

Guide To Promoting Your Accreditation

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Introduction

Congratulations! Attaining and maintaining CARF accreditation requires a significant effort, strong teamwork, and a commitment at all levels of your organization to providing quality services and enhancing the lives of the people you serve. Your organization deserves to be proud of this achievement, and CARF provides tools to help you promote your accredited status and make the most of your investment in accreditation.

To help you get started, CARF offers this *Guide to Promoting Your Accreditation* free to all accredited organizations. This guide provides resources and information to help you explain and promote your accreditation and create partnerships with community leaders, healthcare providers, schools, and others. This guide includes:

- Guidelines on how to properly cite your accreditation status and where to get the CARF logos.
- Examples of letters and news releases announcing your accreditation.
- A list of resources including videos, templates, and printable brochures to explain and promote accreditation.

We encourage you to provide this guide to your organization's marketing staff to share the news of your accreditation. If you have any questions, please email us at info@carf.org.

Celebrate your accreditation

Setting aside a special time for staff members to share with one another what they have accomplished and acknowledge everyone's efforts will help show your appreciation of their teamwork. You might want to honor your staff's hard work and commitment with a picnic or catered lunch. To commemorate the occasion, you could give staff an award or commemorative item. See the [Promotional Items section of the Online Store \(www.carf.org/catalog\)](#).

Consider inviting persons served, civic leaders, and the public

Many providers invite persons served, civic leaders, and the public to a community event at their organization to recognize earning accreditation. You could also invite community leaders to participate in a quality forum or health fair.



Announce your accreditation

Announcing your accreditation and commitment to excellence builds goodwill in the community and informs, educates, and persuades people to choose your services.

Notify civic and community leaders about your accreditation with a letter on your company letterhead and issue a news release to the local media and your professional associations. At the end of this guide are example award letters and news releases that you can use as a starting point.

You might also add:

- An example of how accreditation has improved your services.
- A quote from your leadership about the accreditation experience.
- Staff reactions about how preparing for accreditation built teamwork.
- Stakeholder comments about your accreditation.
- Quotations from the survey report or outcome letter.
- A photo of your staff celebrating news of your accreditation.

Providing explanatory text in simple terms is a good way to introduce accreditation and the reasons to become accredited. Following are examples of wording you can use as a starting point on your website, in email signatures, in recorded informational messages when callers are on hold, and in marketing materials.

What is accreditation?

- Accreditation is official recognition that our organization is guided by internationally recognized service standards and best practices.
- CARF accreditation consists of ongoing consultation and in-depth on-site reviews to help our organization achieve the highest quality of care for our customers.
- Accreditation demonstrates that our organization has opened its service delivery and business processes to outside scrutiny to improve the quality of our programs.
- Accreditation is a public statement that our organization strives to ensure that our services are of the highest possible quality.

What does accreditation mean to persons served?

- Accreditation demonstrates to customers that our organization is committed to reducing risk, addressing health and safety concerns, respecting cultural and individual preferences, and providing the best possible quality of care.
- Accreditation demonstrates that our organization values the input of our clients and is accountable to the community.
- Accreditation demonstrates that our organization has made a specific commitment to put the needs of our residents at the center of everything we do.
- Accreditation indicates that our organization respects the rights and individuality of our patients.

What is CARF International?

- CARF International provides a framework, then consults and advises health and human service organizations to help improve their service quality.
- CARF International is a nonprofit accreditor of health and human services. Its goal is to ensure that persons served remain at the center of the service delivery process.
- CARF International is a nonprofit organization that offers accreditation services and support for health and human services programs.

Guidelines for citing your accreditation

All references to your CARF accreditation must clearly identify which programs and services are accredited, unless all are accredited by CARF. If your organization uses different names for its programs and services than those listed on the accreditation certificate, you may use the names familiar to your customers and staff. See examples below.

CARF International, CARF Canada, or CARF Europe

Note: CARF Canada and CARF Europe can be used in place of CARF International in the following examples.

- A CARF International (Three-Year/One-Year) Accreditation was awarded to (Name of Your Organization) for the following (programs/services): (List programs/services).
- CARF International has accredited (Name of Your Organization) for its (list programs/services).
- (Name of Your Organization) is accredited by CARF International for the following (programs/services): (List programs/services).
- (Name of Your Organization) has been accredited by CARF International for (number) of its (programs/services).

For Continuing Care Retirement Communities (CCRCs)

- A CARF International Five-Year Accreditation was awarded to (Name of Your CCRC and other programs/services that were specifically surveyed, such as ADS, nursing home, network).
- (Name of Your Organization) is pleased to announce that it has been awarded CARF International accreditation as a CCRC for (Name of Your CCRC and other programs/services that were specifically surveyed).

For networks and network participating providers

Accreditation by CARF as a network means your organization has applied standards at the top administrative level of the network's legal entity.

