

# AfN Marketing Rules

## For Providers of AfN Certified Education and Training

### Purpose and Scope

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

#### Course Certification

Certification is awarded to high quality training (below degree level) that provides individuals working or volunteering within health & social care, sport & leisure or catering with an introduction to evidence-based nutrition science, developing the skills needed to support and disseminate nutrition information developed by qualified nutrition professionals, as a part of their wider job specification, along with an understanding of scope of practice, nutrition professional roles and when/how to refer on.

#### Degree Accreditation

Accreditation is awarded to high quality degree programmes (L6+) that enable graduates to achieve all of the competencies required for registration as a Registered Associate Nutritionist (ANutr). Graduates from AfN Accredited Degree Programmes are eligible to apply to join the UKVRN Register as a Registered Associate Nutritionist (ANutr) via the direct entry pathway within 3-years of graduating.

#### CPD Endorsement

Endorsement is awarded to high quality continuing professional development (CPD) activities that enable Registered Associate Nutritionist (ANutr) and Registered Nutritionists (RNutr) to maintain and develop their nutrition science knowledge, understanding and skills, in order to remain competent post-degree.

1.2 When a provider makes an application for AfN quality assurance approval under one of the three schemes described above, the provider agrees to adhere to our standard terms and conditions, 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 1.1. All providers of approved AfN quality assured qualifications, education and training are expected to comply. 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 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.

2.3 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 1.1.

**Section One**

**General Rules**

**Rule 1**

You must use the correct terminology to describe your course or programme. Table 1 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 1.1. 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 1: Terminology for each quality assurance scheme**

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

**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 1.1 and Table 1 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**

3.1 In your description of your course, programme or qualification you must not describe or imply 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/Curriculum) 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 Curriculum 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 Curriculum 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 1.1 and Table 1. 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 1 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 1.1.

##### 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.

##### Rule 13

Degree programmes must gain consent from learners for their name, DoB and exit award issued/ANutr eligibility confirmation to be shared with AfN for the purposes of administrating and confirming eligibility of direct entry applications to the UKVRN. Pass lists must be supplied to AfN within 30-days of degree awards being ratified.

#### 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 Accredited Degree Programme listing on the AfN website: <https://www.associationfornutrition.org/degree-accreditation/accredited-programmes>

## **2. AfN CPD Endorsement**

### **Rule 14**

You must use the correct terminology to describe your learning activities, course or programme. Table 1 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 1.1.

### **Rule 15**

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 16**

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 17**

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: <https://www.associationfornutrition.org/careers-nutrition/endorsed-cpd/endorsed-cpd-activities>

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 18**

You must use the correct terminology to describe your Course. Table 1 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 1.1.

#### **Rule 19**

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 20**

AfN Course Certification applies to specific courses approved under the AfN Course Certification scheme described in 1.1. 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 20.1**

Awarding Organisations: You must use the correct terminology to describe your curriculum/qualification. Table 1 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 Certified Curriculums/Qualifications you must use the terms **AfN Certified Curriculum** 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 1.1.

#### **Rule 21**

You must clearly and accurately state the name/level of AfN certificate that students will be eligible to be awarded upon successful completion:

- AfN Certificate in Foundational Nutrition Essentials for Fitness & Leisure/Catering/Health & Social Care
- AfN Certificate in Introductory Nutrition Essentials for Fitness & Leisure/Catering/Health & Social Care
- AfN Certificate in Intermediate Nutrition Essentials for Fitness & Leisure/Catering/Health & Social Care
- AfN Certificate in Advanced Nutrition Essentials for Fitness & Leisure/Catering/Health & Social Care

## Rule 22

Those delivering the training must gain consent from learners for their name, email, course undertaken and completion confirmation to be shared with AfN for the purposes of awarding certificates.

## Rule 23

You must state the date AfN Course Certification was granted, the date the course or qualification curriculum 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 certificate 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 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 or volunteering within fitness and leisure to support the public in following healthy eating and lifestyle advice. This AfN quality assurance mark identifies this course as a reputable, evidence-based training in nutrition science and results in an AfN Certificate in Intermediate Nutrition Essentials for Fitness and Leisure.*