INDIVIDUAL EDUCATIONAL ACTIVITY (IEA) APPLICATION INSTRUCTIONS

The Wisconsin Nurses Association (WNA) is accredited as an Approver of continuing nursing education (CNE) by the American Nurses Credentialing Center's Commission on Accreditation (ANCC–COA). WNA's Continuing Education Approval Program (WNA CEAP) uses ANCC's criteria for evidence-based and independent CNE activities as the basis for the application process that allows organizations to award continuing nursing education contact hours.

Review these instructions before completing an IEA Application. It is very important for applicants to understand:

- How to correctly complete an IEA Application and required attachments
- How to use the ANCC/WNA CEAP criteria and planning requirements for evidence based activities free of commercial influence
- The need for a qualified CNE Nurse Planner to be actively involved in the completion of the 2015 IEA application

Electronic copies and samples of completed forms referred to in this document are available on WNA's website, www.wisconsinnurses.org. Contact Megan Leadholm at the WNA office (megan@wisconsinnurses.org or 800-362-3959, ext. 203) or the WNA CEAP Nurse Peer Review Leader, Mary Kay Scheller, RN, MS, CHCP (wna-nprl@metastar.com) should you have questions about how to complete the application.

ELIGIBILITY TO APPLY

The following requirements must be met to apply for nursing contact hours for an educational activity. If you have questions about any of the following, please contact WNA before completing the IEA Application.

- The IEA Applicant organization must not be a 'commercial interest', or as defined by ANCC, "an entity that produces, markets, resells, or distributes healthcare good or services consumed by or used on patients or an entity that is owned or controlled by an entity that produces, markets, resells, or distributes healthcare goods or services consumed by or used on patients." Exceptions are made for nonprofit or government organizations and non-healthcare-related companies.
- Any Joint Provider (an organization working with the IEA Applicant to collaboratively plan, implement, and evaluate the CNE activity) must not be a commercial interest.
- A registered nurse with a current, valid license and a minimum of a baccalaureate degree in nursing (BSN) must serve as the CNE Nurse Planner for the activity. This nurse must be involved in all aspects of planning, implementing, and evaluating the activity, and have authority to implement and maintain all ANCC/WNA CEAP criteria.
- The activity must meet the definition of 'Continuing Nursing Education': "Those learning activities intended to build upon the educational and experiential bases of the professional RN for the enhancement of practice, education, administration, research, or theory development, to the end of improving the health of the public and RNs' pursuit of their professional career goals" (ANCC, 2013). Personal development activities will not be accepted.
- The IEA Applicant organization must disclose previous denials, suspensions, and/or revocations received from any accrediting/approving organizations. This will not make your organization ineligible to apply; you will be contacted to discuss the circumstances and outcome.

COMPLETING the Individual Educational Activity (IEA) Application

1. Read the entire application and instructions to be sure you understand the questions and the process. Contact WNA if you have questions …. *Don't guess!*
2. Complete the 'Verification of Eligibility to Apply' section of the application along with the CNE Nurse Planner attestation to help establish your eligibility before continuing with the application process.
3. Required format of the application:
   a. Number all pages of the application in sequence from beginning to end. Hand-write the numbers if necessary. **IEA Applications without page numbers will not be processed.**
   b. A Table of Contents is not required, but may be helpful, especially for larger applications.
   c. Complete each section of the application and attach all additional materials wherever you see a: . **Incomplete applications will not be processed.**
4. **Three (3) hard copies of the application packet** should be mailed by the application submission deadline to: *WNA CEAP Committee, Attn: Megan Leadholm, 2820 Walton Commons – Suite 136, Madison, WI 53718*

APPLICATION SUBMISSION DEADLINES AND APPLICATION FEES

- Applications must be received at the WNA office **at least 60 days in advance** of the educational activity start date; applications received **less than 60 days in advance of the start date** will be assessed a late fee of $250.
- Applications received **less than 45 days in advance** of the educational activity start date **will not be reviewed**. The application review fee will be returned minus a $50 processing fee.
- The application review fee is based on the **total number of contact hours** being offered, including all concurrent sessions, rather than the number of contact hours an individual participant may earn. See contact hour calculation section of this document.

Current as of 4/11/17		***IEA Application review fees effective 8/1/17***	
.5 – 1.0 contact hours	$125	.5 – 1.0 contact hours	$135
1.1 – 6.0 contact hours	$150	1.1 – 6.0 contact hours	$165
6.1 – 12.0 contact hours	$200	6.1 – 12.0 contact hours	$220
12.1 – 18.0 contact hours	$250	12.1 – 18.0 contact hours	$275
18.1 – 24.0 contact hours	$300	18.1 – 24.0 contact hours	$325
24.1 or more contact hours	$350	24.1 or more contact hours	$375

REVIEW PROCESS

- Upon receipt of the application, the WNA office will send a confirmation email to the Nurse Planner and Contact (if different) indicating the application was received. If the application review fee is submitted WITH the application, receipt of the application review fee will also be confirmed; if the application review fee IS NOT submitted with the application, the IEA Applicant organization will be invoiced.
- The application and supporting materials are then sent to WNA CEAP nurse peer reviewers. Application decisions are generally finalized at least two weeks prior to the activity. Submit revisions within timeframes specified by the reviewers to avoid delays in the review, or denial, of your application.
- **Retroactive approval is not authorized in the ANCC accreditation system.** Contact hours may not be offered for an educational activity until written approval is received from a WNA CEAP nurse peer reviewer or the WNA office.
- WNA CEAP must be notified of and approve any proposed changes to the activity before they are implemented (e.g., change in presenter, content or time scheduled for the activity).
- WNA CEAP has policies and procedures to ensure confidentiality of all applications and records.

