

Advertising Committee
Approved by Council: June 22, 2007
Amended: September 13, 2008, September 24, 2009, December 1, 2011

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

INTENT

To ensure that chiropractic is consistently promoted in a professional manner with personal accountability. This protocol provides members with some practical approaches to community event planning and implementation.

DESCRIPTION OF POLICY

Displays include presentations of printed or other visual material to members of the public, in a place normally frequented by the public, by a person or persons who are physically present when such material is distributed or presented. They do not include signage, billboards, or other forms of visual advertising that do not ordinarily require that the person advertising be physically present.

Public display is a type of community service that includes educational sessions and/or public health screenings. These public events are used to encourage and promote chiropractic in a positive and professional manner.

An educational session is a live communication to a group, organization or the public at large. This may include a formal lecture, informal discussion or presentation. Professional accountability is imperative as these sessions are usually performed in the absence of formal evaluations.

A public health screening is an assessment procedure to identify possible chiropractic/health concerns that may require attention. Members may only perform a screening assessment on willing participants.

Members may conduct a public display/health screening only at the following events - health fairs and trade shows.

Health fair is a community event focused on the promotion of health.

Trade show is an exhibition for people or companies in a specific industry to demonstrate products and services.

Educational sessions provide an excellent opportunity to promote chiropractic, and to inform and educate the public.

Public health screenings that stress the importance of preventative health strategies are used in health professions and are widely recognized to promote public health.

Public displays and public health screenings are of value to the public because they may identify early signs of potential health problems and educate the public about chiropractic. They can be used to help build a stronger chiropractic presence in the professional and public communities. These events are intended to promote chiropractic as a legitimate, safe and effective health care choice.

Set-up/Presentation

All aspects of public displays/health screenings will be evaluated by the participating public and other professions and, for that reason, must remain professional.

Signs, communication, marketing material, and professional appearance are all important factors to consider when planning the set-up and delivery of a public display/health screening.

Signs should state the purpose and intent of the event (e.g., chiropractic talks, spinal evaluation, postural evaluation, etc.). Members may have signage listing their affiliation with groups, societies or associations, provided that the affiliated group officially recognizes the event.

CCO requires notification, in writing, informing of a public display/health screening at least 10 business days prior to the event. The notification must include the names of participating member(s) and the event's date, time and location.

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Chiropractic Representation

CCO requires that at least **one licensed member** be present at a public display/health screening at all times.

Information for Distribution

The distribution of all chiropractic information and communication materials (e.g., pamphlets, posters, handouts, video/audio materials, etc.) at public displays/health screenings shall comply with Standard of Practice S-016: Advertising. CCO recommends that such materials be forwarded to CCO for pre-approval.

Turnaround time for approval is approximately **10 business days**.

Screening Procedures

The primary purpose of a public display/health screening is to educate the public. A member should not pressure or aggressively solicit any potential participant. Participation must be voluntary.

For the purpose of the public display protocol, “fully informed” means the participant understands that the purpose of the screening is not to diagnose but to screen him/her for potential problems that may require further investigation in a formal office setting. A member must provide the participant with a description and explanation of the purpose of the screening procedure. Prior to performing any assessment procedure, a member shall obtain consent that is:

- fully informed;
- voluntarily given;
- related to the patient’s condition and circumstances;
- not obtained through fraud or misrepresentation; and
- evidenced in written form and signed by the participant or otherwise documented in the patient health record.

A member shall:

- advise the participant that he/she may withdraw his/her consent at any time;
- offer the participant the option of having the assessment performed in a private area (e.g., separated or sectioned off with a curtain); and
- perform a screening in compliance with the current privacy legislation.

A member shall not:

- disrobe or gown any participant at a public display/health screening;
- use a method of assessment that uncovers, shifts or alters a participant’s clothing (e.g., shirts, slacks, dresses, etc.) in a way that would be construed as disrespectful, embarrassing and/or inappropriate; and
- perform therapeutic interventions, e.g., soft tissue therapy or massage, stretching, mobilizations, manipulation or adjustment (manual/instrumented).

A members is reminded:

- if a fee is charged for the screening procedure, the fee must be disclosed to the participant before the service is provided;
- to comply with section 4 of Standard of Practice S-016: Advertising;
- to be sensitive to the fact that he/she may be screening a participant who is already receiving chiropractic care; and
- to not compare their services to any other chiropractor, directly or indirectly.

If it is deemed appropriate that a participant requires any follow-up chiropractic care, the member should recommend that the participant visit a chiropractor of his/her choice.

It remains a participant's choice to follow up with a more complete evaluation at a chiropractic office.

Screening Equipment

Assessment procedures may include computerized testing, simple functional testing (with no equipment) and/or questionnaires.

Assessments currently accepted:

- questionnaires
- postural evaluation - computerized, plumb lines or manual
- hands-on procedures (e.g., range of motion, flexibility, static/motion palpation)
- dual or four quadrant weight scales
- surface electromyography (sEMG)** (cervical spine only, when appropriate)
- thermography/thermal scanning (to already exposed spinal areas only, no clothing is to be shifted/moved)**

** sEMG, thermography/thermal scanning and computerized spinal analysis must follow generally accepted protocols.

A member is reminded that he/she represents a profession with high standards and, when performing any of the above assessments, he/she may be compared to other professions.

Professional Conduct

A member shall adhere to CCO regulations and standards of practice (including, but not limited to, consent and record keeping) at all times. A complaint of professional misconduct may occur if, having regard to all the circumstances, a member's conduct would reasonably be regarded as disgraceful, dishonourable or unprofessional.