

# CPE On-Demand

Reach Nutrition Professionals with Science-based Information



The Academy of Nutrition and Dietetics offers **FREE CPE On-Demand** through the support of funders.

**92% of Academy members stated a recent CPE On-Demand module was of high/very high quality.**

Following is feedback from CPE On-Demand participants:

*"I thought this module was put together well; very interesting and informative. Thanks!"*

*"Keep developing free CPEs! Knowledge is power."*

*"This was my first CPE On-Demand module and I thought it was great! Very interesting and well developed."*

Developing a self-study module with FREE CPE allows you to showcase your organization's expertise, knowledge, abilities and skills to influential Academy members.

## Self-Study Module Package

The Academy's Lifelong Learning and Professional Engagement team works with the approved topic and outline to assist with the development of a self-study module with one-hour of CPE FREE to Academy members.

- Expert speaker to record self-study module
- Slide deck review and feedback
- Assistance if needed with recording self-study module
- Inclusion on eatrightSTORE member website for up to 3 years

Recognition and engagement includes:

- Funder recognition, website and contact information included at close of presentation slide deck
- Participant survey (optional) included at close of self-study module
- Option to include short video (2-3 minutes)

Once your CPE On-Demand module is live, it will be promoted to members who have opted in to receive this relevant information.

Campaign includes:

- Initial email announcement of self-study module
- Company-specific promotion email
- Quarterly inclusion in the CPE-On Demand Spotlight e-newsletter

Plus, your module will be promoted to all members via the quarterly CPE Update e-newsletter and yearly promotions within the Academy's *Eat Right Weekly* and *Smart Brief* newsletters.

## **\$18,000 plus speaker fees**

*Speaker fees are the responsibility of the funder and are paid directly to speaker(s)*

## CPE On-Demand Listing

Do you have an existing one-hour science-based self-study module or pre-recorded webinar with approved CPE relevant to food and nutrition professionals? If Academy criteria\*\* is met, join CPE On-Demand.

- One-year listing and link to your self-study on the eatrightSTORE member website with one-hour CPE FREE to Academy members

Once your CPE On-Demand is listed, it will be promoted to members who have opted in to receive this relevant information.

Email Campaign includes:

- Initial email announcement of self-study module
- Company-specific promotion email
- Quarterly inclusion in the CPE-On Demand Spotlight e-newsletter

Plus, inclusion in the quarterly CPE Update e-Newsletter sent to all Academy members and a yearly marketing campaign.

*\*\*Funding organization must secure CPE approval from CDR in advance and manage all technical aspects of the self-study module*

**\$12,000**



**83% of Academy members** indicated that they would use information learned in a recent CPE On-Demand module in their position.\*

**Distance learning** (including self-study modules) is the **#1 rated member benefit.**

*\*2020 Post CPE On-Demand module evaluation*

The Academy represents more than 100,000 nutrition and dietetics practitioners and is committed to improving the nation's health and advancing the profession of dietetics through research, education and advocacy. RDNs through their counseling and outreach efforts reach approximately 1.5 billion contacts with clients/patients per year. \*\*\*

Don't miss an opportunity to reach influential nutrition professionals who translate the science into actionable healthy nutrition messages for their clients/patients every day.

To inquire about CPE On-Demand funding opportunities, contact Daun Longshore, [dlongshore@eatright.org](mailto:dlongshore@eatright.org) or Wes French at [wfrench@eatright.org](mailto:wfrench@eatright.org).

*\*\*\*Academy RDN Reach and Influence Survey 2018*