APPLICATION DECISIONS

- **APPROVAL:** WNA CEAP approval for an IEA is granted for a two-year period, during which the activity can be repeated multiple times as long as the educational content of the activity does not change. WNA CEAP Committee members reserve the right to audit without charge any WNA-approved continuing nursing education activity for the purpose of monitoring compliance with ANCC/WNA CEAP criteria.
- **DENIAL/NOT APPROVED:** If there is not sufficient documentation of how the criteria are being met, the application will not be approved. If an application is not approved, the applicant may choose to resubmit or appeal the decision.
  - Re-Submission: If approval is not granted, the organization may submit a revised application **within thirty (30) days** of notification of non-approval and at least two (2) weeks prior to the first day of the educational activity. A $75.00 re-submission review fee must accompany the revised application. Only one (1) re-submission is allowed per application.
  - Appeal: When an application is not approved by WNA CEAP, the applicant has the right to appeal the decision. Contact hours cannot be awarded retroactively; therefore, any appeal process must be completed prior to the start of the educational activity. A copy of the appeal process is available upon request from the WNA office. Changes and/or revisions ***may not*** be made to the application (or resubmission, if applicable) during the appeal process. The decision of the WNA CEAP Committee is final.
- **REVOCATION OF APPROVAL:** Activity approval and contact hours will be revoked if there is evidence that the criteria for approval were not adhered to as described in the application. Notice of revocation of approval is sent to the organization by the WNA office within two weeks of the revocation decision. The organization is responsible for notifying all participants of the revocation of contact hours as soon as possible, but not later than one month following notification of revocation.

APPLICATION OVERVIEW

marks a definition

denotes an attachment is needed in the application

ACTIVITY DESCRIPTION

A. Use the full title of the activity consistently on all activity documents and forms.

B. "Types" of activities

WNA CEAP accepts only provider-directed activities for review: live, enduring material, and blended.

Provider directed - The IEA Applicant controls the content of the learning activity, the method by which it is presented, and evaluation methods, rather than these aspects being controlled by the learner.

Live Activity - takes place at a scheduled time, with learners participating in person or from a distance. Examples include classes, conferences, webinars, or phone conferencing. It may be a one-time event or repeated over time. It may involve a series of scheduled sessions. A series may be offered only once or repeated over time.

Enduring Material Activity - involves the provider making educational materials available for learners to access and complete at their own pace. Examples include written materials, audio files, or video programs that are made available in print, publication, online, or CD/DVD formats. These activities are typically offered over an established period of time. Learners must be informed of the date when contact hours will no longer be offered, the 'Expiration Date.'

Enduring from Live Activity – When an enduring material activity is produced directly from a live activity, such as posting a recording of a live webinar on-line, this is considered a separate learning activity and requires a different application form than the live activity on which it was based. **Contact WNA for instructions and forms.**

Blended Learning Activity – Has both live and enduring material component, each as a part of the same learning activity or learning activity series. Description should include the sequence of the activity components, and whether or not there are pre-work, assignments, etc.

JOINT-PROVIDERSHIP

Joint-Providership is the collaborative planning, developing, and implementing of an educational activity by two or more organizations. The IEA Applicant organization that receives WNA CEAP approval for the CNE activity is referred to as the 'provider' of the activity; the other organizations are 'joint-providers'.

- **Joint-providing is collaborative and requires the direct involvement of the IEA Applicant's CNE Nurse Planner**, who is responsible for ensuring adherence by all parties to the ANCC/WNA CEAP criteria.
- **A joint provider statement must be included on promotional/marketing materials.**
  Example: "(IEA Applicant organization name) is the organization providing nursing contact hours in a joint provider agreement with (name[s] of joint provider organization[s])."
- Educational materials must clearly indicate the organization providing contact hours and responsible for adherence to the ANCC/WNA CEAP criteria. **The name of the IEA Applicant organization must be displayed prominently on materials such as marketing materials, advertising, agendas, and certificates** for jointly provided activities. If a joint provider **logo** is used, the IEA Applicant organization's logo must also be used.
- **A joint provider agreement must be in place** between the IEA Applicant organization ('provider') and all joint providers and signed by individuals legally authorized to enter into contracts on behalf of each organization.

  The IEA Applicant organization, as the 'provider,' is responsible for obtaining a signed *WNA CEAP Joint Provider Agreement* from every joint provider organization. Obtain this form from the WNA website. Do not alter the content of the form**. Attach signed Joint Provider Agreement(s) to the IEA application that you submit to WNA.**

  The Joint Provider Agreement outlines the responsibilities of the IEA Applicant organization acting as the provider of nursing contact hours and the responsibilities/restrictions for joint providers.

IEA Applicant organization ('provider') responsibilities include:

- Determination of educational objectives and content
- Selection of content specialists and presenters
- Awarding of contact hours
- Recordkeeping procedures
- Evaluation methods
- Management of any commercial support or sponsorship
- Content of promotional materials that address awarding of contact hours

- Restrictions for joint providers include:
  - The joint-providing organization may not be a commercial interest organization.
  - Joint-providers may contribute financial or in-kind support for the activity, but they must be recognized as a joint-provider rather than as a 'sponsor' of the activity (a sponsor or commercial funder is never involved in any aspect of the activity planning, development or implementation).

EDUCATIONAL DEVELOPMENT – See also sample IEA Application on the WNA website

- **All CNE activities must be developed to address a problem in practice or an improvement to be made**, including improvements resulting from new knowledge.

A. Target audience – For what group of professionals is the educational content being developed? Who are the people that can address the problem in practice and benefit from education on how to do this? This may be nurses or the audience may be inter-professional (including other healthcare disciplines).

Gap - The problem in practice is called a "gap." The gap is the result of difference between what nurse are doing now in practice (current state) and what they should be doing in practice (desired state).

Gap analysis - is the method of identifying the difference between the current and the desired state of nursing knowledge, skill or practice. A gap is identified by examining data related to a problem or need for improvement.

B. The description in the IEA Application **summarizing the professional practice gap** should address **what the problem is and why it's a problem.**

C. The **current state** should address **what nurses are doing now (or not doing)** that is causing the gap.

D. The **desired state** describes **what nurses should be doing in practice** that would make an improvement, reduce the gap, and/or help resolve the problem.

