



College of
Speech and Hearing
Health Professionals of BC

Regulator of Audiologists, Hearing Instrument
Practitioners and Speech-Language Pathologists

GUIDELINES ON ADVERTISING/MARKETING BY REGISTRANTS

PURPOSE:

1. To ensure registrants conform to Sections 152, 153, 154, 155 and 156 of the college bylaws and the Code of Ethics when advertising and/or promoting their services.
2. To ensure registrants comply with ethical advertising obligations.
3. To promote a culture of professional conduct and values.

SUMMARY

Registrants should become familiar with the Code of Ethics and sections 152 to 156 of the College Bylaws regarding marketing of professional services. In particular registrants should be aware of the following requirements:

1. Advertisements/promotional material shall not mention a competitor's name without prior authorization from that competitor. *Reference: Section 152(2)(i)(i) of the bylaws.*
2. Advertisements/promotional material shall not elevate a profession by discrediting the value of another health profession or registrant. *Reference: Section 152(2)(g) to (i) of the bylaws.*
3. Advertisements/promotional material shall only make claims that could be verified by a member of the public, acting as a reasonable consumer. *Reference: Section 152(2)(a), (b) and (f) of the bylaws.*
4. Advertisements/promotional material shall not mislead the public regarding qualifications of the professional(s) mentioned in the material. *Reference: Section 152(2)(c), 154, 155 and 156 of the bylaws and Sections 3 and 4 of the Regulation.*

PROCEDURES

Upon receipt of a written complaint to the Registrar from a registrant or member of the general public about advertising and/or promoting of services/products by a registrant of the college, the Registrar and Inquiry Committee will undertake action deemed necessary. *Reference: Inquiry Committee Policy and Procedures*

Approved by the Inquiry Committee: November 22, 2010