

Brochures and Promotional Materials

Requirements:

Please note in the APA Standards that there are specific requirements regarding what must appear in the promotional material. This includes the text below as two separate paragraphs. They must not be combined into 1 paragraph or combined with other disclaimer statements in your brochure or event promotions and marketing:

- ☐ **Brochures and promotional materials include the following text, in 2 separate lines (mandatory):**
 - Alaska Psychological Association has approved this CE Workshop. Washington State Psychological Association is approved by the American Psychological Association to sponsor continuing education for psychologists.
 - Alaska Psychological Association maintains responsibility for this program and its content.

- ☐ Brochures and promotional materials explicitly state the following:
 - a. Known commercial support for CE programs or instructors
 - b. Any relationships that could “reasonably be construed” to be a conflict of interest
 - c. Refers to credits as Continuing Education as CEs, not CEUs or CPEs.

- ☐ Promotional materials include or indicate how participants can obtain:
 - a. Educational objectives
 - b. Description of target audience or instructional level
 - c. Schedule
 - d. Cost, including all fees and cancellation policy
 - e. Instructor credentials
 - f. Number of CEs for each activity
 - g. Clear indication of activities not offered for CE
 - h. Disability accommodations