E. Evidence to validate a gap

Evidence to validate a gap – this is information the CNE Nurse Planner looks at to decide if there is a problem in practice or need for improvement.

The IEA Applicant organization, as the 'provider,' is responsible for obtaining a signed *WNA CEAP Joint Provider Agreement* from every joint provider organization. Obtain this form from the WNA website. Do not alter the content of the form. **Attach signed Joint Provider Agreement(s) to the IEA application that you submit to WNA.**

F. Summarize what the data showed to indicate there is a problem in practice or improvement needed. This is a narrative summary of what your evidence showed as the problem in practice.

G. Underlying Learning Need/Needs Assessment

Underlying learning need – what does the target audience not know, or what is the target audience not doing that contributes to the gap.

Needs Assessment – the process of determining what underlying education needs (knowledge, skill, or practice) are contributing to the gap. These needs should be targeted by the education.

- **A learning need is related to a deficit in knowledge, skill or practice**. The learner doesn't know something they need to know, doesn't know how to do something, or isn't doing something that would make an improvement, reduce the gap, and/or help resolve the problem. Learning needs can encompass one, two, or all three of these areas.

H. Learning Outcome

Learning Outcome – A written statement that reflects what the learner will be able to do as a result of participating in this learning activity. There may be one or more than one learning outcome for an activity.

Learning outcomes:

- Must be observable and capable of being measured
- Are based on a professional practice gap and underlying educational deficits in knowledge, skills, and/or practice
- If achieved, the problem in practice improves and the gap is narrowed
- May be designed to impact nursing professional development, patient outcomes, or both

Examples of Learning Outcomes:

- Learning Outcome (Knowledge) – Demonstrate knowledge of how to use the CIWA-AR tool to accurately score S/S of alcohol withdrawal by passing post-test with score of ≥ 80% following an on-line learning activity.
- Learning Outcome (Skills) – As part of a live learning activity, nurses will reliably score alcohol withdrawal S/S during a simulation exercise.
- Learning Outcome (Practice) – At six months, as a result of improvement in nurses' accurate scoring and intervention, nurses will report on a repeat survey a higher level of confidence in the use of the CIWA-AR tool in practice.

I, J, K. Using the Educational Planning Table (EPT) to document the activity content

An EPT must be completed for each session of the activity. You will submit EPTs for at least three hours of your activity to WNA with your IEA application. WNA reserves the right to obtain EPTs for all sessions of an educational activity.

- **Section 1 of the EPT** is a communication mechanism to be completed if the EPT is given directly to the presenter/author to complete. To ensure the presenter understands what the planning committee is trying to accomplish, the planning committee needs to inform presenters/authors of:
  - The problem in practice
  - What learners should do differently as a result of the presenter's session
  - If the session should address a gap in knowledge, skill, and/or practice
  - Any main points the planning committee thinks are important to include in the presenter's session

  The purpose of this communication is to ensure that the presenter and the planning committee have a mutual understanding of what is to be accomplished and how.
- **Section 2 of the EPT** is to document information about the activity content.
  - Content must help participants achieve the learning outcome(s), address the identified practice gap, and must be based on best available evidence.
  - Presenters /authors or planners begin by listing any main points to be addressed (Column 1). From there, **a detailed content outline** is developed and documented in Column 2 by the presenter/author or a planner working with the presenter/author.
    - **Summarize content in outline form,** listing specific items that will be covered to assist the learner to achieve the outcome.

        - The content description must be detailed enough for the WNA CEAP nurse peer reviewers to make a determination of its adequacy in addressing the learning outcome.
    - Discussion time, questions and answers, testing, and evaluation should also be included on the *Educational Planning Table* as these can be included in the contact hour calculation. **Do not include welcome / overview of the day, lunch, breaks, or time to visit exhibits.**
    - Time frames (Column 3) should be documented for live activities only. It is helpful to use actual times (9am - 10:30am) instead of "90 minutes." Time allotted should be appropriate for the content being presented.
    - Presenters / authors must be listed.

Learner engagement strategies – are developed to keep learners actively engaged in learning. **The type of strategy used depends on the type of underlying learning need: knowledge, skill, or practice.**

- For knowledge needs, a lecture format with Q&A, discussion, reflection, or informal mini-quizzes ("self-checks") would be appropriate.
- For skill needs, a demonstration and return demonstration or role play would be appropriate.
- For practice needs, case study analysis, structured discussions, or problem based learning are appropriate.

- **Section 3 of the EPT** is used to document resources used to develop the presentation content.
    - **Content must be developed using the most current, evidence-based resources available**.
    - **Resources should be scientific and/or peer reviewed**, not information meant for the general public.
    - Examples of evidence based references: evidence-based practice; literature/peer-reviewed journals; clinical guidelines; best practices; and content experts/expert opinions. Listing only expert opinion is discouraged. If you list expert opinion only, you must list more than one person.
    - **Evidence-based references must include a publish date**; for web-based references, the date the information was accessed is acceptable.
- **Section 4 of the EPT** is to document the calculation of contact hours for the live or enduring activity.
    - **See "Awarding Contact Hours" section** below to learn how to calculate contact hours for live and for enduring material activities.
    - **For all educational activities:**
        - **Complete EPTs for all sessions** of the activity.
        - **Submit EPTs for three hours of content as part of your IEA application. Be prepared to provide WNA with EPTs for all sessions upon request.**
    - **For 'blended learning' activities**:
        - Complete EPTs for the entire activity, both for the 'live' and 'enduring material' content.
        - For a blended learning activity of greater than three hours, submit a total of at least three hours of EPT documentation to WNA that includes documentation from both the live and the enduring material content of the activity.
    - **For 'enduring material' activities developed directly from content previously offered as a 'live' activity:**

- First complete all documentation for the 'live' activity.
- Then contact the WNA office to discuss the forms needed to submit an enduring material activity developed directly from a previously approved live activity.
- **A 'live' activity and the 'enduring material' activity that is based on a previously presented 'live' activity are considered two separate activities.**

L. **Measuring learning outcomes** – You need to decide during the planning process what you will measure and how, after the activity, to determine if your education was successful.

