

Introduction

This *Advertising Standard of Practice* outlines expectations for registrants to ensure appropriate considerations are made for advertising, marketing and communications to promote their business, product, or service. Registrants are responsible for meeting the expectations outlined in this Standard. This document is enhanced by a companion *Frequently Asked Questions* document.

Registrants of the College of Audiologists and Speech-Language Pathologists of Manitoba (CASLPM) are accountable to *The Regulated Health Professions Act (Section 76) Prohibition of False Advertising*. This Standard is CASLPM's interpretation and does not supersede any provisions contained in the Act. This Standard supersedes any provisions outlined by an employer.

Standard

College of Audiologists and Speech-Language Pathologists of Manitoba (CASLPM) registrants ensure that any marketing undertaken or authorized by registrants must be true, accurate, professional, respectful, and verifiable. Advertising must not mislead the public and must uphold the public interest.

Demonstrating the Standard

With respect to ethical advertising, registrants will:

- Advertise with honesty and address any perceived conflicts of interest, using only factual and accurate descriptions of the products and services offered.
- Be responsible for all advertising related to their professional practice, including advertising created by another individual or through independently developed marketing campaigns.
- Be accountable for the truthfulness and accuracy of advertising content and be able to verify any claims or statements made in the advertisement.
- Be accurate and not misleading when making representations regarding their training, qualifications, or competencies ensuring they do not include guarantees of success or promised outcomes in advertising.
- Use respectful, transparent, and straightforward communication in all professional interactions (verbal, written, and online, including social media).
- Only advertise about the professional services that are directly related to the registrant's scope of practice.
- Only use express or implied recommendations or endorsements for products or specific brands of equipment used to service delivery if they are created by the registrant themselves.
- Not engage in advertising that may reasonably be interpreted as encouraging the public to pursue unnecessary services.

With respect to marketing media and testimonials, registrants will:

- Advertise only through a public medium that reaches large audiences (e.g. web/search engines, TV/radio, billboards, newspaper, social media banner ads.)
- Not solicit reviews or testimonials, including those arising from social media commentary, linked resources containing testimonials, or endorsements of audiology or speech-language pathology services as they have potential to mislead the public.

With respect to statements about others, registrants will:

- Not make statements that claim or imply that they are an expert, or that their services are superior to those of another registrant or make endorsements of a registrant's practice, which implies superiority of service.
- Ensure that the advertisement is respectful and professional and does not discredit or diminish the skills, services, equipment, or techniques of another provider or the services of other clinics or facilities.

With respect to the administration of advertising and marketing, registrants will:

- Regularly review their website and promotional materials to ensure marketing meets the principles of this *Standard of Practice*.
- Take reasonable steps, where possible, to remove comments that are testimonial in nature on advertising platforms that allow unsolicited comments.
- Ensure that advertised health products and services are evidence-informed, verifiable, and accurately reflect the evidence readily available to the public unless the material is created by a third party and the registrant does not provide any assurance of its accuracy and truthfulness.