

FHS POLICY

GOVERNING THE USE OF THE MCMASTER UNIVERSITY/FACULTY OF HEALTH SCIENCES (FHS) NAME AND/OR LOGO IN CONTINUING HEALTH SCIENCES EDUCATION (CHSE) ACTIVITIES

1. Purpose

The purpose of this policy is threefold:

- To ensure that CHSE activities directed towards health sciences professionals that use the McMaster University/Faculty of Health Sciences (FHS) Name and/or Logo is compliant with the CHSE Program standards.
- To provide ongoing support to the CHSE Research and Innovation Fund through the generation of a tithe.
- To maintain a centralized inventory of current CHSE activities in FHS.

2. Background

Continuing Health Sciences Education is defined as the education of healthcare professionals following completion of formal training. CHSE activities consists of any educational activities which serve to maintain, develop or increase knowledge, skills, competency, behaviour or performance with the goal to provide better service for patients, the public or the profession with healthcare providers/professionals as the target audience.

The Continuing Health Sciences Education Program within the FHS has a mandate to support Schools, Departments and Programs in the planning, design, development, organization and delivery of effective CHSE activities. The CHSE Program is required to maintain accreditation by CACME (The Committee on Accreditation for accreditation of Continuing Medical Education).

The use of the University/FHS Name and/or Logo on CHSE activities gives an educational program and its content greater credibility and hence increased value to the participants. The use of the Name/Logo also suggests University/Faculty oversight and endorsement.

3. Policy

- 3.1 The use of the McMaster University/FHS Name and/or Logo on CHSE activities that meet the definition in section 2 above will be restricted to such activities reviewed and/or accredited by the CHSE Program in the FHS. This provision excludes offerings of the Program for Faculty Development.
- 3.2 In return for permission to use the University/Faculty Name and/or Logo, the CHSE Program will charge a 3% tithe on gross revenues from all external sources on all activities; external sources include but are not limited to registration fees, commercial funding, government funding and restricted or unrestricted educational grants. Funding from within the FHS and affiliated hospitals is exempt from this surcharge.
- 3.3 The above surcharge is independent of other CHSE administrative services that are provided on a cost recovery basis.



4. Procedures

- 4.1 All continuing health sciences education activities using the University/Faculty Name and/or Logo will be reviewed by the CHSE Program using established procedures to confirm adherence to standards, policies and ethical guidelines*.
- 4.2 All proceeds from the 3% tithe will be directed towards the CHSE Research and Innovation Fund (RIF) that will be used to support educational research. The RIF will also be used to support ongoing CHSE curriculum needs assessment, overall program evaluation and innovative activities that advance the CHSE Program's academic mission.
- 4.3 The CHSE Program will maintain a centralized registry of all continuing health sciences education activities in FHS. This will ensure better planning of activities across the Faculty. All activities reviewed and/or accredited by CHSE Program will be posted on the CHSE website.

5. Reference

- * CHSE Guidebook for Planning, Developing and Delivering Continuing Health Sciences Education Activities
http://www.fhs.mcmaster.ca/conted/documents/CHSE-Guidebook_web.pdf

Approved by MDSM Council: February 12, 2014

Approved by FHS Executive Council: _____