Examples of Learning Outcome Measures:

- Learning outcome measure (Knowledge) – The on-line component of this blended learning activity will require an 80% passing post-test score
- Learning outcome measure (Skill) – For this live activity, participant simulation scores using the assessment tool will be greater than 80%
- Learning outcome measure (Practice) – The nurses' reported confidence level of accurate scoring and intervention will be measured via survey and nurses' self-report data will be 75% higher after six months
- Patient Outcomes related learning outcome measure – 2016 data will show a 25% decrease in complications r/t interventions for alcohol withdrawal

M. **Learning Outcomes related to nursing professional development and/or patient outcomes**

- When determining desired learning outcomes for the activity, the planners need to consider if they will be able to impact nursing professional development, or patient outcomes, or both.
- Select "**Nursing Professional Development**" if your activity is designed to **help nurses enhance or develop new knowledge, skills, and/or practice behaviors** that will help them move forward on the continuum from novice to expert
- Select "**Patient Outcomes**" **if you have patient data** that you are using to help identify your gap (problem in practice) and you are able to re-measure the data following an educational activity or series of activities,
- If both of the above are true, select "Both"
- If other, select the "other" and indicate exactly what you are designing your activity to impact.

Content Quality / Integrity, including Conflict of Interest

- The **planning committee must include <u>one</u> CNE Nurse Planner and at least one other planner** (the second planner does not need to be a nurse). Only one nurse on the committee serves in the CNE Nurse Planner role; there is only one designated CNE Nurse Planner for an activity.
- The CNE Nurse Planner:
  - **MUST be a registered nurse with a current, unencumbered nursing license <u>AND</u> holds a baccalaureate degree or higher <u>in nursing.</u>**
  - Must be knowledgeable about the CNE process and is responsible for adherence to ANCC/WNA CEAP criteria and requirements.
  - Is responsible for completion of the *IEA Application* and is most often the individual that WNA CEAP nurse peer reviewers will contact with questions about the application.

- **At least one member of the Planning Committee must have appropriate subject matter expertise** related to the activity being developed and **must be identified as 'Content Expert'** on the list of PLANNING COMMITTEE/CONTENT REVIEWERS/OTHER FACULTY at the end of the IEA Application.
- Other planners and faculty may be added as needed.
- Per WNA CEAP requirements, **employees of <u>any</u> commercial interest organization** are **not eligible to serve on the planning committee** (even if the products/services are not pertinent to the educational activity). Please see information below on conflicts of interest.
- The planning committee, under the guidance of the CNE Nurse Planner, is responsible for selecting Presenters/Authors or other faculty **based on qualifications identified by the planning committee**, such as content expertise, comfort with a particular teaching methodology (e.g. web-based), presentation skills, and/or familiarity with the target audience.
- **The planning committee, under the guidance of the CNE Nurse Planner, must ensure all planners / presenters / authors /content reviewers / other faculty are qualified for their roles.** How did the individual gain their expertise related to their role? Expertise is evaluated based on education, credentials, professional achievements, honors, awards, professional experience, publications, presentations, research, etc.

  A. **Ensuring qualifications is accomplished through one of the following methods:**

    - Review of a completed WNA Biographical Data form (this form is REQUIRED for CNE Nurse Planner and Content Experts on the planning committee).
    - Review of CV or resume
    - Recommendation by colleague (note by whom and why recommended).
    - Review of literature written by the planner / presenter / author / content reviewer / other faculty (include literature review in Activity application).
    - Observation or prior knowledge of planner / presenter / author / content reviewer / other faculty (note how known and by whom).
    - Mentoring a new planner / presenter / author / content reviewer / other faculty (note the plan for mentoring and by whom).
    - Other methods – validate first with WNA Nurse Peer Review Leader

  A Content Reviewer is an individual **who is not part of the planning committee**, brought in by the CNE Nurse Planner during the planning process to review for content validity before the educational activity to ensure that presentation materials are scientifically valid and free of commercial bias. **A Content Reviewer is used if the planners do not have the level of expertise needed to assess content validity.** If planning committee members have the ability to assess content validity, review of presentations may be carried out by an individual on the planning committee.
- **COMPLETE THE PLANNER & FACULTY INFORMATION PAGE AT THE END** OF THE IEA ACTIVITY APPLICATION.

<u>IN THIS ORDER</u> following the PLANNER & FACULTY INFORMATION PAGE, attach these three sets of documents:

- Completed WNA Biographical Data Form for the CNE Nurse Planner
- Completed WNA Biographical Data Form for any planner or content reviewer that is ALSO identified as a content expert
- Completed, signed Conflict of Interest Disclosure Forms for ALL individuals in a position to control

content: planners / presenters / authors / content reviewers / other faculty

Be sure all appropriate sections of Biographical Data Forms are completed. Also be sure that each Conflict of Interest (COI) Disclosure Form has been signed by the planner / presenter / author / content reviewer / other faculty and that the COI Disclosure Form is reviewed and signed by the CNE Nurse Planner. See Conflict of Interest Identification, Evaluation, Resolution, and Disclosure section below.

B. **Indicate how the planning committee will ensure content integrity.** This is done by one or more of the following:

- All in control of content indicating on their COI form that they agree with the content integrity statement on the form. (This is true for all activities.)
- Asking participants about the presence of bias on an evaluation form
- Monitoring the activity sessions for bias by the presenters
- Reviewing educational materials prior to the activity
- Advertising not conducted within the educational content
- Avoiding commercial support logos on educational materials
- Not sharing learner contact information without permission from learners
- Not allowing commercial interest organizations to recruit from the audience
- Keeping vendors/exhibitors physically separate from the education room and not allowing exhibitor activity during educational content
- Keeping "give-aways" separate from the educational materials and content delivery
- Other methods – validate with WNA Nurse Peer Review Leader first

Conflict of Interest Identification, Evaluation, Resolution, and Disclosure

ANCC defines **Conflict of Interest** (COI) as "an affiliation or relationship of a financial nature with a Commercial Interest Organization that might bias a person's ability to objectively participate in the planning, implementation, or review of a learning activity".

