

# PROMOTIONAL MATERIALS

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Any flyer, brochure, email announcement, or website advertisement that is used to promote a program must adhere to the following requirements:

## **Americans with Disabilities Act (ADA) Statement**

Promotional materials must include an ADA statement such as: "The program site is ADA compliant. Please contact (name & phone) if special accommodations are required."

## **EMDR Training Level**

The minimum EMDR training level required for participants must be included in your promotional materials.

No EMDR Training Required: These programs are open to all clinicians including those with no prior EMDR training. It should be clearly stated in promotional advertisements, registration materials and during the event that this workshop is not an EMDR basic training. Attendees should be advised that if they have no prior EMDR training that it is recommended they complete the full EMDR basic training and have experience in using EMDR with this client population before using this material. Eligibility for EMDRIA Credits is restricted to those who have completed an EMDRIA-Approved Basic EMDR Training. Attendees with no prior EMDR training are not eligible to receive EMDRIA Credits.

Partial EMDR Training Required: These programs are open to clinicians who are at least partially trained in EMDR. It should be clearly stated in promotional advertisements, registration materials and during the event that this workshop is not an EMDR basic training. Attendees should be advised that it is recommended they complete the full EMDR basic training and have experience in using EMDR with this client population before using this material. Eligibility for EMDRIA Credits is restricted to those who have completed an EMDRIA-Approved Basic EMDR Training. Attendees who are partially trained in EMDR are not eligible to receive EMDRIA Credits.

Full EMDR Training Required: These programs are only open to clinicians who are fully trained in EMDR. It should be clearly stated in promotional advertisements and registration materials that participants must have completed the full EMDR basic training in order to attend. Eligibility for EMDRIA Credits is restricted to those who have completed an EMDRIA-Approved Basic EMDR Training.

## **EMDRIA Credit Status**

Providers cannot claim that a program is approved for EMDRIA Credits until they receive an approval letter with their program approval number. While promotional materials can state that an application for EMDRIA Credits has been submitted and is currently under review, the outcome of the review process cannot be implied.

For programs advertised prior to receiving notification of EMDRIA Credit status, the promotional materials should state: "Application for EMDRIA Credits is Under Review" or similar statement.

For programs that have received official notification of EMDRIA Credit approval, the promotional materials should state: "Approved for \_\_\_ EMDRIA Credits" or similar statement.

## **Provider Responsibility**

Promotional materials must include a provider responsibility statement such as: "(Provider Name) maintains responsibility for this program and its content in accordance with EMDRIA requirements."

## **Audio/Video Disclosure (if applicable)**

If a program is being audio or video recorded, this information should be disclosed to participants in promotional advertisements and registration materials.