

Council on Education for Public Health

Procedures for Correcting Misrepresentation of Accreditation Status*

There are many admonitions in the Council on Education for Public Health (CEPH) procedures manual relating to accurate representation of accreditation status by an accredited school or program. These range from stating the correct accreditation category to assuring that students and prospective students are aware of risks associated with an accreditation status, such as probation. In addition, the CEPH criteria documents expressly call for an organizational environment that provides for fair and ethical dealings with its constituents.

While site visit teams are instructed to seek validation that these procedures are carried out and that the criteria are met, the Council acknowledges that misinformation may from time to time be released by an accredited school or program. Whether or not this misinformation was intentional or inadvertent, it is important that such information be corrected.

Thus, whenever the Council becomes aware that an accredited school or program has misrepresented its accreditation status or accreditation-related data, the contents of the accreditation report or the Council's actions regarding that school or program, CEPH will

- 1) ask the school or program to provide written evidence that it has corrected the inaccurate information in a manner generally approximating the original dissemination of the inaccurate information, or, if action by the school or program does not correct the misinformation adequately
- 2) issue such public statement that will communicate the correct information, including, as appropriate, distribution of the full accreditation report

In instances where CEPH becomes aware that an applicant for accreditation or a school or program that may (or may not) be planning to seek accreditation misrepresents its status, CEPH will write to the school or program advising it to cease and desist. Such misrepresentation might occur when a program has no formal relationship with CEPH but advertises its program as "consistent with CEPH criteria" or "modeled along the CEPH requirements." Use of CEPH's trademarked name or acronym in this way is subject to enforcement by law.

* Also see Policy Statement on Public Disclosure

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