ANCC defines a Commercial Interest organization as any entity producing, marketing, re-selling, or distributing healthcare goods or services consumed by or used on patients, or an entity that is owned or controlled by an entity that produces, markets, re-sells or distributes healthcare goods or services consumed by, or used on, patients. Exceptions are made for certain types of nonprofit or government organizations, non-healthcare-related companies, healthcare facilities, and group medical practices.

Identification of Conflicts of Interest

- The potential for conflicts of interest exists when an individual has the ability to control or influence the content of an educational activity and has a financial relationship with a commercial interest organization, the products or services of which are relevant to the content of the educational activity.
- The CNE Nurse Planner is responsible for **identifying** the presence or absence of conflict of interest on the part of all planners and faculty as early as possible in the activity planning phase by sending a WNA COI Form to each individual for completion and collecting the forms for the CNE Nurse Planner's review and evaluation of any conflicts of interest.
- If the CNE Nurse Planner has an actual or potential conflict of interest, he/she must recuse himself/herself from this role for this activity and a new CNE Nurse Planner must be found.
- **All those in control of content - every planner / presenter / author / content reviewer / other faculty -**

must complete a Conflict of Interest Disclosure Form ("COI Form") to disclose:

- If they or their spouse /partner are an employee of any commercial interest
- If they or their spouse partner have an non-employee affiliation with a commercial interest entity
- Any financial relationships with commercial interests in the past 12 months, the products or services of which may be relevant to the content of the educational activity

- Anyone refusing to disclose relationships with commercial interest organizations may not participate in any part of the educational activity.
- If any planner is aware of an individual's relationship with a commercial interest that was not disclosed, the CNE Nurse Planner must follow up with the individual, updating the disclosure form as appropriate.

Evaluating a possible COI

- The CNE Nurse Planner is responsible for **evaluating** whether any relationship disclosed on the COI form is in fact a 'relevant relationship', which would indicate a potential conflict of interest for that individual.

Relevant relationship is defined by ANCC as a relationship with one or more commercial interest organizations, the products or services of which are related to the content of the educational activity, and which are expected to result in financial benefit.

- For the CNE Nurse Planner to decide whether or not a conflict of interest exists, s/he might need to obtain more information about the proposed content or the nature of the relationship.
- The CNE Nurse Planner should consider the following questions to evaluate a conflict of interest:
  - Is the relationship with an organization that meets the ANCC definition of 'commercial interest'?
  - Is the relationship an employment relationship (W2) or other affiliation (1099)? (See additional information below.)
  - Does the relationship have the potential to result in financial benefit for the individual or their spouse/partner?
  - Are the products or services of the commercial interest organization relevant to the educational content that the individual will be involved with planning, presenting, or authoring?
- **Employees** (**W2** vs. 1099) **of commercial interest organizations**:
  - Are not permitted to serve as planners, speakers, presenters, authors and/or content reviewers if the content of the educational activity is related to the products or services of the commercial interest organization.
  - Are permitted to serve as speakers, presenters, authors and/or content reviewers if the content of the educational activity is NOT related to the products of the commercial interest organization.
  - WNA CEAP requirements exclude employees of any commercial interest from being on a planning committee.
- **Individuals who have non-employee relationships** with commercial interest organizations are permitted to serve as planners, speakers, presenters, authors and/or content reviewers as long as the IEA Applicant has implemented a mechanism to identify, resolve and disclose the relationship as outlined in "*ANCC's Content Integrity Standards for Industry Support in Continuing Nursing Educational Activities.*"
- The CNE Nurse Planner must document the result of evaluation of relevant relationships, and if applicable the resolution, on the COI Form.

	This Section MUST Be Completed by the Nurse Planner Responsible for This Activity* Procedures used to resolve conflict of interest for this activity: ("X" all that apply)
	Not Applicable - No relationship(s) with a commercial interest were disclosed
	Not Applicable - Relationship(s) disclosed were found not to be 'relevant relationship(s)' ***Explain further in the "Notes" Section below.***
	Removed individual with conflict of interest from participating in all parts of the educational activity.
	Revised the role of the individual with conflict of interest so that the relationship is no longer relevant to the educational activity (e.g., no involvement with related content, restricting recommendations) ***Explain further in the "Notes" Section below.***
	Not awarding contact hours for a portion or all of the educational activity.
	Undertaking review of the educational activity by the Nurse Planner and/or member of the planning committee to evaluate for balance in presentation, evidence-based content or other indicator of integrity, and absence of bias, **AND** monitoring the educational activity to evaluate for commercial bias in the presentation.
	Undertaking review of the educational activity by the Nurse Planner and/or member of the planning committee to evaluate for balance in presentation, evidence-based content or other indicator of integrity, and absence of bias, **AND** reviewing participant feedback to evaluate for commercial bias in the activity.
	Undertaking review of the educational activity by a content reviewer to evaluate for balance in presentation, evidence-based content or other indicators of integrity, and absence of bias, **AND** monitoring the educational activity to evaluate for commercial bias in the presentation.
	Other procedure to resolve conflict of interest (describe in detail here):
	Notes:

	IF APPLICABLE: Any additional concern(s) for potential for bias that were not self –reported on this form AND the resolution (describe in detail here):

Resolution of a Conflict of Interest

- When the CNE Nurse Planner has determined a conflict of interest does exist for an individual, s/he must **take action to resolve the conflict of interest** as far in advance of the activity as possible.
- Resolving a conflict of interest is accomplished by one or more of the following:
  - Removing the individual with conflict of interest from participating in all parts of the educational activity.
  - Revising the role of the individual with conflict of interest so that the relationship is no longer relevant to the educational activity (e.g., limiting recommendations).
  - Not awarding continuing education contact hours for a portion or all of the educational activity.
  - Undertaking review of the educational activity by the CNE Nurse Planner to evaluate for potential bias, balance in presentation, evidence-based content or other indicator of integrity and absence of bias AND monitoring the educational activity to evaluate for commercial bias in the presentation.
  - Undertaking review of the educational activity by the CNE Nurse Planner to evaluate for potential bias, balance in presentation, evidence-based content or other indicator of integrity and absence of bias AND reviewing participant feedback to evaluate for commercial bias in the activity.
  - Undertaking review of the educational activity by a content reviewer to evaluate for potential bias, balance in presentation, evidence-based content or other indicator of integrity and absence of bias AND monitoring the educational activity to evaluate for commercial bias in the presentation.
  - Undertaking review of the educational activity by a content reviewer to evaluate for potential bias, balance in presentation, evidence-based content or other indicator of integrity and absence of bias AND reviewing participant feedback to evaluate for commercial bias in the activity.

