

ADEA Endorsement Program for  
Continuing Professional  
Development (CPD) Activities  
Policy and Guide



Your trusted partner in diabetes care

## ADEA Endorsement Program

### Policy and Guide

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### About ADEA

The Australian Diabetes Educators Association (ADEA) is the peak national organisation for multidisciplinary health professionals who are committed to the provision and excellence of quality, evidence-based diabetes education, care and management with over 2,100 members working in all sectors and across all locations.

ADEA aims to improve the health and wellbeing of people with diabetes by:

1. Assessing diabetes educators based on their qualifications, skills, knowledge and experience through the credentialling program.
2. Supporting multidisciplinary health professionals through its various programs, including mentoring, education and research.
3. Developing and updating relevant policies, standards of practice and clinical guidelines.

For more information, visit our website at [www.adea.com.au](http://www.adea.com.au).

## Abstract

This document outlines ADEA's policy for the Endorsement of Continuing Professional Development (CPD) Activities and provides a guide for external organisations requesting the endorsement of an educational activity that is related to diabetes education and management.

## Keywords

Endorsement, Education

## Definitions of educational activities that can be endorsed

### ***Masterclass***

A masterclass is an educational session that is provided by an expert or experts in a particular field. It explores, and is able to demonstrate applicability of, research or theory in practice and presents new ideas. The speaker should present the topic in a logical and well-organised way. The presenter then would steer discussion with participants to encourage them to apply the new theory/new way of thinking/research into their practice and experience. A masterclass may run for a number of hours or a whole day.

### ***Workshop***

A workshop is similar to a masterclass but allows for more interaction and discussion by participants and has a practical component with learning objectives described by the workshop facilitator/presenter who is an expert on the specific workshop topic. A workshop can be a brief intensive course which emphasises interaction and exchange of information usually with a limited number of participants. Following the presentation by the speakers, it then provides an opportunity for practical sessions/work. These are usually reflective group discussions on the presentation and how to put the ideas/theories presented into practice or how to improve practice by applying them, in which all participants are involved. Again a workshop may be held over a number of hours or a day.

### ***Symposium***

Symposia are a place for dynamic and innovative practice and professional development oriented discussions. Symposia have a purpose and have key learning objectives. They can be valuable for promoting interchange and developing new concepts in a way that crystallizes thinking in particular areas.

Types of symposia include:

- A discussion of scientific ideas and evidence-based practices
- A discussion of a novel approach to professional development
- A paper or papers are presented by one or a number of specialists
- An opportunity for a researcher to announce their research findings

A symposium is not necessarily an interactive event but may have the opportunity for a question and answer session at the end of the presentation. Symposia are generally shorter sessions.

### ***Conference***

A conference tends to be a combination of the above types of events and is an avenue for consultation or exchange of information and discussion. Delegates at a conference often expect to receive information about industry trends and developments. It often has a broad theme with multiple speakers presenting on topics related to the theme. Keynote presentations are delivered to all delegates and there then may also be multiple break-out sessions where delegates have the opportunity to meet with experts and other individuals working in the area.

## Endorsement Program for Continuing Professional Development (CPD) Activities

As well as invited speakers, conferences include an open call for abstract submission allowing an opportunity for delegates to present on their own work or research.

### **Webinar**

A webinar is an interactive online seminar that allows participants in many different locations to see and hear the presentation. Most webinars are designed to last for 60 minutes which consists of a 40-45 minute presentation and a 15-20 minute Question and Answer (Q&A) session. Participants log into the webinar through their computer, tablet or smart phone. A Q&A forum must be established in order for participants to post questions before or during the webinar.

Webinars should be designed to enhance engagement with participants. Q&A is always scheduled as part of the live session and the facilitator will try their best to answer as many questions as possible. In an event that a question is not answered, every effort should be made to produce a post session Q&A document and email to webinar participants following the session.

### **Online courses**

An online course delivers a series of lessons to a web browser or mobile device that can be accessed at any time. The course is a directed learning process that ideally should comprise of **educational information** (power-point presentations, articles, videos, images, web links) communicated to the participants (either through online discussion forums or messaging) and assessment.

Everything required by the course participants must be easily accessible and clearly laid out within the course structure including links to any required reading material etc. Discussion forums should be moderated.

Assessments may be through online tests or assignments that are sent to the moderator of the course.

### **Podcast**

A podcast episode is a 20-minute discussion between the host and an expert on a particular topic. These topics inform listeners on new research findings, medication, best practice in self-management and so on.

