
DRAFT HEALTH CARE CLAIMS IN ADVERTISING, WEBSITES AND SOCIAL MEDIA



Draft Guideline G-???

Quality Assurance Committee

Draft Guideline Approved for Distribution and Feedback: August 12, 2020

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

INTENT AND OBJECTIVES

To establish CCO procedures for enforcing CCO standards of practice related to health care claims in members' advertising, websites and social media. This guideline should be read in conjunction with Standard of Practice S-???: Health Care Claims in Advertising, Websites and Social Media.

DESCRIPTION OF GUIDELINE

CCO will be conducting thorough reviews of members' online websites, social media sites and marketing material on an ongoing basis. The focus of these reviews will be to ensure members are in compliance with established CCO standards, policies and guidelines, and specifically Standard of Practice S-???: Health Claims in Advertising, Websites and Social Media.

Members are required to take regular steps to confirm all their advertising, websites and social media are in compliance with CCO standards of practice. Below are some methods and online resources to assist in that process (list is not exhaustive):

- Carefully review the content of websites, social media posts and other online advertising material;
- Search online material using the following tools:
 - Google search your website using the "site" function
 - Search Facebook pages by term using "choose a source"
 - Search Twitter pages with filters for tweets:
- An in-depth review of websites, social media posts and other online advertising material during the peer and practice process;

It is recommended that members contact their IT providers for specific assistance and explanations needed to ensure compliance.

If, during the process of the CCO review, a member is found to be non-compliant with Standard of Practice S-???: Health Care Claims in Advertising Websites and Social Media, CCO will take one or more the following actions:

- Communication from CCO to the members who are found to be non-compliant with the standard of practice directing them to comply with the standard of practice;
- Referral of the matter to the Inquiries, Complaints and Reports Committee for further review; or
- Other action as necessary, consistent with the *Regulated Health Professions Act, 1991*, with consideration to the breach of the standard of practice and the risk to the public interest.

BACKGROUND MATERIAL¹

Documents and literature reviewed included the following:

- [Why 'Evidence Informed' Healthcare?](#)
- [The Levels of Evidence and their role in Evidence-Based Medicine](#)
- [Chiropractic Board of Australia - Statement on advertising](#)
- [Best Practices for Chiropractic Care of Children: A Consensus Update](#)
- [Chiropractic Care for Nonmusculoskeletal Conditions: A Systematic Review with Implications for Whole Systems Research](#)
- [Primary prevention in chiropractic practice: a systematic review](#)
- [Effectiveness of manual therapies: the UK evidence report](#)
- [Effect of chiropractic treatment on primary or early secondary prevention: a systematic review with a pedagogic approach](#)
- [Chiropractic and children: Is more research enough?](#)
- [Chiropractic at the crossroads or are we just going around in circles?](#)
- [Appeal to fear in health care: appropriate or inappropriate?](#)

LEGISLATIVE CONTEXT

Regulation 852/93: Professional Misconduct

The following are acts of professional misconduct for the purposes of clause 51.1(c) of the Health Professions Procedural Code:

2. Contravening a standard of practice of the profession or failing to maintain the standard of practice expected of members of the profession.
14. Providing a diagnostic or therapeutic service that is not necessary

¹ Adopted from the College of Chiropractors of British Columbia.

33. Engaging in conduct or performing an act that, having regard to all the circumstances, would reasonably be regarded by members as disgraceful, dishonourable or unprofessional.

This standard of practice should be read in conjunction with:

- Standard of Practice S-001: Chiropractic Scope of Practice
- Standard of Practice S-016: Advertising
- Standard of Practice S-???: Health Care Claims in Advertising, Websites and Social Media
- Guideline G-012: Use of Social Media
- Guideline G-016: Advertising

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