

The information provided in this Practice Support checklist is intended to provide general guidance to assist registrants in identifying issues and options that should be considered, and implementing strategies to address issues, resolve problems and improve practice, with respect to a particular aspect of psychology practice. No checklist can anticipate all variables that might be relevant to a specific professional decision or circumstance, but the checklist can provide general guidance to registrants dealing with the identified practice issue. Registrants are also invited to contact the Practice Support Service with any questions.

Readers are advised that documents provided by the Practice Support Service are not legal advice, and do not supplant any applicable legislation, the College's Code of Conduct, or any other official College communications. While an effort has been made to be comprehensive, the information in this checklist is not exhaustive, and the College makes no warranty or representation as to its currency, completeness or accuracy. The College accepts no responsibility for any errors or omissions, and expressly disclaims any such responsibility.

This checklist does not establish standards, limits or conditions for registrants' practice for the purposes of the Health Professions Act, and it is not intended to impose mandatory requirements to the extent that such requirements are not established under the Code of Conduct. In the case of any inconsistency between this checklist and any Code standard, the Code standard governs. The final decision on the course of action to be taken in any practice situation is made by the registrant, and checklists are not intended as a substitute for the professional judgment and responsibility of the registrant. Exclusive reliance on checklists is imprudent, as every practice decision depends on its own particular circumstances.

This document may not be copied in part. Registrants wishing to copy it in its entirety must keep this disclaimer attached and must identify it as a College of Psychologists of B.C. Practice Support document. For ease of reference, select Code standards are indicated in brackets following checklist items. Registrants are obligated to consider any other Code standards and legislation that may be relevant to a specific practice situation. All references to the Code of Conduct and other legislation is current to the date indicated at the beginning of each checklist.

Issues in Advertising Checklist

Registrants may have a desire or a need to advertise their services. The *Code of Conduct* contains a number of standards that should be considered when contemplating how to represent oneself and one's services to the public. Sections 9.0 and 10.0 specifically address a number of issues related to credential presentation and general advertising issues, and registrants are encouraged to review these sections as part of their preparation for designing their advertising. Other *Code of Conduct* requirements may also be relevant in considering advertising practices. The following checklist is intended to assist registrants in ensuring their advertising is consistent with *Code of Conduct* requirements. Code Standards are provided for reference in brackets following checklist items.

- I have properly presented my credentials and my registration status with the College.
 - I have clearly identified my name, title, and status as a registrant of the College in all of my advertising materials, including letterhead, business cards, websites, etc. **(9.1, 9.2, 9.7)**
 - I have ensured that my College registration number is included in all advertising materials, including letterhead, business cards, websites, etc.

Standard 10.6 does not specify the placement of your registration number, but you should ensure that the public is able to identify the link between your registration number and the College. The following examples all enable readers to identify Dr. Smith's registration number with the College:

- Dr. P. Smith, R. Psych. (#1234)
- P. Smith, Ph.D., R. Psych. (CPBC Reg. No. 1234)
- Dr. P. Smith, R. Psych
- College of Psychologists of B.C. Registration No. 1234
- Dr. P. Smith, R. Psych. (Registrant No. 1234)

These examples are not exhaustive. Registrants are not restricted in how they present their registration number in their advertising, as long as the meaning is reasonably clear to the public. **(10.6)**

- I have ensured that no specialty designation by the College is implied by any of my advertising materials. (For example, as per Standard 9.7, while Dr. P. Smith, R. Psych., Practice in Child Psychology is acceptable, Dr. P. Smith, R. Psych., Child Psychologist is not.) **(9.3, 9.7)**
- I have ensured that any restrictions, limitations, or conditions to my registration have been clearly indicated if directed to do so by the College. **(9.7)**
- I have ensured that any modifiers to my title that have been assigned by the College have been placed adjacent to the title Psychologist and to the designation R. Psych., as appropriate. **(9.7)**
- I have made sure to present only the highest degree upon which my registration status is based. **(9.7)**

While Standard 9.7 does not preclude registrants from providing information regarding their education as relevant, such as in a curriculum vitae, name presentations should only include the highest degree. For example, P. Smith, Ph.D., R. Psych. is acceptable, but P. Smith, B.A., M.A., Ph.D. is not. Also, as per Standard 9.7, a Ph.D. may only be indicated adjacent to one's professional title if that is the academic degree upon which registration status was conferred.

- I have included in my advertising only those other degrees or professional titles I hold that are specifically relevant to my psychology practice as per Standard 9.7(c). **(9.7)**
- I have ensured that no determinations of equivalency by an external credentialing agency have been presented in such a way as to suggest I have obtained that credential. **(9.7)**
- I have ensured that any reference to professional affiliations or memberships has not been indicated in such a way as to imply professional qualification, and that reference to these affiliations and memberships has not been placed adjacent to my College registration status. **(9.4, 10.2, 10.16)**
- Considering all of my advertising and public statements, I have accurately represented and not exaggerated my qualifications, including my areas of competence, education, training, experience, professional affiliations, and registration status. **(9.2, 10.16)**
- I have confirmed that my services are accurately represented. **(10.1, 10.16, 18.4)**
- I have ensured that my advertising, including my company name with a restricted title if relevant, does not:
 - assert or imply a fact that is false, inaccurate, unverifiable, or misleading. **(3.13, 7.8, 10.1, 10.14, 10.15, 10.16, 10.19, 18.4)**
 - suggest unrealistic results. **(3.13, 7.8, 10.1, 10.14, 10.15, 10.16, 10.19, 18.4)**
 - create a comparison with other professionals. **(7.8, 10.19)**
 - include the College logo. **(10.18)**
 - utilize testimonials from clients or former clients. **(10.8)**
- If I am advertising a group practice, I have:
 - ensured that it is clear to the public who is and who is not a registrant of the College, as appropriate. **(9.5, 10.11, 18.5)**
 - ensured that no one is advertised as a candidate for registration or as a candidate for a degree. **(9.7)**
- I have ensured that any advertising related to my supervisees and their services meets *Code* requirements. **(10.7)**
- If my services are being advertised by any other party, I have ensured that all information related to me is consistent with *Code* requirements. **(9.6, 10.7)**
- I have ensured that I have not named any employer or associate in my advertising unless my services are to be provided by or under the direct supervision and continued control of that employer or association. **(10.3)**
- I have ensured that my name is not being used in association with any service or product in such a way that misrepresents the service or product, my responsibility for the service or product, the nature of my association with the service or product, or the relevance of my professional expertise to the service or product. **(10.4, 10.9)**
- I have ensured that paid advertisements are clearly apparent as such. **(10.13)**