

## NLCDH

### **POLICY: Advertising Standards**

#### **D.H. Regulations as per the Health Professions Act Of Newfoundland and Labrador Section 17(1) f (iii)**

#### **Advertising standards**

- (1) In this Section, “advertising” means to publish, display, or distribute any advertisement, announcement or information related to a dental hygienist’s practice, or to cause or permit it, directly or indirectly, to be published, displayed, distributed or used.
  
- (2) A member must ensure that any advertising for their services meets all of the following criteria:
  - (a) it is accurate and not false, fraudulent, ambiguous or likely to be confusing, misleading or deceptive;
  - (b) it is capable of being proven to be true by facts independent of personal feelings, beliefs, opinions or interpretations;
  - (c) it is of a dignified nature and in good taste, so as to uphold the dignity, honour and ethics of the profession and not bring the dental hygienist or the profession into disrepute;
  - (d) it does not make comparisons with another practice or practitioner, or suggest that the services provided are unique or superior to another practice or practitioner;
  - (e) it does not refer to the quality of services provided;
  - (f) it is directed at the general public and not at an individual member of the public other than current clients of record;
  - (g) it is relevant to the public’s ability to make an informed choice.
  
- (3) In clause (2)(g), “information relevant to the public’s ability to make an informed choice” includes all of the following information:
  - (a) a dental hygienist’s
    - (i) name,

- (ii) professional description,
  - (iii) academic degrees gained by examination;
- (b) the office's
  - (i) location and address,
  - (ii) e-mail address,
  - (iii) telephone and fax numbers,
  - (iv) hours and days it is open;
- (c) the languages spoken at the office;
- (d) universal symbols, such as symbols for wheelchair accessibility, credit cards or debit card systems;
- (e) the services available.

**Professional corporations advertising**

- (1) the previous section on Advertising standards applies with the necessary changes in detail to professional corporations.