## **Definitions of categories of learning activities that can be endorsed by ADEA**

**Category 1 Clinical Practice/Diabetes Education and or Counselling:** Clinical activities are any activities that have a focus on direct clinical practice of a *Diabetes Educator*. They may include activities that:

- enhance a clinicians knowledge and understanding of treatment options for diabetes or prediabetes
- upgrade a clinicians clinical skills in the clinical treatment of a person living with or prediabetes
- update knowledge of the latest evidence based research in a particular area of diabetes or prediabetes
- upgrade skills and theoretical knowledge of counselling or motivational techniques

**Category 2: Management, Administration and Leadership** have a focus on enhancing the management, administration and leadership skills of the Diabetes Educator. They may include activities that:

- enhance theoretical or practical skills in areas of management such as undertaking and writing a business plan
- enhance theoretical and practical skills in the use of technology to improve communication
- enhancing report writing skills
- update the participant's knowledge of a particular area of service delivery

**Category 3: Research Activities and Quality Improvement:** these activities have a focus on improving skills and knowledge of research and quality improvement. They may include activities that:

- enhance theoretical and practical skills in research methodology, design or implementation
- enhance theoretical and practical skills in quality improvement
- enhancing skills in applying research evidence in to practice

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## Background

The ADEA Endorsement Program for Continuing Professional Development (CPD) Activities has been developed by ADEA and overseen by the ADEA Endorsement Committee. The program reviews content of educational activities against standard in diabetes education for Diabetes Educators and provides guaranteed CPD points for participants upon completing the educational activities.

All educational activities that have been endorsed by ADEA have undergone a rigorous assessment process. The Endorsement logo is ADEA's quality assurance to Credentialed Diabetes Educators (CDEs) that educational activities provided by external organisations:

- meet required standard in diabetes education for diabetes educators
- are of a high quality
- are relevant to the role of diabetes educators and other health professional roles involved in the education and management of people living with diabetes
- are able to enhance the professional practice of diabetes educators
- are developed based on the latest available evidence or relevant landmark studies

At the successful completion of the assessment process, educational activities will be allocated CPD points that can be used by the Diabetes Educator to apply for, or maintain, their credentialling status.

All ADEA CDEs are required to accumulate at least 20 CPD points per year to remain a CDE.

From 1 September 2017, CDEs will be required to accumulate at least three (3) points from educational activities that are endorsed by ADEA.

## Benefits of the ADEA Endorsement Program

The ADEA Endorsement Program (the program) assesses educational activities to ensure that the content is of the highest quality and meet the required standard in diabetes education for diabetes educators.

It also allows external organisations who develop educational activities for health professionals to:

- advertise that their educational activity is an ADEA endorsed activity that will attract CPD points for diabetes educators to use in their credentialling applications
- use the ADEA logo when advertising their activity
- have their activity advertised to over 2000 ADEA members through the ADEA website, newsletter and other social media outlets

## Endorsement Assessment Process

Organisations seeking endorsement of their educational activities must apply to ADEA using the ADEA [approved application form](#).

All applications must be received at least two (2) months before the activity is scheduled to be held to ensure that adequate time is available to assess and promote the activity to ADEA members. A shorter timeframe can be accommodated on a case-by-case basis. Contact ADEA National Office for more details.

Once the application is received by ADEA National Office, the application, along with the required supporting documents, will be allocated to two (2) independent assessors from the ADEA Endorsement Committee. The applicant will be notified that the application has been received.

Both assessors will independently assess the application using the following criteria. A point from 1-5 will be allocated for each area.

For the activity to be endorsed the applicant will need to get a score of 56 out of a possible 80 points.

### Selection criteria

#### Content and Learning Objectives (mark out of 24)

- **Criteria 1 Learning objectives are specified and demonstrate relevance to the intended audience.**
  - Learning objectives are clearly articulated and well written.
  - The intended audience is clearly identified and the relevance of the activity is discussed. .
- **Criteria 2 Content addresses learning objectives and is evidence-based.**
  - There is a clear link between the content and the learning objectives.
  - References/evidence used are relevant to the topic and include landmark studies
- **Criteria 3 The learning objectives and content are appropriate for enhancing the current work practice of the intended audience.**
  - A CDE has been involved in the development of the course.
  - The content will enhance current work practice of a Diabetes Educator.

#### Format and mode of delivery (mark out of 36)

- **Criteria 4 The mode of delivery is clearly stated and justified**
  - Mode of delivery is stated.
  - Mode of delivery is appropriate for the learning objectives and content.
  - The proposed duration of the activity is sufficient to address the stated learning objectives.
  - The language used is appropriate for the intended audience, the writing style clear and direct, sentences are short and paragraphs brief.
- **Criteria 5 Teaching methodology is appropriate for the audience and mode of delivery.**
  - The presenter or facilitator is qualified and the CV has been provided.