Disclosure of Conflicts of Interest

- The *presence or absence* of conflicts of interest for all planners / presenters / authors / content reviewers / other faculty must be disclosed in writing **and be visible to learners prior to the start of the activity**.
- The disclosure must include the name of the individual involved, name of commercial interest organization, and nature of the relationship with the commercial interest.

Potential for Bias

Bias is defined as the tendency or inclination to cause partiality, favoritism or influence. For educational activities this may be demonstrated by promoting one particular brand of product over others, using the name of one service provider to the exclusion of other comparable services, or giving only one point of view on a subject where there are multiple, sometimes conflicting, points of view.

- CNE activities are to be planned and presented based on the best available evidence, taking steps to avoid bias and assessing and monitoring for content integrity.
- If an individual indicates he/she is unwilling to agree to the 'Content Integrity Statement' on the COI form, the CNE Nurse Planner needs to discuss the reasons with the individual and determine whether continued participation in the activity poses a concern for content integrity.
- The CNE Nurse Planner needs to document on the COI Form any additional concern for potential bias beyond the relationships disclosed by the individual and how this was resolved. For example, a planner may know that a potential presenter is the author of a book or assessment tool related to the content of the activity, or is the business owner of a consulting company.
- Steps to protect against bias might include reviewing the presenter's slides, checking for balance in references and resources, having an impartial content reviewer evaluate the presenter's content, having the presenter sign an agreement to present information fairly and impartially, monitoring the presentation to validate content integrity, and/or asking participants to evaluate the presence or absence of bias. Any observed bias is to be documented in the activity file and should be used in future planning of CNE activities.

COMMERCIAL SUPPORT

- Continuing education should be free of all influence or bias, effective in improving practice, based on valid content, and independent of commercial interests.
- The CNE Nurse Planner is responsible for ensuring content integrity in the presence of commercial support.
- ANCC/WNA CEAP requirements are summarized below, but the CNE Nurse Planner is responsible for ensuring adherence to all standards set forth in the *ANCC's Content Integrity Standards for Industry Support in Continuing Nursing Educational Activities*.

Commercial interest organization - as defined by ANCC, is any entity producing, marketing, reselling, or distributing healthcare goods or services consumed by or used on patients, or an entity that is owned or controlled by an entity that produces, markets, resells, or distributes healthcare goods or services consumed by or used on patients. Exceptions are made for nonprofit or government organizations, non-healthcare related companies, and healthcare facilities.

- Refer to the detailed definition in *ANCC's Content Integrity Standards* or contact WNA if you are having trouble determining whether an organization providing support for your activity is a commercial interest.

Commercial Support - financial or in-kind contributions given by a commercial interest organization that are used to pay for all or part of the costs of a CNE activity. The contributions may be used to support more than one activity at the same time or multiple activities over a period of time.

- Financial support: money provided as an unrestricted grant, educational grant, donation or scholarship; may be used to pay for all or part of an educational activity and expenses directly related to the activity,

including but not limited to: travel, honoraria, food, support for learner attendance, and location expenses. The commercial interest may request that the provider submit a record of how the funding was spent and may request the return of any unused funds.

- "In-Kind" support: materials, space or other non-monetary resources or services used by a provider to conduct an educational activity. The type and amount of all in-kind support must be documented as well as its approximate value.
- Organizations providing commercial support may **not** provide or jointly-provide an educational activity.
- IEA Applicants accepting commercial support for a CNE activity are required to:
  - Prior to submitting the IEA Application, obtain a completed and signed *Commercial Support Agreement* from each commercial interest organization providing support. This agreement outlines:
    - Amount of commercial support and/or description of in-kind donation
    - Description of how commercial support must be used (unrestricted vs. restricted use of funds)
    - Understanding that both organizations must agree to comply with *ANCC's Content Integrity Standards for Industry Support in Continuing Nursing Educational Activities*
    - The commercial interest organization will not participate in planning, developing, implementing, or evaluating the educational activity
    - Commercial interest organization will not recruit learners from the educational activity for any purpose
    - Commercial support will be disclosed to the participants of the educational activity
  - Take responsibility for managing commercial support funds in adherence with ANCC criteria.
    - In the event the activity will be jointly-provided, the IEA Applicant ('provider organization') is responsible for managing commercial support funds in adherence with the ANCC criteria.
    - All payments for expenses related to the educational activity using commercial support funds must be made by the provider organization, not the Commercial Interest Organization.
    - The provider must keep a record of how commercial support was used for the educational activity.
  - Disclose to learners that commercial support was received for the activity.

IEA Applicants must attach a to the IEA application a **completed, signed Commercial Support Agreement for every commercial interest organization** providing in-kind support of funding for the activity.

Sponsorship is financial or in-kind contributions from an organization that does not fit the category of a commercial interest and that are used to pay for all or part of the costs of a CNE activity. For example, a local hospital may allow the provider to use a hospital classroom for the educational activity or a national non-profit organization may cover the cost of sending an employee to speak at the activity.

Organizations identified as 'sponsors' are not involved in planning the activity. If a non-commercial interest organization has been involved with the planning **and** will be providing financial or in-kind support for the activity, the organization should be recognized as a 'joint-provider', and a *WNA CEAP Joint-Provider Agreement* should be completed.

