

## **Brochure Checklist**

ACCME/AMA will allow a simple save-the-date announcements to be mailed prior to CME designation provided CME is not mentioned. The phrases “CME has been applied for” or “CME is pending” are **not** allowed. Any other promotion e.g. on your website or a press release to a newsletter, cannot mention CME until The University of Vermont has reviewed it. Your brochure containing the required accreditation and designation CME statements, may not be distributed until the University of Vermont sends an approval letter designating your event for credit.

Per ACCME and the AMA your brochure must contain the following:

- Target audience.
- Learning Objectives (a minimum of 3).
- Program faculty- including their institutional affiliations and topics. All presenters are considered program faculty, including moderators and trainees presenting abstracts.
- Agenda.
- UVM identified as the sponsor. No other organizations should be included. You may acknowledge other organizations working with you elsewhere in the brochure as “hosted by” or “presented by.”
- Accreditation & Designation Statements: Please be sure to use the appropriate designation AMA wording verbatim (including the use of italics, spacing, and superscripts where indicated), whenever reference is made to the provision of credit.

If your activity is accredited for other professions, please create a heading such as **Continuing Education, Accreditation, or Course Credit**. Please list all Accreditation Designation Statements separately – Do not abbreviate or combine to save space.

- You must list sources of financial support, but you cannot list any products. Please use the word “support” when referring to contributions from organizations; do not use the word “sponsor.” If this information is unavailable at the time the brochure is printed, information must be listed in the conference materials.