

AfN Marketing Rules

Introduction

These rules were amended and approved by The AfN Council on 13/12/19, and will be reviewed periodically.

About Us

Association for Nutrition (AfN) defines and advances standards of evidence-based practice across the field of nutrition and at all levels within the workforce. We protect and benefit the public by:

- Championing Registered Nutritionists whose entry onto the UK Voluntary Register of Nutritionists (UKVRN) is an assurance they meet our rigorous standards of competence and professionalism.
- Recognising high quality, relevant nutrition training through our Program Accreditation, CPD Endorsement and Course Certification schemes.
- Raising our profile to protect the public and raise demand for, and recognition of, the contribution of Registered Nutritionists and the wider workforce in nutrition.

Our charitable objects are:

- To promote the health of the public by the promotion and maintenance of high standards of practice among and the regulation of nutritionists;
- To advance the study and practice of nutritional science and medicine;
- To advance the education of the public and to promote research for the public benefit in the field of nutrition, health and allied subjects.

Our Vision is the nutritional health of all through evidence-based nutrition practice.

Our Values are to be a trusted, capable and transparent regulator protecting the public with integrity and professionalism.

For Providers of AfN Certified, Accredited and Endorsed Qualifications, Education and Training

Purpose and Scope

1.1 To protect the public, and in pursuit of its charitable objects, Association for Nutrition (AfN) operates four schemes for the quality assurance of education, training and qualifications in nutrition, as described in Table 1, below.

Table 1: AfN quality assurance schemes for nutrition qualification, education and training

Scheme	Level/s	Target Audience
Programme Accreditation	Bachelors with Honours (BSc) and Masters (MSc) (Level 6+ RQF / Level 10+ SCQF)	Individuals who intend to qualify as a Registered Nutritionist (RNutr)/ Registered Associate Nutritionist (ANutr) in the field of nutrition science. Graduates from AfN Accredited Programmes are eligible to apply for direct entry to the UKVRN Register as Registered Associate Nutritionist (ANutr)
CPD Endorsement	Postgraduate (Level 6+ RQF / Level 10+ SCQF)	UKVRN Registrants (ANutr and RNutr) as part of their planned continuing professional development (CPD). AfN Endorsed CPD is aimed at maintaining and developing UKVRN Registrants' nutrition science knowledge, understanding and skills, in order to remain competent.
Course Certification	RQF Levels 1 – 5 (Equiv. of GCSE(1) to HND(5))	Individuals working or volunteering within health or social care, sport, leisure or catering who require an introduction to evidence-based nutrition science, develop an understanding of the limits of their scope of practice and the skills needed to support and disseminate information developed by qualified nutrition professionals, as a part of their wider job specification. On completion of an AfN Certified course the participant may be able to offer support in line with official recommended advice to those who are generally healthy in order to help them make healthy food and lifestyle choices.
Qualification Certification	RQF Levels 1 – 5 (Equiv. of GCSE(1) to HND(5))	Individuals working or volunteering within health or social care, sport, leisure or catering who undertake an AfN Certified Qualification with a third party education/training provider approved by an AfN approved Awarding Organisation. The education provided by the third parties will include an introduction to evidence-based nutrition science, develop an understanding of the limits of their scope of practice and the skills needed to support and disseminate information developed by qualified nutrition professionals, as a part of their wider job specification.

		<p>On completion of an AfN Certified Qualification the participant may be able to offer support in line with official recommended advice to those who are generally healthy in order to help them make healthy food and lifestyle choices.</p>
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1.2 When a provider makes an application for AfN quality assurance approval under one of the four schemes described in Table 1, the provider agrees to adhere to our standard terms and conditions (copies of which are available on request) which require adherence to rules regarding the accurate description and marketing of courses or programmes approved by AfN. This document describes these marketing rules.

1.3 The purpose of these rules is to ensure providers of approved AfN quality assured education and training describe clearly and accurately in all forms of media the courses or programmes approved by AfN. This is to ensure the public, stakeholders, employers and students (both current and prospective) have clear, accurate and consistent information to guide course selection and to understand the precise skills and competence of those who have successfully completed courses or programmes approved by AfN.

Application of these Rules

2.1 These rules apply to providers of courses or programmes approved by AfN under each of the schemes described in Table 1. They come into effect from 3 December 2018 and all providers of approved AfN quality assured qualifications, education and training are expected to comply subject to the transitional time period for implementation as outlined in 2.2 below. Failure to comply (either a single or repeated breach) will result in the removal of AfN's approval of a provider's qualification, education and training.

