

## Part 14 Public Relations and Advertising

- 14.1 When communicating with the public, a chiropractor:
- (a) must not indicate a level of competence greater than that actually held, according to accepted standards;
  - (b) further to section 85(6)(a) of the *Bylaws*, may only indicate that he or she is a fellow of the Chiropractic Colleges of Clinical Sciences (F.C.C.C.S.), Orthopedics (F.C.C.O.) Roentgenology (F.C.C.R.), Rehabilitative Sciences (F.C.C.R.S.) and Sport Sciences (F.C.C.S.S.);
  - (c) may list academic degrees (such as Bachelor of Science, Masters, or PhD) behind his or her name, provided the degrees were obtained from an accredited institution, and may indicate the number of years he or she has been in practice;
  - (d) may use descriptive terms such as chiropractor for “X” team or chiropractor for “X” corporation, provided a team, club, corporation or event (for example, the B.C. Summer Games) has contracted with the chiropractor to provide services, and the official designation by the team, company or event is factual and verifiable owing to the existence of a formal agreement; and
  - (e) must not list or make reference to such designations as, “author”, “speaker”, “educator” or “counsellor”, or to any club or organization memberships or affiliations which he or she may hold.
- 14.2 A chiropractor must not engage in any marketing activity where techniques or treatments are described in a subjective manner (for example: “gentle”, “quick”, “easy”, “soft”, “better”, “best”, “latest”, “more effective”, “most effective”, etc.). The use of such description is inappropriate because it may create in the mind of the intended recipient an unjustified expectation about the results that the chiropractor can achieve, and it may imply that the chiropractor can obtain results not achievable by other chiropractors.
- 14.3 Marketing activity referencing the use of any diagnostic or treatment techniques, tests, methods, devices or appliances (other than x-ray studies) must include a notice informing recipients that effectiveness varies from patient to patient.
- 14.4 Chiropractors may use testimonials in marketing activity provided:
- (a) they obtain written permission to use a testimonial from the patient providing it; and
  - (b) all testimonials are truthful, accurate, in good taste and otherwise conform to the provisions of the *Handbook* and section 85 of the *Bylaws*.
- 14.5 A chiropractor may offer community or public screening in accordance with the “Community /Public Screening Guidelines” attached as Appendix “G” to the *Handbook*.