CHSE POLICY
ON SUPPORT OF CONTINUING HEALTH SCIENCES EDUCATION ACTIVITIES FROM EXTERNAL SOURCES

Preamble
For the purpose of this policy, the term Continuing Health Sciences Education (CHSE) encompass Continuing Professional Development (CPD), Continuing Education (CE) and Continuing Medical Education (CME). Such activities include, but are not limited to, courses, seminars, conferences, workshops, journal clubs, rounds, lectures, online activities, and the production of learning materials.

This document outlines the CHSE Program’s policies pertaining to any support received from external sources for CHSE activities in the FHS.

External Support includes that from:
- For-profit commercial organizations (pharmaceutical companies, medical supply companies, and other businesses).
- Not-for-profit organizations (government, and government agencies, and/or other professional or education organizations).

All faculty and staff affiliated to the Faculty of Health Sciences (FHS) who are involved in planning, designing, developing, organizing, implementing and/or delivering CHSE activities, are required to abide by this policy. The policy also applies to registrants and attendees of CHSE activities.

Related CHSE Policies
CHSE Policy on Conflict of Interest Management and Disclosure

Principles
McMaster’s Continuing Health Sciences Education Program follows the recommendations and guidelines set forth by the following organizations:
- CMA Policy Summary on Physicians and Pharmaceutical Industry, 2007 Update
- Canada Rx&D Code of Ethical Practices, 2012
- Recommendations for Managing Conflict of Interest for Faculty and Students in Educational Programs in the Faculty of Health Sciences - McMaster University

In addition to the above recommendations and guidelines, the following guidelines will be observed:

1. **Content Development**
The CHSE Program and/or the Planning Committees must have overall responsibility for the needs assessment, educational objectives, design, content and delivery of all CHSE activities. This includes the selection of topics, speakers, course material, outcome evaluation, registration, budget, and any expenditure associated with the event.
Representatives from commercial sponsors must not be Members of the event Planning Committee.

Unaccredited portions of any event must be clearly identified and remain separate from the scientific agenda.

2. **Speakers Independence and Conflict of Interest Disclosure**
Speakers must not receive any advice on educational content or support with materials from commercial sponsors.

Speakers must not receive honoraria directly from commercial sponsors or any help with travel or lodging.

Each speaker must complete the CHSE Declaration of Conflict of Interest Form and comply with CHSE Policy on Conflict of Interest Management and Disclosure.

3. **Content & Presentations**
Topics may not be product or promotion oriented. Presentations must give a balanced view of all therapeutic options. Use of generic names is encouraged. However, if trade names are employed, the trade names of relevant competing products must also be used.

Any off-label or unapproved uses of therapeutics or diagnostics is discouraged. Speakers must disclose to the audience clearly when off-label or unproven use is discussed.

The use of company name, logo, or product/company colour is strictly prohibited.

4. **Registration Fee**
It is encouraged that a registration fee is charged to the participants of CHSE activities that receives commercial support.

5. **Payment to Registrants**
Participants must not be directly paid in any way to attend a program. Participants must be responsible for their own travel and lodging costs.

6. **Extent of Commercial Support**
Where possible, multiple sponsors should be acquired to support an educational activity. Single sponsor educational activities are discouraged - as a method to reduce the potential for bias or undue influence on the educational content.

Commercially supported social events must not compete with, nor take precedence over, educational events.

7. **Direction of Funds from Commercial Sources**
Funds from commercial sources assume the form of educational grants payable to Continuing Health Sciences Education, Faculty of Health Sciences, McMaster University. Funds cannot be paid directly to any individual involved in the development of CHSE activities.
8. Sponsors Recognition
It is acceptable to acknowledge the sponsors’ support verbally, in-print or as a slideshow. Any acknowledgement must be separate from the educational material.

Sponsor logos on advertising and promotional material must be appropriately sized and positioned separate from the McMaster University imprimatur.

It is appropriate to establish graded sponsorship recognition (Bronze, Silver, Gold etc.) based on support provided. Categories will be determined by the Event Planning Committee and CHSE staff and should be consistent with sponsor privileges.

Tagging sponsorship to specific elements of the educational program is unacceptable.

9. Commercial Displays & Sponsors Promotion
When commercial exhibits are part of a program, arrangements for these exhibits must not influence the planning process, nor interfere with the presentation of the accredited activities. The location of promotional displays must be determined by the CHSE Program staff or the Planning/Logistics Committee with no influence from sponsors, and should be in an area outside of that used for the educational activities.

Each commercial sponsor or exhibitor must read, agree and sign the McMaster University Continuing Health Sciences Education Program Sponsorship and Exhibitor Guidelines.

Sponsors must not be permitted to provide product materials or promotional give-a-ways in the sponsor display areas or the educational areas. Materials suitable for distribution to delegates and participants in the designated sponsor area should be limited to informational materials.

10. Disclosure of Commercial Support and Conflict of Interest
When applicable, commercial support must be disclosed at the beginning of the activity both verbally and with a slide when applicable. It must also be mentioned in printed material.

All speakers, faculty and planning committee members must adhere to the CHSE Policy on Conflict of Interest Management and Disclosure.

Revised 2009 Policy. Approved by CHSE Advisory Committee: February 13, 2014