2.2 The transitional arrangements for implementation of these marketing are as follows:

- (a) All applications for certification (Course and qualification)/ recertification(Course and qualification)/ accreditation/ reaccreditation/ endorsement/ re-endorsement dated after the date of implementation of these rules will be expected to be compliant from the date of AfN approval of the course.
- (b) All current AfN approved courses/qualification of certification/ recertification/ accreditation/ reaccreditation/ endorsement/ re-endorsement approved before the date of implementation of these rules will be expected to report in their next annual monitoring on progress towards compliance with the marketing rules.
- (c) All current AfN approved courses/qualification of certification/ recertification/ accreditation/ reaccreditation/ endorsement/ re-endorsement, approved before the date of implementation of these rules will be expected to be fully compliant within 12 months.
- (d) Requests for exemptions to 2.2(b) and 2.2(c) above must be submitted in writing within 3 months of the date of implementation of these rules and will be dealt with on a case-by-case basis.

2.3 To support the fair application of these rules AfN may undertake unannounced and ad-hoc quality assurance checks of information provided by providers of approved AfN quality assured education, training or qualifications. This may include, but is not limited to, a review of the training provider's website; advertisements; brochures and marketing information; information provided by customer service operators and third party promoters.

2.4 These rules are divided into two sections. Section one lists the rules which apply to all providers of approved AfN quality assured education, training or qualifications. Section two lists specific rules which apply to each of the four quality assurance schemes we operate, as indicated

by the heading in each sub-section. The term ‘You’ is used below to mean all providers (and your employees, agents, contractor and sub-contractors) who operate a qualification, course or programme approved by AfN under one or more of the schemes described in Table 1.

Section One

General Rules

Rule 1

You must use the correct terminology to describe your course or programme. Table 2 describes the terminology which must be used by providers of approved AfN quality assured education and training for the different schemes we operate, as outlined in table 1. If you state your course or programme has been approved by AfN you must do so within a single sentence which also describes which quality assurance scheme your course or programme has been assessed against (i.e. certification (incl. level & framework/s), accreditation or endorsement) as described in Table 1. You must also state the date approval has been granted and the date approval will cease as notified to you by AfN in your decision letter.

Table 2: Terminology for each quality assurance scheme

Terminology	Applicability
Accredited Accreditation	These terms may only be used in relation to <u>degree (undergraduate & postgraduate) programmes</u> that have been awarded AfN Programme Accreditation
Endorsed Endorsement	These terms may only be used in relation to <u>CPD activities</u> that have been awarded AfN CPD Endorsement
Certified Certification	These terms may only be used in relation to courses, programmes or qualifications that have been awarded AfN Course/Qualification Certification in relation to one or more of the workforce competence frameworks for Levels 1-5
Qualification Certification	These terms may only be used in relation to qualifications that have been awarded AfN Qualification Certification in relation to one or more of the workforce competence frameworks for Levels 1-5

Rule 2

Your description of your course, programme or qualification must be accurate and correct. You must not describe or imply a relationship with AfN and the schemes described in Tables 1 and 2 which is not accurate or correct. Information you provide about AfN, our quality assurance schemes, inclusion of links to the AfN website and use of our name must be distinct and separate from all descriptions about your organisation, your other work and non-AfN approved quality assured training provision you may offer. The overriding principle is that you must not to describe, mislead or imply a relationship with AfN which does not exist. Particular care must be made to ensure the co-location of logos, statements or other material in any form of media meets this principle.

Rule 3

In your description of your course, programme or qualification you must not describe or imply that a qualification is awarded by AfN or that the training or education is provided, delivered, funded, examined or assessed directly by AfN.

Rule 4

You must use the uniquely numbered AfN quality assurance logo provided to you by AfN accurately and in accordance to design guidelines issued to you from time to time. You must not, through its co-location or other use, use this logo, statements or material to imply any other non-

AfN approved training or qualification provision you offer is approved by AfN. The overriding principle is that providers (and their contractors) must not describe, imply or mislead a relationship between a provider, course, programme or qualification and the AfN which does not exist.

Rule 5

5.1 If AfN accreditation/endorsement/certification (Course/Qualification) is withdrawn, discontinued or revoked for any reason, you must within two working days remove all AfN logos, including the uniquely numbered AfN quality assurance logo provided to you by AfN, from all media and remove all links to the relevant AfN website listings. This is to ensure the public, stakeholders, employers and students (both current and prospective) have clear, accurate and consistent information about the approved status of your course, programme or qualification. Reinstatement of the link and/or use of the logo is prohibited without further written permission from the AfN.

