

This side by side is intended to help ACEPs design CE program promotional materials that comply with NBCC Continuing Education Provider Policy Sections C.15, J.4, and J.5 when advertising programs offered for NBCC credit. The information on the right-hand side corresponds to the numerical references located on the fictitious sample on the left-hand side. The green numbers on the sample should not appear on real promotional materials.

## Fictitious Sample

1 Counselor Extraordinaire, Inc is pleased to offer

2 **Introduction to Play Therapy**

3 This is an introductory workshop that will provide foundational information regarding the power of play and its use in a therapeutic context. The presenter will utilize lecture and experiential exercises to support the learning objectives and facilitate learning.

4 Upon completion, participant will be able to:

- Explain the function of play
- Distinguish between directive and non-directive play therapy
- Describe at least four basic play therapy techniques


5 Presenters: Shivon Thomas, PhD, NCC, and Delma Madriz, MA, LPC

When: Aug. 16, 2022 / 9 am–12 pm Eastern Time

6 Where: 22 St. Nicholas Square, Coldfoot, Alaska 99701

The registration fee is \$50. [Click here to register](#). Registration closes on Aug. 13, 2022.

7 Continuing Education Credit Available: 3 NBCC credit hours

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9 Counselor Extraordinaire, Inc. has been approved by NBCC as an Approved Continuing Education Provider, **ACEP No. 9999**. Programs that do not qualify for NBCC credit are clearly identified. Counselor Extraordinaire, Inc. is solely responsible for all aspects of the program.

10 If you need special accommodations or have questions, please contact us.

11 [counselorextra@ce.org](mailto:counselorextra@ce.org) or 336-222-0000.  
22 St. Nicholas Square, Coldfoot, Alaska 99701  
[www.counselorextra.org](http://www.counselorextra.org)

1. Use the ACEP name that is approved by NBCC.
2. Include the CE program title.
3. Provide a content description. In addition to the brief description of content, this information should include information related to the program design. Policy Section C.15 (b).
4. Include learning objectives that clearly indicate what the participant can expect to learn. Policy Section C.15 (b).
5. Identify each presenter, including their qualifications. If their credentials do not clearly show their specific qualifications to teach the subject matter, consider including a biosketch. If space is limited, you may include a link to more detailed information. Policy Section C.15 (c).
6. Provide all relevant program registration information and requirements: location, fees, pre-requisites, required technology if applicable, etc. Policy Section C.15 (a).
7. Clearly identify the number of NBCC hours offered for completion of the program. If partial credit is not available, your promotional materials should provide notification. When advertising NBCC credit, it must be in hours such as “credit hour” or “CE hour.” Do not refer to NBCC credit using “CEU” or “continuing education units.” Policy Sections C.15 (d), I.1, and I.4.
8. Prominently display the ACEP logo consistent with Policy Section J.5. No other NBCC logo may be used.
9. Use the NBCC approval statement cited in Policy Section J.4 (unless it is an NBCC approved cosponsorship); this statement may not be altered and no other statement concerning NBCC may be used without written permission from NBCC.
10. Include instructions telling participants how to request ADA accommodations. Policy Section C.5.
11. Provide the ACEP’s contact information, including telephone number, email address, mailing address, and website address. Policy Section C.15 (e).

## Additional Tips

- The ACEP name, program title, and program dates should appear exactly the same on the certificate of completion as on the promotional materials.
- The NBCC approval statement may not be shortened or altered in any way. Common errors made by ACEPs include shortening the statement or inserting additional phrases or statements into the NBCC approval statement.
- ACEPs may not create and publish its own statements concerning NBCC. Common errors made by ACEPs include referring to ACEP programs as “NBCC-approved” and using language such as “credit is offered by / through NBCC.”
- When an ACEP advertises program(s) not offered for NBCC credit, the promotional materials must clearly distinguish the program(s) not available for NBCC credit from those available for NBCC credit.
- ACEPs must make CE program advertising materials available to the public without restriction, unless the program is offered only as an in-service; MH professionals interested in the CE program should be able to easily access all program information prior to registering for the program.

## Related Resources

- [Tips for CE Providers Working with Others – Cosponsorships, Contributions, Branding](#)