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GUIDELINES FOR PREPARING A FAIR AND BALANCED PRESENTATION

Speakers/Authors are required to prepare fair-and-balanced presentations, which are objective and scientifically rigorous. Presentations will be peer reviewed prior to the presentation to assure compliance with ACPE accreditation requirements including validation of content and absence of bias.

The following are tips to assist in preparing fair and balanced presentations.

- 1) Generic drug names are preferred over trade names
- 2) *Slides may not promote products or services over equally effective products or services; one drug may not be over-represented when other competing products are available for inclusion.
- 3) Presentation slides obtained from pharmaceutical companies may not be used.

*Per ACPE guidance, presentation materials must not contain company logos, promotion, etc. All continuing pharmacy education programs should provide for an in-depth presentation with fair, full disclosure as well as objectivity and balance. **Please list disclosure information on the first slide of the presentation (after title slide).** Appropriate topics and learning activities should be distinguished from those topics that are promotional or appear to be intended for the purpose of endorsing either a specific commercial drug or commercial product (as contrasted with the generic product/drug entity or the general therapeutic area that it addresses), or a specific commercial service (as contrasted with the general service area and/or the aspects or problems of professional practice that it addresses). Wherever possible, objective sources of information should be cited. Disclosure of limitations on information, including, but not limited to: data that represents ongoing research; interim analysis; preliminary data; or unsupported opinion is required. Also presentation disclosure should include opinions or approaches to patient care that, while supported by some research studies, do not represent the only opinion or approach to patient care supported by research. **Once presentation aids have been submitted and approved (or resubmitted with suggested modifications), ACPE suggests that changes not be made unless the topic is time sensitive information.**

Once your slides are submitted, the FSHP Educational Affairs Council Program Planners will review your slides for:

- Content
- Bias
- Typographical/grammatical errors
- Use of Assessment Questions and or Case Studies (*required*)
- Readability of slides – *please ensure all font is 28 point or greater*
- Graphics and colors are readable / project well
- Proper referencing at the bottom of slides (*Note: If using a previously published graphic, need copyright approval to use the graphic or recreate the graphic*)