5.2 If AfN Qualification Certification is withdrawn, discontinued or revoked for any reason, the AfN will (in addition to 5.1 above) within two working days instruct all education centres and third parties using the AfN Certified Qualification to remove all AfN logos, including the uniquely numbered AfN quality assurance logo provided by AfN, from all media and remove all links to the relevant AfN website listings. This is to ensure the public, stakeholders, employers and students (both current and prospective) have clear, accurate and consistent information about the approved status of your course, programme or qualification. Reinstatement of the link and/or use of the logo is prohibited without further written permission from the AfN.

Rule 6

You must ensure all links from your website, digital and social media to the AfN website are live and directed to the appropriate section/ quality assurance scheme listing of the AfN website.

Rule 7

Your use of the uniquely numbered AfN quality assurance logo provided to you by AfN, the AfN/UKVRN acronym or the professional title RNutr or ANutr on certificates, assessment forms, module reports, in learning or reference materials and in all other material provided by you (or your contractors) must be accurate and correct and describe which quality assurance scheme your course, programme or qualification has been assessed against (i.e. certification (incl. level & framework/s), accreditation or endorsement) as described in Tables 1 and 2. All marks or logos belonging to AfN must be used in a way which does not describe, imply or mislead a relationship between a provider, learner/student course, programme or qualification and the AfN which does not exist.

Rule 8

You must only use the AfN logos or reference to the AfN in a positive manner. You must not use the AfN logos or reference to the AfN in a way which adversely affects the AfN, our quality assurance schemes or UKVRN Registrants, or bring the charity into disrepute.

Rule 9

You must use the uniquely numbered AfN quality assurance logo provided to you by the AfN in accordance to design guidelines issued to you from time to time. You must not alter the logo in any manner other than to resize. No alterations may be made to the logo properties such as, but not limited to, altering the proportions, font, colours, design, arrangement, wording, animation, distortion of perspective or appearance. You must not use the uniquely numbered AfN quality assurance logo on any media without having first received written confirmation from the AfN you may do so. If you are in any doubt as to how to use the uniquely numbered AfN quality assurance logo provided to you by the AfN, the AfN/UKVRN acronym or the professional title RNutr or ANutr, you must refer to the AfN Communications and Marketing Manager.

Section Two

Rules specific to each AfN Quality Assurance Scheme

1. AfN Programme Accreditation

Rule 10

You must use the correct terminology to describe your programme. Table 2 describes the terminology which must be used by providers of approved AfN quality assured education and training for the different schemes we operate. For AfN Programme Accreditation you must use the terms **AfN Programme Accreditation** and/or **AfN Accredited Programme** to describe the programme approved by the AfN. The terms certified, endorsed or other such variants must not be used. It is essential that in your communications with public, stakeholders, employers and students (both current and prospective) you are clear, and you do not describe or imply AfN accreditation, certification, assurance or endorsement of any other university or degree programmes which have not been approved by the AfN under one of the schemes described in Table 1.

Rule 11

You must be clear in all your communications with the public, stakeholders, employers and students (both current and prospective) that graduates of an AfN Accredited Degree Programme are **eligible to apply** via Direct Entry for UKVRN registration as a Registered Associate Nutritionist (ANutr). You must not state or imply that completion of an AfN Accredited Programme automatically registers an individual with the UKVRN or that a graduate is guaranteed to be registered with the UKVRN.

Rule 12

You must state the date the AfN Programme Accreditation was granted, the date the programme is due for re-accreditation and the date approval will cease (if appropriate), as notified to you by AfN in your decision letter.

Guidance

If you wish to explain the AfN Degree Accreditation quality assurance scheme please use the following words, or contact us for approval of alternative wording:

The Association for Nutrition (AfN) protects and benefits the public by defining and advancing standards of evidence-based practice across the field of nutrition and at all levels within the workforce. AfN Programme Accreditation is a quality mark awarded to degree programmes which meet the high standards required by the AfN. Graduates of an AfN Accredited Programmes are eligible to apply via Direct Entry for UKVRN registration as a Registered Associate Nutritionist (ANutr).

The paragraph above can also be displayed alongside a link to the AfN Programme Accreditation listing on the AfN website: <http://www.associationfornutrition.org/Default.aspx?tabid=134>

2. AfN CPD Endorsement

Rule 13

You must use the correct terminology to describe your learning activities, course or programme. Table 2 describes the terminology which must be used by providers of approved AfN quality assured education and training for the different schemes we operate. For AfN CPD Endorsement you must use the terms **AfN CPD Endorsement** and/or **AfN Endorsed CPD** to describe the learning activities, course or programme approved by the AfN. The terms certified, accredited or other such variants must not be used. It is essential that in all your communications with the

public, stakeholders, employers and students (both current and prospective) you are clear and you do not describe or imply AfN accreditation, certification, assurance or endorsement of any other training, courses or programmes provided by you which have not been approved by the AfN under one of the schemes described in Table 1.

