

Individual Education Activity (IEA) Applicants

Tips for Completing the WNA IEA Application

The information below will help applicants avoid common problems with IEA applications that lead to rework for applicants and reviewers, delays in approval, and denial of applications.

IMPORTANT: If a “*” appears next to a section below, it is one of the top five mistakes applicants make which lead to rework or denial of applications.

Application Writing Process

- * Use sequential page numbers throughout the entire application.

Hand-write page numbers on your application if needed. Reviewers and applicants refer to specific pages of the application during the review process to avoid rework for everyone. If all pages of the application are not sequentially numbered, additional cost is incurred by having the WNA office staff paginate the application.

- * Read all directions in the IEA application and on the IEA web page.

Applicants who don't read the application directions will have rework. Read all information on the IEA web page, especially if you haven't submitted an application before. If you see a paperclip icon, it means you need to attach something! Don't send power point slides. These aren't required.

- * Read all directions in the IEA application and on the IEA web page.

Applicants who don't read the application directions will have rework. Read all information on the IEA web page, especially if you haven't submitted an application before. If you see a paperclip icon, it means you need to attach something! Don't send power point slides. These aren't required.

Refer to the complete “IEA Application Instructions” for detailed instructions, rationale, and sample responses for each question in the application.

- * Call or email with questions while you are writing.

If you can't find an answer in the instructions or on the website, please contact megan@wisconsinurses.org with questions about forms, fees, deadlines, how to submit applications, and all general questions. If you don't understand an application question or you have questions related to the criteria or content, refer to the “IEA Application Instructions” and contact wna-nprl@metastar.com for assistance.

Responding to the Application Questions

Use the IEA application to guide your activity development from the very beginning of the educational development process, not as something you “have to complete” while planning takes place.

You must have a qualified Nurse Planner and a content expert on your planning committee. See the “IEA Application Instructions” for more information.

- * Conflicts of interest must be assessed for every planner and speaker, and anyone else with the ability to control the educational content.

This area challenges applicants the most. Please read this section of the “IEA Application Instructions” and the application carefully and note the tips below:

- Assess for conflicts of interest as soon as planners and speakers are identified.
- Planners and speakers must provide their own information about conflicts of interest – you can’t answer the questions for them.
- The Nurse Planner for the activity needs to: review the conflict of interest information for everyone in control of content; determine if there is a conflict of interest or not; decide if a conflict can be resolved or not; and if so, how it will be resolved and how it will be disclosed to learners.
- The Nurse Planner process described above needs to be documented for each person in control of content. *An easy way to meet the criteria requirement is to use the WNA Conflict of Interest Form from the WNA website.*
- The Nurse Planner needs to complete Page 3 of the WNA Conflict of Interest Form for each person in control of content. *Exception:* The Nurse Planner does not do this for his or her own conflict of interest form.
- The Nurse Planner completes a WNA Conflict of Interest Form and another person on the planning team reviews it and signs Page 3 for the Nurse Planner’s form ONLY. *Again, the Nurse Planner reviews conflict of interest forms for all in control of content except for his or her own form.*
- Speakers employed by (receive a W2 from) an ANCC defined commercial interest cannot speak for contact hours. Speakers with an affiliation (receive a 1099 for their work) with a commercial interest may speak for contact hours following the rules outlined in the “IEA Application Instructions.”

We can’t emphasize enough the need to understand procedures for “Conflict of Interest.” Contact wna-nprl@metastar.com for assistance if needed. It will save you time in the long run.

If you are planning an activity with one or more other organizations, this is “joint providership” and special rules apply. See the “IEA Application Instructions” for more information.

Start developing your learning activity by defining a problem in practice, improvement needed, or need for new knowledge. All CNE must be based on one of these. If someone comes to you with an idea for a program and is asking for CNE credit, ask “what problem are you trying to solve and why do you think the problem exists?”

A “gap” is the problem you are trying to solve. When stating the gap in the application, it helps to say, “The problem we are trying to solve with education is _____.”

The need, “knowledge, skill, or practice,” drives the format and content of the learning activity. Once you identify a problem, think about how you will “drill down” to figure out the cause of the problem. Do nurses not know something? Not know how to do something? Not do something in practice? Your activity content and format will be different depending on whether the need is in ‘knowledge, skill, or practice’.

Don’t forget to attach the evidence for the gap. This could be survey findings, a very brief summary and citations for a review of literature, a summary of a quality outcome study results, emails from stakeholders or target audience members informing you of a problem, etc. If the evidence is more than a page long, highlight the information you want the reviewers to review. This is especially true of survey results.

Follow instructions for developing and writing outcome statements. See the “IEA Application Instructions” and the handout on writing activity outcomes on the [WNA website resources page](#). You must measure the desired outcomes.

List content references that are no more than five to seven years old. If you list a person as a reference, include more than one person. Use specific website URLs, not just a website home page. Reviewers need to be able to readily access the references.

Learner engagement strategies are what you do during the activity to help participants learn. These will be different depending on whether the underlying learning need is a lack of knowledge, skill, or practice. For

example, a one-hour lecture is unlikely to change practice without building in strategies to help learners apply information. See the “IEA Application Instructions” for more information.

Commercial Support is funding from outside organizations for the educational portion of your activity and requires special rules and documents. The organization providing the funding cannot put any conditions on the funding. The applicant must decide how the funding is used. This does not include vendor fees. It includes financial or in-kind donations toward the education. *If you are accepting outside funding for your activity, please read this section in the “IEA Application Instructions” carefully and contact wna-nprl@metastar.com with any questions!*

Awarding contact hours includes educational time only. It does not include welcomes, breaks or lunches. You also need to track who receives contact hours and how many each learner receives. The application walks through how to calculate “Nursing Credits” and “Total Hours of Instruction.”

Approval statement: Please don’t get creative with the WNA approval statement. It must be on the participant certificate of completion exactly as written. For promotional information, use the accepted “submitted to” statement if the activity is submitted but not yet approved. See the “IEA Application Instructions.

Specific information is required on the participant certificate. See the “IEA Application Instructions” for requirements.

“Required Information for Learners” that applicants must disclose before the learning activity **always** includes: disclosure of the presence or absence of conflicts of interest for all who control content; what participants need to do to earn CNE credit; the name of the activity applicant organization; and the “submitted to” or “approved by” WNA statement. Depending on your activity, there may be other information that must be disclosed to learners in advance. See the “IEA Application Instructions” for the specific requirements.

Evaluation requirement: The requirement is to evaluate if a change in knowledge, skill, or practice took place as a result of participating in the activity. See the “IEA Application Instructions” for the specific requirements.

Content Reviewer vs. Content Expert: A content expert serves on the planning committee and is a subject matter expert. A content reviewer is someone NOT on the planning committee that the Nurse Planner may ‘call in’ to review a presentation if the content expert does not have enough expertise to determine if the content is scientifically valid. A content reviewer may also be asked to assess for bias.

The key difference is: content experts serve on the planning committee and may review content where content reviewers are brought in from outside the planning committee.

If you have suggestions or questions about any of the above information, please contact wna-nprl@metastar.com for help.