Participating providers that are not accredited by CARF should refrain from using the CARF name and logo in marketing communications that only reference their organization and services rather than their role in an accredited network. Non-accredited participating providers may indicate only that they are a participating provider in the "Name of the network" that has CARF-accredited programs/services.

- CARF International has accredited (Name of Accredited Network) as a Network coordinating services among the following participating providers: (List Participating Providers).
- *For a non-accredited participating provider* (Name of Network Participating Provider) is a participating provider in the CARF-accredited (Name of Accredited Network).

When space is limited, you might use one of these examples:

- Ask about our CARF accreditation.
- What is CARF accreditation? Please ask!
- Ask what our CARF accreditation means for you.

Accreditation certificate

Your accreditation certificate is a testament of your commitment to person-centered, quality services. Most providers frame and display their accreditation certificate in a reception area or other prominent location. Some providers have included a photo of their certificate in their marketing brochures and websites.

Additional certificates can be purchased through Customer Connect (<https://customerconnect.carf.org/>).

Guidelines for displaying the CARF logo seal of accreditation

CARF, CARF Canada, and CARF Europe logo seals can be used to identify accredited programs or services in your printed materials and displayed on your website.

Guidelines:

- Nothing may be printed within or over the logo seal.
- The logo seal may not be combined with other images or designs to create a new symbol or image.
- The solid-color seal logo may be reproduced in any solid color or in black, or reversed out of a solid-color background.
- The gold logo seal should be reproduced as provided, in full color.
- For black and white or grayscale documents, use the solid-color logo seal.
- All references to your CARF accreditation online or in print must clearly identify which programs and services are accredited, unless all of your programs and services are accredited by CARF. If your organization uses different names for its programs and services than those listed on the accreditation certificate, you may use the names familiar to your customers and staff.

When displaying on your website, please link the logo seal to www.carf.org.

Logo seals in various formats can be downloaded by accredited organizations from Customer Connect at <https://customerconnect.carf.org/#/resources/promotingAccred/logos>.

Accreditation resources

Brochures

Printable CARF brochures to explain the value of accreditation are available at www.carf.org/resources/providers/#brochures.

Videos

Link to or download videos from www.carf.org/resources/providers/#videos to help explain and promote CARF accreditation.

Publications

Publications on a variety of topics related to quality services and accreditation are available at www.carf.org/resources/providers/#publications.

Consumer resources

Information for persons who receive services and their families are available at www.carf.org/resources/public.

Window decals and table signs

Your accreditation packet includes a logo decal with the “Ask about our accreditation” message that can be displayed in a window and a CARF International Accredited table sign that is great for displaying on reception counters and conference booths.

To purchase additional decals or table signs, go to the **Promotional Items** section of the **Online Store** at www.carf.org/catalog.



Example accreditation award letters

Examples of letters announcing your accreditation. Simply copy and paste the template text you want to use and insert your organization's information where prompted.

Announcing a CARF Three-Year Accreditation

(Inside address)

(Salutation):

We are pleased to announce that <Name of your organization> has been awarded a Three-Year Accreditation from CARF International for its <Name(s) of program(s) or service(s), exactly as listed on report> program(s). The latest accreditation is the <Number> consecutive Three-Year Accreditation <Name of your organization> has achieved.

Alternative second sentence: This is the first accreditation that the accrediting body, CARF International, has awarded to <Name of your organization>.

By pursuing and achieving accreditation, <Name of your organization> has demonstrated that it meets international standards of quality and is committed to continual excellence.

This accreditation decision represents the highest level of accreditation that can be given to an organization and shows our organization's substantial conformance to the CARF standards. An organization receiving a Three-Year Accreditation has gone through a rigorous peer-review process. It has demonstrated to a team of surveyors during an on-site visit its commitment to offering programs and services that are measurable, accountable, and of the highest quality.

<Name of your organization> is a <For-profit/nonprofit/not-for-profit> organization that has been providing <Name(s) of service(s)> in the <Name of city(ies)> area since <Year organization began>.

CARF International is an independent, nonprofit accreditor of health and human services whose mission is to promote the quality, value, and optimal outcomes of services through a consultative accreditation process and continuous improvement services that center on enhancing the lives of persons served. Founded in 1966 as the Commission on Accreditation of Rehabilitation Facilities, and now known as CARF International, the accrediting body establishes consumer-focused standards to help organizations measure and improve the quality of their programs and services.

We would welcome an opportunity to further acquaint you with our programs/services and respond to your questions. We believe our organization is a valuable asset, and our CARF accreditation underscores our commitment to the community we serve.

(Closing)

Announcing a CCRC Five-Year Term of Accreditation

(Inside address)

(Salutation):

We are pleased to report to you that <Name of your organization> has been awarded accreditation for a period of five years. The latest accreditation is the <Number> consecutive Five-Year Term of Accreditation that the international accrediting body, CARF, has given to <Name of your organization>.