Providers accepting sponsorship for a CNE activity are required to appropriately manage funds. No written agreement is necessary and no disclosure needs to be made to learners for Sponsorship.

Vendors or Exhibitors are people or organizations who exhibit, promote, or sell their products in conjunction with a live or enduring material educational activity; they may or may not be a commercial interest organization and may or may not pay a fee for exhibiting or advertising.

- Vendors/Exhibitors do not participate in planning, implementing, or evaluating the educational activity. Exhibits, promotion, and sales must be separated from the educational activity, regardless of the format of the activity.
- Vendors/Exhibitors are not considered commercial supporters or sponsors, and no written agreement is required. However, the provider must still adhere to the following ANCC standards:
  - Exhibiting, promoting, and selling products may not take place during the content of an educational activity.
  - Marketing or advertisement for exhibits, promotions, or sales may not be included within educational activity content (e.g., slides, handouts, enduring materials).
  - Marketing or advertisement for exhibits, promotions, or sales must take place in a location that is physically separated from the area where educational content is delivered (not just in a different area of the same room).

Give-aways are donated items such as cups, bags, sticky notes, etc. which are not related to the provision of the educational activity, so are not considered to be 'in-kind' sponsorship or commercial support. Commercial interest organizations may provide giveaways for learners as long as there is physical separation between accessing the giveaway and learner engagement in the educational activity. Educational materials may not be packaged in items (folder, binder, bag) bearing logos/trademarks of a commercial interest.

AWARDING CONTACT HOURS – See instructions DOCUMENT for calculating contact hours correctly.

- Contact hours may be offered only for those activities that meet the ANCC definition of Continuing Nursing Education, "Those learning activities intended to build upon the educational and experiential bases of the professional RN for the enhancement of practice, education, administration, research, or theory development, to improve the health of the public and RNs' pursuit of their professional career goals" (ANCC, 2016).
- Contact hours may not be awarded retroactively; the activity application must first be approved by WNA CEAP.
- "Contact hours," not CEUs are awarded for CNE activities; the two terms are not interchangeable. Don't say: "CEUs," "ANCC contact hours," or "WNA CEAP contact hours" - just say "contact hours" in all educational documents.
- Live activities and enduring material activities use different methods to calculate contact hours.
- For live activities, contact hour calculation is based on time devoted to presentation of the educational content including evaluation, case-studies, posttests, return demonstrations, and other types of learning strategies.
- Contact hours are awarded to participants for those portions of the educational activity devoted to the learning experience and time spent evaluating the activity.
- Contact hours are not awarded for welcome/introductions, breaks, meals, or viewing vendor displays.
- One contact hour is awarded for each 60 minutes of content/learning activity.
- Activities must last a minimum of 30 minutes (although an individual session within the activity may last less than 30 minutes). No fewer than 0.5 contact hours can be awarded for a WNA approved educational activity.
- If rounding is desired in the calculation of contact hours, the provider must round down to the nearest 1/10th or 1/100th (e.g., 2.758 should be 2.7 or 2.75, not 2.8 or 2.76).

- Time frames on the Educational Planning Table(s), agendas, and brochures must match and support the contact hour calculation.
- Learning activities may be conducted "asynchronously" or "bundled", with contact hours awarded at the conclusion of the series.
- The *Contact Hour Calculation Form* should be used to determine/document calculations for 'live' activities offering contact hours for individual sessions ("partial credit"), or those with multiple tracks or concurrent sessions.
- Within a given activity, some sessions may be offered for contact hours while others are not.
- For Enduring Material activities, a logical and defensible method must be used to determine the number of contact hours to award. Methods include:
    - A pilot study to determine the average amount of time it takes a group of learners representative of the target audience to complete the activity, including evaluation.
        - Learners completing the pilot study may be awarded contact hours once the IEA Application has been approved.
    - Historical data on completion times of a similar or the same activity
    - Complexity of content
    - Word counts (for written formats)
    - Mergener formula

Attachments for this section include:

- **An agenda for the entire activity, including any concurrent sessions**
- **Certificate containing** title and date of activity; name and address (web address acceptable) of Provider; number of contact hours awarded; participant name (or space for); and approval statement (See section below.)
- If awarding contact hours for partial attendance (e.g., individual sessions of a larger conference), attach a **contact hour calculation form**
- If one is being used, a copy of the **post-test** for the entire activity

REQUIRED INFORMATION PROVIDED TO LEARNERS

- **Learners must receive required information prior to the start of the activity.** The information must be **visible to learners before the activity –** it may not be located or occur at the end of the activity.
- **Required information must be in writing and must include the following:**
    - **Promotional materials** (e.g., marketing material, brochure, website info, social media, e-blast, etc.) that make reference to contact hours **must include the following:**
        - Name of IEA Applicant organization awarding contact hours for this WNA CEAP approved activity
        - Target audience
        - Learner outcome(s)
        - Presenter /author names and credentials
        - WNA CEAP Approval statement for awarding contact hours – *see below "WNA Statements on promotional material*
        - If applicable, joint-provider statement

- **Disclosures prior to educational content** (e.g., handout, PPT slide, poster [visible and readable]) **must include the following:**
  - Criteria for awarding contact hours (successful completion requirements)
  - Presence or absence of conflicts of interest for everyone in a position to control activity content (planners, presenters, authors, content reviewers, other faculty)
  - If applicable, commercial support
  - Enduring Materials Only - The date that contact hours will no longer be offered for the activity, called the "Expiration Date" - this is two years from the approval date.

WNA Statements on Promotional Materials

- If the promotional material will be distributed <u>before the activity application is reviewed/approved</u>:
  - This activity has been submitted to WNA CEAP for approval to award contact hours. Wisconsin Nurses Association is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.
- If the promotional material will be distributed only <u>after the activity is approved</u> :
  - This continuing nursing education activity was approved by the Wisconsin Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

- Save-the-date information that provides only the date, title, and other basic information and no reference to contact hours are not required to include the above information as it is assumed more complete promotional materials will follow.

