



## CTCMPANL Advertising Policy

**Policy category and number:** Professional Conduct

**Developed by:** Advertising and Public Relations Committee and/or CTCMPANL Board (CTCMPANL)

**Approved by:** The Board in consult with NLCHP

**Date:** October 20, 2014

**Overview of policy:** There is inherent risk and harm to the public associated with advertisements that are misleading and with advertised health benefit claims that cannot be validated by the Profession. The WHO organization has identified a list of conditions that are treatable via acupuncture. It is recognised that new indications for acupuncture are being researched and the practice for acupuncture changes over time as a result of these learnings.

*The Health Professions Act Section 27, (1) states that "A health professional who has knowledge, from direct observation or objective evidence, of conduct deserving of sanction of another health professional of the same profession shall report the known facts to the registrar"*

CTCMPANL has identified, in its conduct deserving of sanction, advertising practices that constitute false or misleading advertising and are therefore subject to investigation and sanction (sections 27, 28, 29, 30 of The Health Professions Act).

**Policy:** Members whose advertising is deemed by the Advertising and Public Relations Committee and/or CTCMPANL Board and/or the CTCMPANL Board to be false or misleading will have an allegation filed with the Registrar of the NLCHP.

**Procedure:** 1. Member(s) who are aware of, or believe, that the advertising of a member of the College is false or misleading should bring this to the attention of the member.

2. If the owner of the advertisement believes that the claims of the advertisement are in keeping with the practice of the Profession they may request the advertisement to be reviewed by the Advertising Committee and/or CTCMPANL Board.
3. If the Advertising and Public Relations Committee and/or CTCMPANL Board determines that the advertisement is false and misleading, the member will be requested to provide evidence to support the advertisement claim.
4. The Advertising and Public Relations Committee and/or CTCMPANL Board will provide feedback to the member on their findings and review of the evidence provided.
5. If the member continues with the advertisement the Chair of the Advertising Committee will file an official complaint with the Registrar of the NLCHP.

**References:** Acupuncturists Regulations under the Health Professions Act (2012)

*“Statutes of Newfoundland and Labrador 2012 Chapter H-1.02, An Act Respecting the Regulation of Certain Health Professions (June 24, 2010) Duty to Report Section 27, (1)*

*CTCMPANL Professional Misconduct document, sections 27, 28, 29, 30*

*CTCMPANL Advertising Guidelines*

**Policy History:** Original Policy: October 20, 2014

Revisions: July 15, 2016