

Use of Logos, Trade Names, and Commercial Advertisement Policy

To avoid any conflict of interest or bias, DNA exceeds ANCC standards for use of logos, trade names and commercial support on any educational materials.

- Educational materials that are part of the continuing nursing education activity, such as abstracts, handouts, presentations, are not permitted to contain *any* logos, advertising, trade names or product group messages.
- Presentations must give a balanced view of therapeutic options. Use of generic names will contribute to this impartiality. If the CNE educational material or content includes trade names, when available, trade names from several companies should be used, not just trade names from a single company.
- The content or format of the educational activity or its related material must promote improvements or quality health care and not a specific proprietary business interest of an entity with commercial interest.

PROFESSIONAL DEVELOPEMENT COMMITTEE

The DNA Professional Development Committee has demonstrated to ANCC with distinction the ability to offer quality CNE activities to the nursing community.

DNA education programs and representatives will:

Promote and maintain *competence* in relation to standards, criteria, and component of life-long learning

Maintain a high level of *accountability* and *responsiveness* to the needs of the nursing community

Recognize and *value* diversity in the nursing population

Ensure *fiscal responsibility* and *accountability* of CE programs

Foster *collaboration across health-related disciplines* to provide CE that integrates discipline-specific concepts and content to enhance continuity, quality, and cost-effective care delivery systems