

---

# ADVERTISING COMMITTEE PROTOCOL



Policy P-004

Advertising Committee

Approved by Council: November 25, 1994

Amended by Council: April 20, 2002, September 24, 2009, April 24, 2012

Draft Amendments Reviewed by Council: April 30, 2019

---

*Note to Readers: In the event of any inconsistency between this document and the legislation that affects chiropractic practice, the legislation governs.*

## INTENT

To advise CCO members of the Advertising Committee's procedure to determine if an advertisement is compliant with ~~falls within~~ Standard of Practice S-016: Advertising.

~~The advertisement is an proposed advertisement by a member, that fall under the definition of "advertising", as defined in Standard of Practice S-016: Advertising, sent to the Committee for preapproval prior to publication.~~

## DEFINITION

Advertising is defined in Standard of Practice S-016: Advertising as follows:

Advertising is any message that promotes chiropractic services and/or products communicated outside a member's office through a public medium, including electronic media such as websites and social media, and materials and posters in a member's office, that can be seen or heard by the public, or any subset of the public.

This standard applies equally to members acting individually, as a group, such as a multi-disciplinary office, or as a professional health corporation. A member is responsible for any advertising that is produced on their behalf by an employee or third-party and must ensure that any such advertising is compliant with CCO standards of practice and guidelines.

## PROTOCOL

### **Advertising Submitted by a Member for Approval and Feedback**

1. ~~Members considering advertising is~~ are encouraged to forward ~~his/her~~ their advertisements to CCO for review. If the review involves a website or social media page, members are encouraged to identify the specific content within the website or social media page to be reviewed. If the website is for a multi-disciplinary practice where multiple professions are advertising their services, members are encouraged to identify the specific content related to chiropractic which services are offered by the chiropractor(s).
2. The submitted advertisement must be submitted in English or French.
3. CCO forwards the advertisement to the Advertising Committee for review (~~preferably via e-mail~~).
4. The members of the Advertising Committee review the advertisement and provide feedback to CCO (~~preferably via e-mail~~).
5. The Advertising Committee reviews and provides feedback on a member's website material as follows:
  - If the advertisement material submitted for review contains 500 words or less and excludes video content, the Advertising Committee will review and provide feedback by email or other electronic mechanisms within 10 business days.
  - If the advertisement material submitted for review contains more than 500 words or video content, the Advertising Committee will review and provide feedback at its next in-person or teleconference meeting. The Advertising Committee may use an audit process or other electronic mechanisms for the review of websites and social media pages.
6. CCO aggregates the feedback and, on behalf of the Committee Chair, advises the member in writing (letter, facsimile and/or e-mail) if the advertisement complies with Standard of Practice S-016: Advertising. ~~the advertising standard of practice. CCO provides a response within approximately 10 business days.~~
7. Feedback from the Advertising Committee is advisory in nature and will not impact how any future inquiry, complaint or report will be decided by the Inquiries, Complaints and Reports Committee.
8. If the member disagrees with the Committee's decision, the Committee will consider the member's comments, provided in writing, and take the following actions:

- advise the member that the Committee stands by its original decision;
- advise the member that the Committee will revise its original decision; or
- advise the member that the Committee will forward the member's letter to the Quality Assurance Committee ~~Executive Committee~~ for additional review and consideration.

### **Advertising Brought to CCO's Attention for Allegations of Failure to Comply with Standard of Practice S-016: Advertising**

1. A member's advertisement may be brought to CCO's attention for allegations of failure to comply with Standard of Practice S-016: Advertising. These allegations may be brought by a member of the public, a member of CCO or other regulated health profession, or another individual.
2. The review of such an advertisement occurs as described in sections 2-7 of the "Advertising Submitted by a Member for Approval and Feedback" section of this policy.
3. CCO aggregates the feedback and, on behalf of the Committee Chair, advises the member in writing (letter, facsimile and/or e-mail) if the advertisement does not comply with Standard of Practice S-016: Advertising, and to make the necessary changes to bring their advertising in compliance with Standard of Practice S-016: Advertising. The member has 10 business days to make the changes to their advertisement in accordance with the direction of the Committee.
4. If the member disagrees with the Committee's decision, the Committee will consider the member's comments, provided in writing, and take the following actions:
  - advise the member that the Committee stands by its original decision; or
  - advise the member that the Committee will revise its original decision;
5. If the member fails to bring their advertising into compliance with Standard of Practice S-016: Advertising following direction from CCO, the Committee may take the following actions:
  - communicate with the member further with specific recommendations to bring their advertising into compliance by letter, facsimile, email or phone call; and/or
  - communicate with the member that failure to bring their advertising into compliance may result in a complaint or referral to the Inquiries, Complaints and Reports Committee.