

Creating Compliant Promotional Materials

We recommend that you set up a promotional material template and utilize that for each course. The skeleton will always be there, and then, for each unique course, you can plug in the details for the various elements and required items.

For example, in your template, you can include a spot for the brand block. This will help ensure that

1. you won't forget to include it and
2. you can simply insert the ASHA CEU amount and instructional level for each individual course.



Primary Promotional Materials

When submitting your course for registration to offer ASHA CEUs, you must upload all primary promotional materials. All primary promotional materials must comply with ASHA Continuing Education requirements.

A promotional piece is considered “primary” when it

- informs learners about the course and
- gives learners the immediate ability to sign up (links to registration, etc.).

Must have	Can have	Can't have
<ul style="list-style-type: none"> <input type="checkbox"/> Course title <input type="checkbox"/> Course date and location <input type="checkbox"/> Registration details <ul style="list-style-type: none"> • how to sign up • cost of course <input type="checkbox"/> Speaker disclosures—financial and non-financial <input type="checkbox"/> If applicable: <ul style="list-style-type: none"> • a content disclosure statement • an in-kind or financial support statement <input type="checkbox"/> Your ASHA Approved CE Provider Brand Block <input type="checkbox"/> Instructional level and number of ASHA CEUs <ul style="list-style-type: none"> • ideally is indicated in the corresponding fields within the Brand Block • if not within the Brand Block: The instructional level and number of ASHA CEUs must appear (1) adjacent to the Brand Block or (2) near the course title or course description on the promotional material. 	<ul style="list-style-type: none"> <input type="checkbox"/> Learner outcomes <input type="checkbox"/> Satisfactory completion information—how participant will be eligible to have courses that may be submitted for ASHA CEUs and the corresponding deadlines <input type="checkbox"/> Time-ordered agenda and/or course outline or structure <input type="checkbox"/> Partial credit information <input type="checkbox"/> Intended audience <input type="checkbox"/> Policies <ul style="list-style-type: none"> • request for accommodations • refund • complaint • cancellation (by participant or provider) <input type="checkbox"/> Instructor biography <input type="checkbox"/> If applicable: Describe your processing fee to submit for ASHA CEUs. 	<ul style="list-style-type: none"> <input type="checkbox"/> A statement indicating that ASHA CEUs are <ul style="list-style-type: none"> • pending or • waiting on approval. <input type="checkbox"/> A statement indicating that ASHA endorses the course or content <input type="checkbox"/> Language that uses the term <i>continuing education units (CEUs)</i>, generically speaking. The participant must identify the type of CEUs, credit, or hours. For example: Rather than saying “CEUs,” the participant would say “ASHA CEUs.” <input type="checkbox"/> Language that advertises “free ASHA CEUs.” If the course is at no cost, then it should be referred to as “free course.” <input type="checkbox"/> Language that uses the acronym “CEU” to mean “course.” For example: Avoid saying “New CEUs.” Instead, say “New courses for ASHA CEUs.”

Helpful Links to Resources on the [ASHA CE Providers Page](#)

1. [General Promotional Materials Guidance](#)
2. [Disclosure Information](#)
3. [Brand Block Guidance](#)
4. [Learning Outcomes](#)
5. [Continuing Education Board \(CEB\) Manual](#) (use CTRL-F to search on your topic)
6. [CEA Tutorial](#)
7. [ASHA CEU Calculation Worksheet \(XLS\)](#)

CE Provider Portal

1. [Logging into the CE Provider Portal to submit your course](#)
2. [Tips for accessing the CE Provider Portal User Guide](#)
3. [Tips for uploading your primary promotional materials \(page 7\)](#)

Links to Promotional Material Examples

SAMPLE 1

Course Format	Promotional Material Type	Includes
group/live course	<i>flyer 1</i> : Reprinted with permission from Long Island Speech-Language-Hearing Association	Nothing additional; this sample does not require content, financial, or in-kind support disclosure statements.
	<i>flyer 2</i> : Reprinted with permission from EBS Healthcare	
	<i>flyer 3</i> : Reprinted with permission from University of Kansas Health System	
	<i>website</i> : Reprinted with permission from Summit Professional Education	

SAMPLE 2

Course Format	Promotional Material Type	Includes
group/live course	<i>flyer</i> : Reprinted with permission from Pediatric Neurodevelopmental Feeding Consultants, LLC	financial support disclosure statement

SAMPLE 3

Course Format	Promotional Material Type	Includes
group/live course	<i>flyer</i> : Reprinted with permission from Ohio School Pathology Educational Audiology Coalition (OSSPEAC)	content disclosure statement
	<i>website</i> : reprinted with permission from Therapy Insights	

SAMPLE 4

Course Format	Promotional Material Type	Includes
individual/self-study course	<i>website</i> : Reprinted with permission from Sociability Books, LLC dba Tassel, LLC	in-kind support disclosure statement

SAMPLE 5

Course Format	Promotional Material Type	Includes
group/live course	<i>website</i> : Reprinted with permission from brIQht media LLC dba brIQht ideas	content, financial, and in-kind support disclosure statements

SAMPLE 6

Course Format	Promotional Material Type	Includes
group/live large conference/convention	<i>website</i> : Reprinted with permission from Kentucky Speech-Language-Hearing Association	multiple speakers using a chart to present their financial and non-financial disclosure statements as well as content disclosure statements