Rule 14

You must not use the term 'AfN' or 'Association for Nutrition' within the title of your approved activity, course or programme or in any listing of your activity, course or programme on your or any third party websites or communications.

Rule 15

AfN CPD Endorsement applies to individual learning activities, courses or programmes approved under the AfN CPD Endorsement scheme described in Table 1. You must ensure in all your communications with the public, stakeholders, employers and students (both current and prospective) you do not describe or imply your AfN Endorsed CPD results in eligibility to apply for UKVRN registration either as a Registered Associate Nutritionist (ANutr) or Registered Nutritionist (RNutr) or any other form of professional title, or imply that there is AfN endorsement of individuals who have undertaken the AfN Endorsed CPD.

Rule 16

You must state the date AfN CPD Endorsement was granted, the date the activity is due for re-endorsement and the date approval will cease (if appropriate), as notified to you by the AfN in your decision letter.

Guidance

If you wish to explain the AfN Endorsed CPD quality assurance scheme please use the following words, or contact us for approval of alternative wording:

The Association for Nutrition (AfN) protects and benefits the public by defining and advancing standards of evidence-based practice across the field of nutrition and at all levels within the workforce. AfN CPD Endorsement is a quality mark awarded to activities which meet the high standards required by the AfN. This quality assurance mark enables Registered Nutritionists, Registered Associate Nutritionists, fellow professionals, employers and the public to identify reputable, evidence-based continuing professional development activities in nutrition science. The paragraph above can be displayed alongside a link to the AfN Endorsed CPD pages on the AfN website: <http://www.associationfornutrition.org/Default.aspx?tabid=195>

You may also include a factual statement saying what AfN CPD Endorsement indicates about your activity. For example:

This activity has been endorsed by the Association for Nutrition for the continual professional development of nutrition professionals. This AfN quality assurance mark identifies this activity as a reputable, evidence-based training in nutrition science.

3. AfN Course Certification

Rule 17

You must use the correct terminology to describe your Course. Table 2 describes the terminology which must be used by providers of approved AfN quality assured education, qualification and training for the different schemes we operate. For AfN Course Certification you must use the terms **AfN Course Certification** and **AfN Certified Course**. The terms endorsed, accredited or other such variants must not be used. It is essential that in all your communications with the public, stakeholders, employers and students (both current and prospective) you do not describe or imply AfN accreditation, certification, assurance or endorsement of any other training, courses,

qualifications or programmes provided by you which have not been approved by AfN under one of the schemes described in Table 1.

Rule 18

You and third parties must not use the term 'AfN' or 'Association for Nutrition' within the title of your approved activity, course or programme or in any listing of your activity, course or programme on your websites or communications.

Rule 19

AfN Course Certification applies to specific courses approved under the AfN Course Certification scheme described in Table 1. You must ensure in all your communications with the public, stakeholders, centres and employers and students (both current and prospective) you do not describe or imply AfN Course Certification results in student's (both current and prospective) eligibility to apply for UKVRN registration either as a Registered Associate Nutritionist (ANutr) or Registered Nutritionist (RNutr) or use of any other form of professional title such as, but not limited to; AfN/UKVRN Certified Nutritionist/ Certified Nutrition Assistant/ Certified Diet Advisor etc. or imply that there is AfN certification of individuals who have completed an AfN Certified Course. In addition, you must not state or imply that completion of an AfN Certified Course equips an individual to practice as a nutritionist, or **"... educates them to provide bespoke/prescriptive advice to individuals"** or be of sufficient depth/breadth/level to meet the entry standards required for UKVRN registration, nor must you state or imply that completion of an AfN Certified Course results in an individual's eligibility to enter a nutrition science degree - please see each universities entry requirements for admission requirements.

Rule 20

You must state the date AfN Course Certification was granted, the date the activity, course, or programme is due for re-certification and the date approval will cease (if appropriate), as notified to you by AfN in your decision letter. You must also state which framework/s the course has been certified against and at which level, as notified to you by the AfN in your decision letter.

Guidance

The words **"... educates them to provide bespoke/prescriptive advice to individuals"** is for understood by the AfN to be providing advice outside of the standard government healthy eating guidelines.

