

Guidance for NWA Presentations Receiving CPEUs/CERPs

National WIC Association (NWA) is dedicated to giving our members access to quality educational opportunities that also offer continuing education credits.

The purpose of this guidance is to streamline and integrate parameters outlined by the Commission on Dietetic Registration (CDR) and the International Board of Lactation Consultant Examiners (IBLCE) for our presenters to help NWA ensure that we can secure CPEUs for registered dietitians and diet techs in WIC and CERPs for lactation professionals in WIC.

It is important to note that this guidance does not replace the guidelines from CDR and IBLCE and that this document is **not an official document for either organization**. Meeting these guidelines does not guarantee CDR/IBLCE will approve a presentation for CPEUs/CERPs. Please refer to the official guides provided by both accrediting bodies:

- [IBLCE Preferred Provider Guide](#)
- [CDR CPEU Prior Approval Program Provider Policy Manual](#)

Recent Context and Updates to this Guidance Document

Over the past few years, both CDR and IBLCE have updated their requirements for their providers. CDR updated their requirements on April 1st, 2024, with an addendum published on August 29, 2024. IBLCE also updated their guidance effective January 1, 2026. Those changes prompted this guidance.

What NWA Needs to Collect from Presenters, Moderators, and Contributors:

NWA collects information from speakers at least fourteen (14) weeks before each live presentation to our members. The goal for gathering this information earlier than in the past is to allow more time for the review process to enable us to give a more accurate estimate to event attendees of how many CPEUs/CERPs we expect for any given event.

Documents required by CDR/IBLCE include:

- resumes for all speakers/moderators/content contributors
- signed conflict of interest forms for all speakers/moderators/content contributors
- reference lists for presentations

[Guidance on Developing Presentations](#)

Watch this short companion [video](#) for a visual guide to how to build your presentation.

[Disclosures](#)

Your opening (1st) or 2nd slide should have your disclosures, or state “nothing to disclose.” Disclosures include employment information and any financial relationships relevant to the content being discussed, including employment/financial relationships for the past 5 years. This may include in-kind donations from companies, individual stocks, and research/grant funding. Please list relevant groups, but do not show logos unless they are listed as “allowed” below.

If you are not using slides, you **MUST** verbally make your disclosures at the start of your presentation.

Guidelines for Visuals

Breakdown when using logos and images:

The following logos are **NOT** allowed:

- Non-profit organizational logos
- University or other educational/research institution logos
- Hospital or other health care institutions' logos
- Business logos
- Commodity organization logos (i.e., NC Beekeepers Association)

Exceptions exist if the logo has been used in a peer-reviewed publication which is being referenced in the presentation, or on a publication by an organization as that publication would count as a “product” and thus may be discussed and viewed for educational purposes. CPE provider logos may be included, so in this case NWA’s logo is allowed even though we are a non-profit organization as we are the CPE provider for our conferences/webinars/events.

The following logos are **ALLOWED**:

- Government bodies (USDA, FNS, ERS, etc.) and government programs (WIC logos)
- WIC agencies (Michigan WIC, Texas WIC, local agencies)
- Health departments
- Logos on publications if the publication is being discussed for educational purposes

EXAMPLES OF ALLOWED LOGOS



EXAMPLES OF LOGOS NOT ALLOWED



Guidelines for Product Discussion/Images

CPE content may include product images for educational purposes ONLY. They should not in any way show bias or a preference for a specific product or market a specific product. For example, images of WIC allowed and not-allowed products are acceptable, a ranking of WIC allowed products from “best” to “worst” in the presenter’s opinion would not be acceptable.

The discussion of products for informational purposes ONLY is allowed. A given product should not be recommended over another product as this would be considered marketing. For example, a presenter could say “Kraft singles are not a WIC allowed product when individually wrapped.” They should not say “I prefer Kraft cheese over Sargento because it tastes better.”

No formula or any product/service which might interfere with breastfeeding may be promoted.

Guidelines for References

If you choose to use slides, they must have a reference list and/or on slide citations. No links should go to pages with product/service purchase options *unless* that is the best research available, and if so, the links must NOT be clickable (no “live” links). References must be available to learners. This means that even if you do not use slides for your presentation, you must still provide a reference list, which NWA will make available to attendees/viewers.

Any **resources** provided to learners, which are distinct from reference materials, must be OPEN ACCESS, meaning anyone can view them without paying, logging in, or making an account to view them. Resources might be toolkits, websites, or community organizations.

Don't Think you will Meet the Guidelines?

If your presentation does not meet CDR and/or IBLCE guidelines, the presentation will not receive continuing education credits. NWA recognizes that valuable learning may still be presented without being approved for credits. It is important to underline that NWA will be more likely to approve presentations that are likely to be eligible for continuing education credits on behalf of members. If you would like to discuss the eligibility of your presentation with NWA, please reach out at any time.

If you have any questions about this guidance, please contact confsupport@nwica.org.

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