

ADEA Endorsement Program for Continuing Professional Development (CPD) Activities



Policy and Guide for Applicants

About ADEA

The Australian Diabetes Educators Association (ADEA) is the peak national body for diabetes education in Australia. With over 2,100 members, ADEA supports credentialled diabetes educators (CDEs) and health professionals through credentialling, education, and professional development. Our vision is to improve the lives of people with diabetes by ensuring health professionals are skilled, informed, and supported.

Purpose of the Endorsement Program

The ADEA Endorsement Program exists to identify and support educational activities that meet ADEA's rigorous standards of educational quality, clinical relevance, and alignment with current diabetes management practices. Endorsed activities are approved to allocate CPD hours and contribute directly to the professional development and credentialling requirements of Credentialled Diabetes Educators (CDEs).

This program ensures that professionals have access to reliable, evidence-based learning options, while education providers receive formal recognition from a respected national authority.

Benefits of ADEA Endorsement

Endorsed education is a mark of excellence and national recognition. Educational providers gain credibility through association with ADEA, while participants gain access to CPD-eligible content that enhances their practice and supports credentialling.

Key benefits include:

- **Professional Recognition:** Being ADEA-endorsed demonstrates that an educational activity meets the professional standards required for diabetes educators and other health professionals involved in diabetes care.

- **Credibility and Quality Assurance:** Endorsement confirms that an activity is evidence-based, relevant to clinical practice, and reviewed by independent experts.
- **Access to a Targeted Audience:** Endorsed programs can be promoted to ADEA's highly engaged membership base through our website, member communications, and optional LMS listing.
- **Use of ADEA Logo:** Providers may use the ADEA Endorsed logo in promotional materials during the endorsement period.
- **CPD Allocation:** Endorsed activities can offer ADEA CPD hours for members working toward or maintaining CDE status.

ADEA endorsement offers an effective way for universities, training organisations, professional associations, and pharmaceutical companies to promote trusted, high-quality education to the diabetes care workforce.

Definitions of Educational Activities Eligible for Endorsement

The ADEA Endorsement Program supports a broad range of educational formats, provided they are relevant to diabetes education and professional development. These include:

- **Online Courses:** Structured digital education delivered via LMS platforms with embedded learning outcomes and optional assessments.
- **Webinars and Podcasts:** Short, topic-specific sessions delivered live or recorded, providing insight into clinical or professional issues.
- **Masterclasses and Workshops:** Deep-dive, often interactive learning experiences delivered in-person or online.
- **Conferences and Symposia:** Multi-session or multi-day events with multiple speakers and presentations.
- **Blended Learning Programs:** Combinations of online and face-to-face components.

All endorsed activities must have defined learning objectives, relevant target audiences, and alignment with the scope of practice of diabetes educators or health professionals working in diabetes care.

Categories of Learning Activities That Can Be Endorsed

Endorsed learning must fit into at least one of the following categories:

1. **Clinical Practice & Diabetes Education:** Activities that improve the participant's ability to provide evidence-based clinical diabetes care. Examples include medication management, technology use (e.g., CGM, insulin pumps), or screening and risk reduction.
2. **Counselling, Communication & Person-Centred Care:** Education that enhances communication skills, motivational interviewing, cultural safety, Aboriginal and Torres Strait Islander health, or collaborative decision-making.

3. **Leadership, Management & Professional Skills:** Activities supporting organisational leadership, team development, project management, policy advocacy, or ethical practice.
4. **Research, Quality Improvement & Innovation:** Activities that enhance the understanding or conduct of diabetes-related research, evaluation, or quality improvement initiatives in practice.

To be endorsed, content must be free from undue commercial influence and adhere to current national clinical guidelines, such as those provided by the RACGP, NDSS, ADEA, and relevant specialist bodies.

Assessment & Endorsement Process

1. **Application Submission**

Complete the ADEA Endorsement Application Form and submit it with all required documentation at least **8 weeks prior** to the activity launch.

2. **Assessment**

Each application is reviewed by two independent assessors using a structured scoring framework. A minimum score of **63/90** is required. Feedback is provided to applicants, and revisions may be requested.

3. **CPD Allocation**

CPD hours are calculated based on the time required to complete the activity, including reading, participation, and assessment (where applicable). One CPD hour is generally equivalent to one hour of learning. Maximum of 10 ADEA CPD points.

4. **Approval & Promotion**

Once approved, providers receive an endorsement certificate, the ADEA endorsement logo (with usage guidelines), and may opt to promote the activity via the ADEA website or LMS.

Optional Add-ons

- **LMS Listing:** Endorsed activities may be linked from ADEA's LMS for an additional fee, increasing visibility to ADEA members.
- **Promotional Support:** Endorsed activities may be featured in ADEA newsletters or social media for increased exposure (additional fees apply).
- **Co-Branding:** Providers may request co-branding opportunities or collaboration on course development, subject to approval.

Eligibility and Requirements

To be eligible for endorsement:

- The activity must support the professional development of diabetes educators or health professionals involved in diabetes care.
- Content must be accurate, current, and evidence-based.
- Presenters must be suitably qualified and experienced.
- Any potential conflicts of interest must be clearly disclosed and appropriately managed.
- Evaluation and feedback must be integrated into the activity.
- Where possible, a Credentialed Diabetes Educator (CDE) should be involved in content development.

Endorsement becomes invalid if: - More than 10% of the endorsed content is changed without notifying ADEA. - The endorsement period expires (standard is 12 months unless approved for 2 years).

How to Apply

[Click here](#) or contact the ADEA Education team to receive the current application form. Submit completed applications to:

Email education@adea.com.au

Phone (02) 6287 4822

Postal address ADEA Education Department, PO Box 163, Woden ACT 2606

For a full outline of required documents, CPD point allocations, and endorsement costs, refer to the **ADEA Endorsement Application Form**.