:40	Intervention strategy #4: Congratulations vs. criticism Intervention strategy #5: Testing in pairs, a new/old approach to SMBG
3:30	Review of day: Participant questions, comments and feedback
4:00 PM	Adjourn

Faculty

William H. Smith, MD
Clinical Professor
University of California San Diego School of Medicine

Allison Jones, RN
Director of Clinical & Educational Services
Behavioral Diabetes Institute

Disclosure Statement

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Accreditation Statement

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Credit Designation Statement

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Cultural & Linguistic Competency and Implicit Bias

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