- The teaching methodology is sufficiently interactive to keep the audience engaged and interested.
- Material is presented in a variety of ways to cater for different learning styles of all intended audiences.
- **Criteria 6 Consideration has been given to the needs of intended audiences.**
  - For face to face delivery:**
    - The venue is easily accessible.
    - WH&S issues has been addressed.
    - The special needs of participants such as the needs of people with a disability has been considered.
  - For online delivery:**
    - The management and moderation of the course are considered and included in the application.
    - The accessibility and ease of access for the audience are considered and included in the application.

**Assessment and evaluation (mark out of 20)**

- **Criteria 7 Consideration has been given to the assessment of the activity.**
  - The assessment is appropriate for the learning objectives.
  - The assessment adequately assesses the participants' knowledge against the learning objectives.
  - The assessment challenges the participants
  - A certificate of participation is provided that outlines the name of the activity, the date of the activity, the CPD points that can be claimed and is signed by the moderator or organiser of the activity
- **Criteria 8 Evaluation of the activity**
  - Newly developed activity**
    - Has the applicant outlined how the activity will be evaluated?
    - Does the evaluation framework specify how feedback about the course content and delivery will be collected, collated and utilised to improve the activity and learning experience of the participant?
  - Redeveloped activity**
    - Has the content been adjusted to reflect the evaluation of the previous activity?
    - Has an evaluation report from the previous activity been provided?
    - Is there a mechanism to ensure feedback from participants is undertaken?
    - If the activity is online, is there a mechanism to ensure participants can communicate with the facilitator or moderator?

### Process for Reviewing an Application that has been deemed to not meet the Criteria

If the assessors deem that there is a need to modify or provide further information prior to approval of the activity the applicant will be notified and will be given the opportunity to modify their application or provide additional information.

The assessor's comments and feedback will be provided to the applicant so that any recommended improvements can be made.

### Allocation of Continuing Professional Development (CPD) points

The allocation of CPD points is generally based on the length time it takes to undertake the activity with one (1) point being allocated for every hour of activity.

In the case of an online course, the assessor will allocate the CPD points based on how long it is anticipated that the course will take to complete by a participant, including additional reading and activities.

### Successful Applications

If both assessors agree that the educational activity is endorsed successfully:

- The assessors will determine how many CPD points will be allocated for the activity.
- The applicant will be notified.
- An invoice for the assessment fee and the endorsement fee will be sent to the applicant.
- Upon the payment of this invoice:
  - The applicant will receive a certificate of endorsement from ADEA.
  - The activity will be advertised to members by ADEA on their website and through other communication channels.

## Endorsement Period

An applicant has the choice of a one year or two-year endorsement period.

A discount of 5% will apply for the endorsement fee if the two (2) year endorsement period is chosen or relevant.

## ADEA's learning and Management System (LMS)

ADEA manages a secure online Learning Management System (LMS) to facilitate and host endorsed online courses and webinars. This service is available to all organisations. The advantages of having ADEA host your course/webinar include, but not limit to:

- Providing free and easy access to all ADEA members and other intended audiences
- Potentially reach over 2,000 current participants on the ADEA platform
- Free technical support for intended audiences by ADEA National Office
- Ability to search all courses available quickly and easily

## Cost of Endorsement

The assessment fee and endorsement fee will be invoiced once the application has been assessed.	<b>Not-for-profit</b>	<b>Other organisations</b>
Hourly rate for <b>assessment fee</b>	\$110/h + GST	\$180/h + GST
One-year <b>endorsement fee</b> for activity of $\frac{1}{2}$ day duration	\$300 + GST	\$500 + GST
One-year <b>endorsement fee</b> for activity of <i>one (1) day or more</i> duration	\$600/day + GST	\$1,000/day + GST
One-year <b>hosting</b> for online activity	\$900 + GST	\$1,500 + GST
Hourly rate to upload content to the ADEA Learning Management System	\$60/h + GST	\$60/h + GST

## Terms and conditions

1. Not-for-profit pricing is based on a 40% discount.
2. ADEA Sustaining Members are eligible for a 10% discount.
3. A discount of 5% will apply for the endorsement fee if the two (2) year endorsement period is chosen.
4. The assessment fee will be determined by how long the application takes to assess and is based on the following:
  - $\frac{1}{2}$  day workshop/program (approximate assessment fee 2 hours)
  - 1 day workshop/program (approximate assessment fee 4 hours)
  - 2 day workshop/program (approximate assessment fee 6 hours)
  - 3 day workshop/program (approximate assessment fee 8 hours)
5. The cost of hosting for online courses and webinars on the ADEA Learning Management System

Note: All approximate prices are reliant on all evidence/information being provided with initial application.

Endorsement Program for Continuing Professional Development (CPD) Activities

**Ready to submit an application or want to make enquiries**

Please send the completed applications and/or enquiries to [education@adea.com.au](mailto:education@adea.com.au)

Enquires can be made to ADEA National Office on (02) 6287 4822.