OSHA Outreach Programs Marketing Guidelines

References: OSHA Online Program Requirements

http://www.osha.gov/dte/outreach/program_requirements.pdf

NOTICE: Compliance with these marketing guidelines is mandatory. All of 360training.com, Inc.’s websites and affiliate websites are regularly audited for violations. The term affiliate refers to all partners, whether resellers, affiliates or any other form. Failure to adhere to these rules will result in deactivation of the offender’s virtual university and the eventual cancellation of reseller agreements.

Purpose: To inform the internal marketing team and reseller affiliates about the marketing guidelines passed down by OSHA in the governance of 360training.com, Inc.’s status as an accepted 10/30 Hour Outreach training provider.

Background: 360training.com, Inc. owns and maintains 4 online safety programs that are accepted by the Occupational Safety and Health Administration. These are:
   10 Hour Construction
   10 Hour General Industry
   30 Hour Construction
   30 Hour General Industry
Implicit in 360training.com, Inc.’s status as a provider is the understanding that the company and all of its affiliates adhere to OSHA’s standards for advertising and administration. Please see these guidelines below.

Guidelines:

1. Clearly convey that 360training.com is the accepted outreach provider using the 360training.com provided banner at top of page AND immediately above or to the size of ALL enroll now/purchase/add to cart or similar buttons. The banner must have a minimum width of 200 pixels and a minimum height of 67 pixels and be displayed exactly as provided by 360training.com (including in full color)
2. **Use the word “accepted” or “authorized”,** when describing the status of 360training.com’s outreach courses with OSHA. (Accredited, certified, certification, etc. are NOT allowed.)

3. Customer support and trainer contact information must be provided on every webpage offering outreach training. (VU listings are not sufficient.)

4. Outreach course FAQs must be up to date.

5. Use of OSHA logos is strictly prohibited. As is any implication that OSHA is involved in outreach training course delivery.

6. A representation of an outreach training card cannot be displayed on any website or correspondence at any time.

7. Students receive a temporary certificate upon completing the course and an OSHA or Department of Labor card with 4-6 weeks. **The DOL/OSHA card must never be referred to as a certificate – only as a completion card**

8. **500/501 and 510/511 Train-the-trainer training cannot be offered online and advertising such course is not permitted.**

1. **360training is the accepted training provider**

   As the accepted training organization, 360training.com, Inc. is responsible for content development, customer support, trainer support, training administration, compliance, reporting, and completion card distribution. Though resellers are allowed to distribute training to customers, 360training.com, Inc. is accountable to OSHA and outreach training students for all compliance and administration issues. Resellers should never imply or state that they are an accepted training provider, and they must clearly state their relationship with 360training.com, Inc.

   **Bad Marketing: Affiliate website - “All of our courses are accepted by OSHA.”**

   **Best Practices: Affiliate website - “Our outreach courses are powered by 360training.com – An OSHA- Authorized (or accepted) provider!”**

2. **Proper language**

   360training.com, Inc. is an OSHA-Authorized outreach training provider. Authorized is the only term that is appropriate for this relationship. **Do not use terms like certified, certification, accredited, or approved on any communication, website, online advertising (including pay per click) or any online tools (including, but not limited to, Facebook, Twitter).** This includes in domain names like OSHAapprovedcertification.com or OSHAcertified.com.
Also note that only the outreach courses (meaning the 10 hour construction, 10 hour general industry, 30 hour construction, and 30 hour general industry) are accepted by OSHA. The HAZWOPER, 1 hour OSHA safety courses, and all other safety courses may contain regulations and comply with training guidelines mandated by OSHA, but only the outreach courses are required to be reviewed and accepted by OSHA. Please make it very clear that 360training.com is the provider of the course and courses are OSHA Authorized or accepted.

Bad Marketing: “Our 10 hour construction course is OSHA approved.”
“Authorized 10 hour construction training!”
“8 hour HAZWOPER training accepted by OSHA!”

Best Practices: “OSHA-Authorized 10 hour construction course by 360training.com”
“Contact your outreach trainer for more information regarding this OSHA Authorized course.”
“Our 8 hour HAZWOPER training meets the requirements in OSHA 29 CFR 1910.120.”

3. Provide contact information

Students should have adequate access to customer support and trainer information. This means that the customer support contact number and all trainer information should be provided prominently on any website that provides access to outreach courses.

Customer Support: 1-800-442-1149

Current Trainer: Marie Athey, OHST, oshatrainer@360training.com

4. Update FAQs

All students should be informed about all relevant compliance information relating to outreach courses. Resellers are required to update FAQs as they are provided by 360training.com, Inc. Current versions of the Outreach FAQs are provided on www.360trainingsupport.com.

5. Use of OSHA logos and credentials

Use of any logos owned by OSHA on any correspondence or website is strictly prohibited. This includes lookalikes and logos with text added.
Additionally, references to OSHA or the Department of Labor should in no way imply that the courses are being conducted by OSHA or that the trainer is an OSHA employee.

Prohibited logos:

Bad Marketing: “Our outreach courses are provided by OSHA.”

6. Use of the Department of Labor card

No representations of the card students receive for completing outreach training should be depicted on any correspondence or website.

7. References to proof of course completion and OSHA cards

Students receive a temporary, online certificate (issued by 360training.com) upon proper completion of an outreach course and survey. After the mandatory reporting process, the student’s card is released by OSHA to 360training.com. The card is printed and mailed to the student by 360training.com within 4-6 weeks. These cards can be referred to as OSHA cards or Department of Labor cards. They are not certificates or certification cards. The prohibited language described in Section 2 of this document should not be used in relation to temporary certificates or OSHA cards.

Bad Marketing: “Need your OSHA certification card?”

“You can get your OSHA certificate today!”

Best practices: “Need your Department of Labor card?

“Get a temporary certificate today and your OSHA card in 4-6 weeks.”

8. References to 500/501 “Train the Trainer” training

500 and 501 and 510/511 training is for outreach trainers and is only provided by the OTI and OTEID. No references should be made to this course while advertising outreach courses.

Bad Marketing: “500/501 hour construction courses available.”
9. **Territory Restrictions**

Per OSHA- the course cannot be sold or taken by a student who does not reside in the United States.

**Exception**- OSHA Outreach Training Program classes delivered outside of OSHA's jurisdiction to members of the U.S. military are permissible and these personnel are eligible to receive student course completion cards. In these cases, authorized outreach trainers and organizations do not have to request an exception from OSHA, but they must ensure their authorizing training organization is aware that the persons trained are members of the U.S. military.

U.S. Department of Defense civilian personnel can also be trained without an exception. However, contractors for the U.S. military cannot be trained without prior approval from OSHA.

If the student (who is not US Military or Department of Defense) resides outside of the US or its territories they cannot be sold the course. See link- http://www.osha.gov/dte/outreach/faqs.html#11b

10. **Advertising Restrictions**

Dissemination of promotional materials of any kind (including electronic mail, print media, and/or websites) for Outreach training conducted outside OSHA’s geographic jurisdiction is prohibited. Information regarding Outreach training outside OSHA’s geographic jurisdiction must not be advertised or posted on any website.