Alternative second sentence: This is the first accreditation that the accrediting body, CARF International, has given to <Name of your organization>.

By pursuing and achieving accreditation, <Name of your organization> has demonstrated that it meets international standards for quality and is committed to pursuing excellence.

This accreditation decision represents the highest level of accreditation that can be given to an organization and shows the organization's substantial conformance to the Continuing Care Retirement Community (CCRC) standards. An organization receiving a Five-Year Term of Accreditation has gone through a rigorous peer-review process. It has demonstrated to a team of surveyors during an on-site visit its commitment to offering programs and services that are measurable, accountable, and of the highest quality.

<Name of your organization> is a <Profit/nonprofit/not-for-profit> organization that has been providing services in the <Name of city(ies)> area since <Year organization began>.

CARF International is an independent, nonprofit accreditor of health and human services whose mission is to promote the quality, value, and optimal outcomes of services through a consultative accreditation process and continuous improvement services that center on enhancing the lives of persons served. Founded in 1966 as the Commission on Accreditation of Rehabilitation Facilities, and now known as CARF International, the accrediting body establishes consumer-focused standards to help organizations measure and improve the quality of their programs and services.

We would welcome an opportunity to further acquaint you with our programs/services and respond to your questions. We believe our organization is a valuable asset, and our CARF accreditation underscores our commitment to the community we serve.

(Closing)

Example accreditation news releases

Examples of news releases announcing your accreditation. Simply copy and paste the template text you want to use and insert your organization's information where prompted.

Announcing a CARF Three-Year Accreditation

(On organization's letterhead)

FOR IMMEDIATE RELEASE

<Name of your organization> earns Three-Year CARF Accreditation

<City, state or province or country> – <Today's date> – CARF International announced that <Name of your organization> has been accredited for a period of three years for its <Names of program(s) or service(s), exactly as listed> programs. The latest accreditation is the <Number> consecutive Three-Year Accreditation that the accrediting body, CARF International, has awarded to <Name of your organization>.

Alternative second sentence: This is the first accreditation that the accrediting body, CARF International, has awarded to <Name of your organization>.

This accreditation decision represents the highest level of accreditation that can be given to an organization and shows the organization's substantial conformance to the CARF standards. An organization receiving a Three-Year Accreditation has gone through a rigorous peer-review process. It has demonstrated to a team of surveyors during an on-site visit its commitment to offering programs and services that are measurable, accountable, and of the highest quality.

<Name of your organization> is a <For-profit/nonprofit/not-for-profit> organization with offices at <Address>. It has been providing <Names of service(s)> in the <Name of city(ies)> area since <Year organization began>.

CARF International is an independent, nonprofit accreditor of health and human services whose mission is to promote the quality, value, and optimal outcomes of services through a consultative accreditation process and continuous improvement services that center on enhancing the lives of persons served. Founded in 1966 as the Commission on Accreditation of Rehabilitation Facilities, and now known as CARF International, the accrediting body establishes consumer-focused standards to help organizations measure and improve the quality of their programs and services. For more information about the accreditation process, please visit the CARF website at www.carf.org.

For additional information, contact <Name of contact at your organization> at <Telephone number of your organization>.

Announcing a CCRC Five-Year Term of Accreditation

(On organization's letterhead)

FOR IMMEDIATE RELEASE

<Name of your organization> earns Five-Year Term of Accreditation from CARF International

<City, state, or province> — <Today's date> — CARF International announced that <Name of your organization> has earned a Five-Year Term of Accreditation as a Continuing Care Retirement Community (CCRC). This latest accreditation is the <Number> consecutive accreditation that has been achieved by <Name of your organization>.

Alternative second sentence: This is the first CCRC accreditation that has been achieved by <Name of your organization>.

An organization receiving a Five-Year Term of Accreditation has voluntarily put itself through a rigorous peer review process and demonstrated to a team of surveyors during an on-site survey that it is committed to conforming to CARF's accreditation conditions and standards. Furthermore, an organization that earns CCRC accreditation is commended on its quest for quality programs and services.

<Name of your organization> is a <For-profit/nonprofit/not-for-profit> organization with offices at <Address>. It has been providing services in the <Name of city(ies)> area since <Year organization began>.

CARF is an independent, nonprofit accrediting body whose mission is to promote the quality, value, and optimal outcomes of services through a consultative accreditation process and continuous improvement services that center on enhancing the lives of the persons served. Founded in 1966 as the Commission on Accreditation of Rehabilitation Facilities, and now known as CARF International, the accrediting body establishes consumer-focused standards to help organizations measure and improve the quality of their programs and services. For more information about the accreditation process, please visit the CARF website at www.carf.org.

For additional information, contact <Name of contact at your organization> at <Telephone number of your organization>.