If you wish to explain about the AfN Course Certification quality assurance scheme please use the following words, or contact us for approval of alternative wording:

The Association for Nutrition (AfN) protects and benefits the public by defining and advancing standards of evidence-based practice across the field of nutrition and at all levels within the workforce. AfN Course Certification is a quality mark awarded to courses that meet the competence requirements for their specified sector and level. This quality assurance mark enables students, employers and the public to identify reputable, evidence-based courses in nutrition science.

The paragraph above can be displayed alongside a link to the AfN Course Certification pages on the AfN website: <http://www.associationfornutrition.org/Default.aspx?tabid=247>

You may also include a factual statement saying what AfN Course Certification indicates about your course. For example:

This course has been certified by the Association for Nutrition. It meets AfN standards for nutrition education for individuals working at Levels 3 and 4 on the Public Health Skills & Careers Framework. This AfN quality assurance mark identifies this course as a reputable, evidence-based training in nutrition science.

4. AfN Qualification Certification

Rule 21

You must use the correct terminology to describe your qualification. Table 2 describes the terminology which must be used by providers of approved AfN quality assured education, qualification and training for the different schemes we operate. For AfN Qualification Certification you must use the terms **AfN Qualification Certification** and **AfN Certified Qualification**. The terms endorsed, accredited or other such variants must not be used. It is essential that in all your communications with qualification providers, the public, stakeholders, employers and students (both current and prospective) you do not describe or imply AfN accreditation, certification, assurance or endorsement of any other training, courses, qualifications or programmes provided by you which have not been approved by AfN under one of the schemes described in Table 1.

Rule 22

You and third parties must not use the term 'AfN' or 'Association for Nutrition' within the title of your approved activity, qualification, course or programme or in any listing of your activity, qualification, course or programme on your or any centre of other third parties, websites or communications.

Rule 23

AfN Qualification Certification applies to specific qualifications approved under the AfN Qualification Certification scheme described in Table 1. You must ensure in all your communications with the public, stakeholders, centres and employers and students (both current and prospective) you do not describe or imply AfN Qualification Certification results in student's (both current and prospective) eligibility to apply for UKVRN registration either as a Registered Associate Nutritionist (ANutr) or Registered Nutritionist (RNutr) or use of any other form of professional title such as, but not limited to; AfN/UKVRN Certified Nutritionist/ Certified Nutrition Assistant/ Certified Diet Advisor etc. or imply that there is AfN endorsement or certification of individuals who have attained an AfN Certified Qualification. In addition, you must not state or imply that completion of an AfN Certified Qualification equips an individual to practice as a nutritionist, or be of sufficient depth/breadth/level to meet the entry standards required for UKVRN registration, nor must you state or imply that completion of an AfN Certified Qualification results in an individual's eligibility to enter a nutrition science degree - please see each universities entry requirements for admission requirements.

Rule 24

You and third parties contracted by you must state the date AfN Qualification Certification was granted, the date the activity, course, qualification or programmes is due for re-certification and the date approval will cease (if appropriate), as notified to you by AfN in your decision letter. You must also state which framework/s the qualification has been certified against and at which level, as notified to you by AfN in your decision letter.

Rule 25

Use of Qualification uniquely numbered logo is restricted to your use alone in the marketing and promotion of the Qualification. It may not be used by approved centres/third parties delivering the qualification. If approved centres/third parties wish to apply for use of an AfN logo to indicate that they deliver a qualification approved by AfN, please ask individual centre managers to contact the Certification Manager on certification@associationfornutrition.org or at the address below. An additional charge and quality check will apply.

Guidance

If you wish to explain about the AfN Qualification Certification quality assurance scheme please use the following words, or contact us for approval of alternative copy:

The Association for Nutrition (AfN) protects and benefits the public by defining and advancing standards of evidence-based practice across the field of nutrition and at all levels within the workforce. AfN Qualification Certification is a quality mark awarded to qualifications that meet the competence requirements for their specified sector and level. This quality assurance mark enables centres, students, employers and the public to identify reputable, evidence-based courses in nutrition science.

The paragraph above can be displayed alongside a link to the AfN Qualification Certification pages on the AfN website: <http://www.associationfornutrition.org/Default.aspx?tabid=247>

You may also include a factual statement saying what AfN Qualification Certification indicates about your qualification. For example:

This qualification has been certified by the Association for Nutrition. It meets AfN standards for nutrition education of individuals working at Levels 3 and 4 on the Public Health Skills & Careers Framework. This AfN quality assurance mark identifies this qualification as a reputable, evidence-based training in nutrition science.