CSASK

PRACTICE GUIDELINES
ADVERTISING

1. Advertising for the purposes of this guideline/regulation is defined as a representation to the public by any means for the purpose of promoting goods or services respecting the practice of the profession, including statements or representations made in a newspaper or other publication, on radio, television, the internet, social media or other electronic media, or contained in any notice, handbill, sign, catalogue, letter, brochure or business card.

2. For advertising, the Member should provide full disclosure as to the professional credentials, training and licensure status eg: Jane Doe, M.S., SLP(C), Registered SK or Jane Doe, AUD (C), Registered SK. The Member may provide information around specialization but in order to state specialization, reference must be made to successful completion of training. Eg: Jane Doe, M.S., Registered SK. Certified HANEN.

   If Member does not hold certification to reference specialization, the Member may use experience in reference to specialization, with specific information in quantity as well as quality. Eg: Jane Doe, M.S., Registered SK, 10 years of experience with Autism population and services.

3. (1) An advertisement with respect to a Member's practice must not contain:

   a. Anything that is false or misleading or implies competence beyond their education, training and professional experience. For example, anything which may be reasonably regarded as a representation that the Member's practice may be superior to that of another Member's practice, or superior to that of another Member, and/or which implies sole service delivery, would be considered misleading.
   b. Anything that because of its nature, cannot be verified.
   c. A testimonial by a patient or client or former patient or client or any of their friends, relatives, or immediate family. The advertisement must contain factual information, avoiding vague and descriptive language around the training, personality, qualifications or delivery of services (e.g., Jane Doe is a miracle worker who has a wonderful vibrant, pleasant personality and cured my son's speech; Jane Doe has a wonderful personality and rapport with my child and did an outstanding hearing evaluation.).
   d. Anything that may be reasonably regarded as promoting an image that will negatively impact on public confidence in the delivery of health care services;
   e. Anything that may be reasonably regarded as promoting a demand for unnecessary health services;
   f. An endorsement of the Member, the Member's services or a referral to a Member's service by an organization or individual, unless the organization or individual proposing to endorse a Member or Member's services:

      i. Has the expertise relevant to the subject matter of the endorsement; and
      ii. Has appropriately assessed the Member as providing quality care;

g. Any express or implied recommendation or endorsement for the exclusive use of a drug, product or particular brand of equipment used to provide services;
h. Anything that is unethical or unprofessional; or
i. Information that shall represent themselves to the public as exclusive agents of the methods or techniques they employ.

4. An advertisement must be readily comprehensible to the persons to whom it is directed.