



**COLLEGE OF AUDIOLOGISTS AND
SPEECH-LANGUAGE PATHOLOGISTS OF
NEWFOUNDLAND & LABRADOR**

Policy Advertising	Number: 5 - 01 Section: Advertising Page: 1 of 2
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Standard:

A regulated member of CASLPA advertises in a manner that is truthful, accurate, verifiable, not misleading to the public, and in compliance with regulatory requirements.

Expected Outcome:

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

The Regulated Member:

- a. Makes reasonable efforts to confirm that all advertising of professional services and products is truthful, accurate, and verifiable.
- b. All credentials and professional affiliations must be clearly delineated
- c. Refrains from using advertising that:
 - i. stimulates a demand for unnecessary health care services ;

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- ii. refrains from guaranteeing the success or superiority of a product/service unless the claim is supported by evidence;
 - iii. questions or diminishes the skills of other providers or the services of other clinics or facilities;
 - iv. is unprofessional or undignified
- d. Advertises only the services that the professional is competent to perform.

Glossary:

Advertising:

Advertising for the purposes of this policy is defined as a representation to the public by any means for the purpose of promoting goods or services respecting the practice of the profession, including statements or representations made in a newspaper or other publication, on radio, television, the internet, social media or other electronic media, or contained in any notice, sign, catalogue, letter, brochure or business card.

Client:

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 CASLPA in any of the categories of membership prescribed by CASLPA

Approved by:



CASLP-NL