

SAMPLE INTERNAL PROMOTIONAL MATERIAL – Email example

The purpose of this resource is to provide guidance in relation to Standard G for approved sponsors who offer internal CE programs (sessions directed at staff and not available to the public).

Why do I need to know about internal promotional materials?

There may be a different ‘look and feel’ to internal CE program promotional materials because *advertising* takes on a different form – e.g., programs may be conducted on a consistent schedule and integral to staff roles, thus the focus may be less on promoting and more on reminding or advising staff members/attendees about events.

So, how is promotional material for internal programs unique to that for other programs?

As internal CE programs are offered within closed environments, promotional materials may take the form of emails, newsletters, and announcements, rather than brochures, websites, and sophisticated fliers.

What do I need to know to meet Standard G if we conduct internal CE programs?

It is important to remember that **regardless of the context**, potential participants must be able to obtain the information outlined in [Criterion G.1](#) prior to enrolling in a CE program – all information does not need to be within the email, but it should be clear *who* to contact and *how* to obtain more information.

The following represents an email example that is promoting an internal staff development CE program*:

From: [I Likemyteam, PhD - Director, PTG](#)
To: Myteam@myorg.edu
Subject: **Lunch & Learn: Improving Patient Outcomes in Brief Psychotherapy**
Date: Thursday, July 9, 2020 11:00:09 AM

Please see below details for the next Lunch & Learn – we look forward to seeing you there!

Date: November 1, 2020

Time: 12 - 1 PM

Location: Psychology Conference Room

This live in-person session is free of cost and limited to Psychology Team Group Employees. This introductory session presents a brief psychotherapeutic framework in psychotherapy with low-risk patients. Decision making regarding the potential utility of this model as well as key patient and symptom variables that potentially impact the feasibility and safety of this model will be presented.

Learning Objectives: At the completion of the program, participants will be able to:

1. Generate 3 patient-focused strategies to improve patient adherence to therapeutic interventions
2. List at least 3 key patient and symptom variables consistent with a brief treatment approach
3. Define treatment goals consistent with a brief (6-8 session) intervention model

CE Credit: One hour of CE credit is available for attendees who are present for the entire program. We ask that all participants return the post-program evaluation form at the conclusion of the program.

Dr. Likemyteam and the Psychology Team Group have not received any commercial support for this program or its contents and will not receive any commercial support prior to or during this program.

For additional information, please contact: **Department administrator name, phone number, email address**

The Psychology Team Group is approved by the American Psychological Association to sponsor continuing education for psychologists. The Psychology Team Group maintains responsibility for this program and its content.

*This resource is intended only to convey an example format rather than to promote or describe any specific type of intervention. See the CESA Resources page (<https://www.apa.org/ed/sponsor/resources>) for other Standard G promotional material examples.