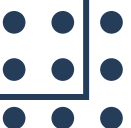




Advertising and Promotional Communications Practice Guideline

Effective: September 2026



DEFINITIONS

Advertisement - Any public communication, in any medium (paid or unpaid) that is primarily intended to promote a registered audiologist or speech-language pathologist, their professional services, practice, facilities, or related products. Advertising materials are aimed at enhancing the professional's image or marketing their services. Examples include brochures, pamphlets, signage, business cards, and in-office displays.

Promotional Communications - A broader term that includes advertising as well as informational, educational, or reputational communications intended to increase awareness, visibility or public understanding. Such communications may indirectly promote services by building trust and awareness. Examples include newsletters, public education campaigns, digital content, including social media and other online platforms.

INTRODUCTION

The integrity of the profession is upheld, and the interest of the Saskatchewan public is protected when the College of Speech-Language Pathologists and Audiologists of Saskatchewan (CSASK) registrants ensure advertising and promotional communications are:

- transparent, truthful, accurate, and verifiable;
- regularly reviewed for compliance and effectiveness of communication.

The purpose of this guideline is to provide support and direction to CSASK registrants when developing and reviewing their advertising and promotional communication practices, ensuring they align with applicable legislation and college guiding documents.

This guideline applies to all advertising and promotional communications used by CSASK registrants in relation to their professional services and products and establishes expectations for communications within a registrant's control. While some forms of public commentary may fall outside a registrant's control, such as unsolicited reviews published on independent third-party platforms (e.g. Google or Yelp reviews), registrants remain responsible for advertising and promotional communications that they create, authorize, publish, or distribute.

GUIDELINES

Registrants are expected to:

- Comply with applicable provincial, federal, and industry-specific legislation and regulations.
- Advertise with honesty, transparency, and professionalism by disclosing and managing any real, perceived or potential conflicts of interest.
- Protect client privacy and comply with applicable privacy, confidentiality, and data security legislation.
- Ensure all claims are substantiated, factual, and evidence-based. Claims must not be misleading or create an erroneous impression about a product, service, or one's training and credentials.



- Advertise with transparency and clearly disclose:
 - credentials, professional title, and registration/licensure status;
 - specialization (supported by certification or training);
 - contact information;
 - details of services or products offered.
- Use clear and understandable language appropriate to the target audience and accessible to the public.

Registrants **must not** engage in advertising that includes:

Testimonials

Claims from a current or former client or patient describing their personal experience with a registrant, their professional services, practice, facilities, or products. Testimonials may compromise client privacy and protection and are typically based on opinion rather than verifiable fact.

Comparative Advertising

Statements comparing services, products, or implying superiority over another professional, service, or facility.

Defamation

Statements that discredit or disparage other professionals, products, services, or facilities. This includes anything that would reasonably be considered to negatively impact public trust or confidence in the professions or in the delivery of health services.

Endorsements

Statements of support, recommendation, or approval from an individual, organization, or qualified professional regarding a registrant, their professional services, practice, facilities, or products. Endorsements may be based on opinion and therefore by nature are not always verifiable.

Guarantees

Promises of specific results or outcomes.

Unethical or Unprofessional Content

Content that fails to meet accepted standards of professional or ethical conduct as defined by CSASK's guiding documents.

Exclusivity Claims

Statements suggesting a registrant is the exclusive provider or agent of services or products where other options exist.

Misrepresentation of Competence

Information that is false, misleading, and includes statements that imply competence beyond the registrant's education, training, or professional experience.

Promotion of Unnecessary Services

Content that could reasonably be interpreted as encouraging or promoting unnecessary health services or products.



Registrants remain responsible for all advertising associated with their practice, including advertising materials created by:

- employers;
- facilities where audiology or speech-language pathology services are provided; and
- third-party service providers (e.g. marketing firms).

All such advertising must comply with CSASK's Standards of Practice, Code of Ethics, and applicable guidelines.

USE OF CSASK LOGO

The college prohibits the use of its logo (current and past) in any advertisements or promotional communications related to the business or professional practice of its registrants. CSASK registrants may identify their registration status with the college, without using the logo, by using the appropriate protected title associated with their registration.

The logo may not be used by any third party for any purpose without the prior written consent of the college. CSASK periodically collaborates with other organizations to develop materials or supporting resources for public education. Use of the logo is permitted when it relates to the designated purpose and consent has been provided by the college.

OTHER CONSIDERATIONS

- When in doubt, err on the side of caution. CSASK staff are available to support registrants in navigating and applying the guideline to their practice.
- Refrain from advertising that uses inducement or incentives to influence a client's decisions, as these activities may undermine the integrity of the profession.

