

# Advertising Policy

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## FOR NATUROPATHIC DOCTORS AND RELATED CORPORATIONS

Revised March 2005

**Purpose:** The Board of Directors of Drugless Therapy -Naturopathy has the responsibility to clearly delineate guidelines and policies that maintain a balance between the freedom of expression of all Canadian citizens and the professional conduct by which Registrants of this Board are bound.

**Definition:** The primary purpose of any advertising must be the dissemination of relevant information to the public in order that they are better able to make informed choices relating to their health care needs. Advertising in any or all of the following formats (or media) relating to a professional naturopathic practice is under the jurisdiction of the BDDT-N's Advertising Policy.

- Opening notices
- Letterheads
- Newspapers
- Magazines
- Journals
- Computer-based advertising
- Any other form of written advertising (e.g. business cards, brochures, handouts, newsletters, etc.)
- Any voice or visual media

Regulation of professional advertising must provide the public with factual, objectively verifiable information that is independent of personal feelings, beliefs opinions or interpretations. Please refer to the DPA, Reg. 278, sec. 34 for further details concerning advertising.

Any reference to the cure of symptoms or diseases, or appealing to the public's fears does not meet the above criteria.

### 1. TITLE - Affixes or Designations

Affixes or designations other than Naturopath, Naturopathic Doctor, Doctor of Naturopathic Medicine, Doctor of Naturopathy, Naturopathic Practitioner, and/or N.D. are approved only where the degrees, diplomas, or designations granted are from institutions of higher learning as approved by the Board.

## **2. SPECIALTIES**

Only Registrants possessing a recognized post-graduate specialty certificate may make reference to such expertise in advertisements. Examples include: DHANP, BSc, MSc, BA, D. Acup., D. Hom. All other Registrants not possessing such qualifications, but wishing to restrict their therapeutic modalities, may indicate this by use of the phrase “special interest in...”.

## **3. CLINIC/CENTRE NAME**

The use of a Clinic or Centre name is permitted, providing it adheres to the general advertisement guidelines, as outlined in this Policy.

## **4. PRACTISE LOCATION**

The address, including directions and/or description of geographic location, is permitted.

## **5. FACILITIES**

It is acceptable to include a description of staffing and physical facilities when that information is relevant to the public interest, i.e. specially qualified staff, provision for the disabled, parking and emergency services.

## **6. PARTICULARS**

All pertinent information relating to hours and days of operation, telephone/fax numbers, languages spoken, website address and methods of payment are acceptable.

## **7. VISUAL ENHANCEMENTS**

Visual enhancements to advertisements may include photographs of a professional office, office building and adjacent property, personal photographs, videotapes, audio tapes and other graphic media, subject to the same guidelines as other advertising.

## **8. OTHER PROMOTIONS**

A Registrant shall not participate directly or indirectly in a “system” in which another person recommends a prospective patient to the Registrant for professional services, and in which undue financial gain is involved. The patient must be free to choose any Registrant for naturopathic treatment(s), if the patient decides to pursue naturopathic care. Referral fees or promotional fees used to induce referrals to a

specific Registrant are deemed inappropriate by the BDDT-N, and would be construed as professional misconduct.

A Registrant shall not initiate unsolicited contact or communication with a member of the public to invite them to use his/her services. Example: Using a computerized, random-dialing message service would be considered a form of uninvited solicitation, and unprofessional.

**Advertisements May Not Contain the Following:**

- Testimonials
- Anything that is false or misleading
- Anything that cannot be verified
- Public or written endorsement of a product or a line of products, or permitting her/his name to be associated with the advertisement of any product or services other than the Registrant's naturopathic medical services.
- Any sexual innuendo or language of a sexual nature
- A guarantee as to the success of the services provided
- Any comparison to another Registrant's practice, qualifications or expertise
- Any remarks that can be considered slanderous about another professional
- Any references to free (or discounted) consultations, diagnostic or treatment services.

(Note: The BDDT-N does permit Registrants to conduct introductory or educational sessions that provide new/prospective patients with information about concepts of naturopathic medicine, the practitioner, and treatments/modalities. Demonstration of tests or treatments should incorporate a verbal and written disclaimer that the demonstration does not constitute a diagnosis, or treatment that will offer relief of any health complaints.)

All media advertising or promotional items should be of good taste and quality.

Recognizable symbols such as credit card logos, handicap and parking symbols may be used.