



ACHIEVING CPD ACCREDITATION FOR VIDEO / PODCAST

The CPD Standards Office is a unique organisation and was founded with the vision of understanding and enabling positive and successful CPD and learning experiences. As a highly specialised expert team, our university led research has equipped us with extensive expertise on all things CPD.

Between the work of the Professional Development Consortium and the CPD Standards Office dual CPD research and accreditation activities sharpen our knowledge and expertise. This enables us to work with individual coaches, training providers, employers, and ‘membership organisation’s as a collaborative CPD network & community.

This factsheet provides advice and guidance on achieving CPD accreditation for online video, podcasts or any form of online audio, and the criteria for ensuring that they are delivered as formal CPD activities.

Achieving CPD Accreditation for a Video or Podcast

Online Activities = CPD

Many individuals watch regularly videos, or listen to podcasts, on work-related issues or professional topics. With online communications on the rise, and increasing use of smartphones and tablets, video is becoming a popular medium to learn in short bursts as it can be undertaken anywhere at any time.

The CPD Standards Research has consistently found an increased use of online activities within individuals CPD records.



As the cost of creating online learning video or audio is relatively cheap, training and learning providers have a great opportunity to widen their learning portfolio's and offer a more comprehensive range of CPD activities to their delegates.

Video and podcasts are also a great 'freebie' to give potential delegates a taste of the learning that they deliver.

Achieving CPD Accreditation

To achieve formal CPD accreditation for a video or podcast, there are key criteria to meet:

Meet the minimum time frame

Video or audio activities can be relatively short, with some online videos accessible through sites such as YouTube shorter than 2 minutes.

The minimum time frame for a CPD video or podcast is 15 minutes. This can either be the total time of the activity itself, or could also incorporate reflective learning or assessment activities to assess the learning has taken place.

Ensure there is a structure in place

Many video or audio activities are simply a narrative and designed to tell a story rather than a planned learning experience.

It is helpful to add a beginning section - either within the activity itself, or as attached text. We recommend that an opening introduction incorporates three main points:

- * Introduction
- * The discussed topic
- * The learning goal and focussed outcome

For example, this opening statement might be applicable to nurses, and other healthcare professionals, for a video on emerging treatments for dementia:

"Welcome to this video on dementia. It is focused on raising awareness of the condition and early symptoms, and the overall learning goal is to heighten understanding and improve preventive care for the elderly."

Encourage Reflective Learning

Some individuals find it difficult to recall online activities, or struggle to apply it to their work context. Our most successful CPD Standards training providers supply a text questionnaire alongside the online activity, with a simple sentence and set of questions (usually a minimum of 3), to encourage delegates to think laterally about the content discussed within the activity and how they might apply it to their professional practice.

For example, this reflective learning questionnaire could be used for nurses as they watch a video on dementia:

To enable you to consolidate your learning, please reflect on and answer the following questions:

What are the key symptoms of dementia?

How many patients with dementia symptoms have you treated in the past month?

Thinking about the discussions within this video, how might dementia diagnosis within your clinic be improved?

Please identify a colleague with whom you can share this video and learning, and continue the conversation

Issue the CPD Certificate with care

Once an individual has watched or listened to your activity, they can contact you as the provider for a CPD Certificate of Completion.

The CPD Standards Office recommends that providers create an online assessment, or feedback mechanism, for delegates to complete as part of their certificate request. This provides an opportunity for the delegate to demonstrate their learning, and prove that they have listened and completed the entire length of the activity.

We hope you have found this factsheet helpful.

Please see www.cpdstandards.com for more information on our accreditation services or call **0203 745 6463** for further advice.