- Submit a copy of **all** promotional information used for your activity (e.g., marketing material, brochure, website info, social media, e-blast, etc.).

Attachments for this section include:

- <u>All</u> promotional materials used to advertise the activity. Include a copy of EACH advertisement used, such as the brochure, website info, social media, e-blast, etc.
- Evidence of disclosures (handout, screen-print of slides, copy of poster)

EVALUATION STRATEGIES

- The CNE Nurse Planner and planning committee determine the evaluation method – the method should be consistent with the learning outcomes.

- **The evaluation method must include an assessment of the learner's change in knowledge, skill, or practice.**

- Types of evaluation:
  - Short-term: required; immediately following the educational activity
  - Long-term: encouraged; approximately 60 – 90 days following the activity

- **Methods for short-term evaluation –**
  - **Learner indicates s/he intends to change their professional practice**
    - **A <u>required</u> evaluation element - strongly recommend a yes / no question for ease in data collection and reporting**
    - **Include an evaluation question asking about the relevance of the activity content to the**

participant's practice (i.e., "Will you use the content of this educational activity in your practice? If yes, give an example. If no, please indicate the barriers")

- Completion/submission of evaluation form
- Successful completion of a post-test (attendee must score ____ % or higher)
- Grading of completed of assignments, pre-work, etc.
- Electronic measurement system (e.g., LMS record of time spent on activity)
- Successful completion of a return demonstration
- Learner demonstrates active participation in the learning activity
- Role play
- Case study analysis
- Other method – please validate with WNA Nurse Peer Review Leader

- **Methods for long-terms evaluation –**
  - Self-reported change professional practice
  - Observation / report by others of learner change in practice
  - Review of post-session learner assignments
  - Return on Investment
  - Other method – please validate with WNA Nurse Peer Review Leader

The evaluation form for the entire activity needs to be attached to the IEA Application.

- **At the conclusion of the educational activity, the CNE Nurse Planner is responsible for**:
  - Overseeing that all evaluation data is summarized
  - Sharing the summative evaluation data with the planning committee, presenters, and others as appropriate
  - Examining the evaluation data for improvements needed, what went well, and responses to learners' intentions to use information in practice, including examples and barriers. The results of this examination should be used to plan future educational activities

  After the activity, you will need to submit a 60 day post-session follow up form to WNA for this activity that includes your summative evaluation results. Obtain this document from the WNA website.

IEA Activity File Requirements

WNA CEAP recordkeeping requires that the provider keep a list of all participant names (with unique identifier) and the number of contact hours earned by each in the activity file.

Other record keeping requirements include:

- Title of activity
- Location
- Type of activity format: Live or Enduring
- Date live activity presented or, for ongoing enduring activities, date first offered and subsequent review dates.
- Description of professional practice gap
- Evidence that validates the professional practice gap
- Educational need that underlies the professional practice gap
- Description of target audience

- Desired learning outcomes
- Description of evidence based content with supporting reference or resources
- Learner engagement strategies used
- Criteria for awarding of contact hours (successful completion requirements)
- Description of evaluation method (Evidence that a change in knowledge, skills, and/or practices of learners was assessed)
- Names and credentials of all individuals in a position to control content (planners presenters, faculty, authors, and/or content reviewers). Must identify individual filling roles of CNE Nurse Planner and content experts
- Evidence of conflict of interest disclosure from all individuals in a position to control content (planners presenters, faculty, authors, and/or content reviewers)
    - Name of individual
    - Past 12 months
    - Spouse/significant other
    - Individual providing the information is provided definition of commercial interest organization
- Evidence of resolution process for conflict of interest (if applicable)
- Number of contact hours awarded for activity including method of calculation (Note: Provider must keep a record of the number of contact hours earned by each participant.
- Agenda for the entire activity
- Documentation of completion and/or certificate:
    - Title and date of the educational activity
    - Name and address of provider of the educational activity (web address acceptable)
    - Number of contact hours awarded
    - Correct WNA CEAP Approval statement
    - Participant name
- Commercial Support Agreement with signature and date (if applicable)
    - Name of the Commercial Interest Organization (CIO)
    - Name of the Provider
    - Complete description of all the CS provided, including both financial and in-kind support
    - Statement that the CIO will not participate in planning, developing, implementing or evaluating the educational activity
    - Statement that the CIO will not recruit learners from the education activity for any purpose
    - Description of how the CS must be used by the Provider (unrestricted use &/or restricted us)
    - Signature of a duly authorized representative of **the** CIO with the authority to enter the binding contracts on behalf of the CIO
    - Signature of a duly authorized representative of the Provider with the authority to enter the binding contracts on behalf of the Provider
    - Date on which the written agreement was signed
- Promotional material
    - Name of IEA Applicant organization awarding contact hours for this WNA CEAP approved activity
    - Target audience
    - Learner outcome(s)
    - Presenter /author names and credentials
    - WNA CEAP Approval statement for awarding contact hours – *see below "WNA Statements on promotional material*
    - If applicable, joint-provider statement
        - Materials associated with this activity (marketing materials, advertising agendas, and certificates of completion) must clearly indicate the Provider awarding contact hours and responsible for adherence to the ANCC criteria
- Evidence of disclosing to the learner:
    - Criteria for awarding contact hours (successful completion requirements)
    - Presence or absence of conflicts of interest for everyone in a position to control activity content

(planners, presenters, authors, content reviewers, other faculty)
    - If applicable, commercial support
    - Enduring Materials Only - The date that contact hours will no longer be offered for the activity, called the “Expiration Date” - this is two years from the approval date.
- Summative evaluation

- **60 Day Post-session Follow Up Form submitted to WNA after the activity – obtain this document from the WNA web site**

Activity records or files must be kept by the provider of the activity for at least 6 years in a secure, confidential and retrievable manner. Learners must be able to contact the provider should they require verification of attendance or a replacement certificate of completion in the future. The CNE Nurse Planner is responsible for assuring that an adequate system is in place.