

Standard Area 4.0

Practice Management



4.5 Advertising and Promotional Communications

Standard

A regulated member of ACSLPA ensures that advertising and promotional communications are professional, ethical and accurate.

Indicators

To demonstrate this standard, the regulated member will:

- a) Limit him/herself to advertising and promotional communications that are relevant to the scope of practice of his/her profession.
- b) Ensure that his/her advertising and promotional communications are a factual and accurate description of the products/services offered.
- c) Refrain from guaranteeing the success or superiority of a product/service unless the claim is supported by evidence.

Expected Outcomes

Clients can expect that advertising and promotional communications are accurate and assist them in making informed choices.

Resources

All ACSLPA documents and relevant Alberta Government legislation can be accessed from the ACSLPA website at www.acslpa.ca.

- ACSLPA. (2017). *Code of Ethics*. Edmonton: Author.
- Government of Alberta. (2000). *Schedule 7.1 Health Services Restricted Activities in Government Organization Act*. Edmonton: Alberta Queen's Printer.

Advertising and promotional communications are intended for potential users of a product or service, with the intent of informing or influencing those who receive them.

Client refers to "an individual, family, substitute decision maker, group, agency, government, employer, employee, business, organization or community who is the direct or indirect recipient(s) of the regulated member's expertise".

Regulated member refers to "an individual who is registered with ACSLPA in any of the categories of membership prescribed in Regulation and in the ACSLPA Bylaws".