

CAMPT's Purpose for Advertising:

- 1. To allow fellows of CAMPT the opportunity to access information regarding various products, education, and other opportunities so that they may continue to pursue, expand, and achieve the professional goals they set for themselves.**
- 2. To generate revenue for CAMPT as one means of maintaining the infrastructure of CAMPT, its executive, its mandate to IFOMPT, and its ever expanding commitments to its fellows.**

CAMPT Advertising Guidelines:

- 1. All businesses, institutions, foundations, agencies, groups, committees, and/or individuals who pay for advertising with CAMPT are ultimately responsible for any advertisements regarding themselves, their programs, their associations, or on their own behalf.**
- 2. Advertisements must be true, accurate, and verifiable by any and all who may, or may not, come into contact with the advertisement.**
- 3. Advertisements must be easy for the consumer to understand.**
- 4. Advertisements must be truthful and not be deliberately misleading.**
- 5. Any advertisements that invokes a formal question, complaint, or similar submission suggesting that the advertisement creates confusion or misunderstanding is subject to the following;**
 - a. Immediate correction or clarification of the message within the advertisement that generated the formal concern.**
 - b. A formal address by the advertising group to both the parties who submitted the formal concern and to any group who may have come into contact with the content in question, clarifying the intended meaning of the advertisement message.**

Provisions to the CAMPT Advertising Guidelines

- 1. CAMPT acknowledges and respects that Canadian physiotherapists are autonomous healthcare professionals. As such, and in accordance with the Standards of Practice outlined by the various Canadian regulatory colleges of physiotherapy, CAMPT acknowledges and upholds the standard that each licenced physiotherapist is independently responsible for the interpretation, understanding, utilization, benefits, and defence of any service or product that they engage in. The CAMPT Advertising Guideline are intended to promote truth and accuracy in advertisement but are not intended for the purposes of subjugation, and, therefore, is not intended to protect, question, or alter the personal or professional choices of any person(s) who choose to associate with an advertisement or its ownership.**

2. The CAMPT executive reserves the right to remove, refute, or refrain from continuing any advertisement that:
 - a. Violate the CAMPT Advertising Guidelines.
 - b. Fail to correct confusing or misleading statements as indicated in the CAMPT advertising guidelines.
 - c. Are found to have advertisements with other parties outside of CAMPT that contain information or content which conflicts with the CAMPT Advertising Guidelines and that has the potential to come into contact with individuals associated to CAMPT.

3. Consideration for the correction, removal, refute, or future refusal of any advertisement will require all of the following:
 - a. A formal written letter of complaint regarding an advertisement, or its ownership, including:
 - i. Name and contact information.
 - ii. Primary concern.
 - iii. Supporting evidence/documentation.
 - iv. Details including time and location of advertisement, as well as writer's desired action in response to the advertisement

 - b. A review of:
 - i. All submitted information that accompanied the complaint
 - ii. The advertisement and messages in question
 - iii. The current and past practices and decisions made by current or past CAMPT executives

 - c. Approval by way of executive vote from the CAMPT executive as per CAMPTs constitutional guidelines to either:
 - i. Support or decline the complaint.
 - ii. Support or decline the need for correction, removal, refute, or future refusal of the advertisement in question.
 - iii. *Refuse to take a position, or enforce action, if in the opinion of the CAMPT executive, there is not enough information or evidence to make an informed decision.
 1. *In the event that the CAMPT executive cannot make an informed decision as to its formal position, the standing

action will continue until such time that an informed decision by the CAMPT executive is reached.

Reference:

College of Physiotherapy - Advertising Standard

1. Authority and Responsibility

- Physiotherapists are responsible for any **advertisement on their behalf**.

2. Truth in Advertising

- Advertisements must be **true, accurate, and verifiable**. This means that the physiotherapist must be able to prove that the information in the advertisement is true.
- **Advertisements must not mislead.**
- **Advertisements must be easy for consumers to understand.**

3. Advertising Content

- Advertisements must only contain information about services for conditions that the physiotherapist is competent to diagnose and to treat.
- Advertisements must not state or imply a guarantee of treatment results.
- Advertisements must not contain any direct, indirect, or implied **testimonials** or **endorsements**.
- Advertisements must not contain references to third-party websites or publications that carry testimonials or endorsements of physiotherapists.

4. Claims of Superiority

- Advertisements must not state or imply that a physiotherapist's services are better than those offered by other physiotherapists.
- Advertisements must not state or imply that a certain brand or product is better than others.

5. Advertising about Prices

If an advertisement offers discounted prices for packaged or bundled services, it must clearly state that there is still the option to buy one service at a time. It must also make it clear that there is an option to receive a refund for unused services.

Legislative Reference

Ontario Regulation 388/08 under the Physiotherapy Act, Professional Misconduct: Section 1, paras 1 and 25

Approved Date: September 21, 2016

Effective Date: January 1, 2017

Restricted Titles, Credentials and Specialty Designations Standard

1. Authority and responsibility

Members must represent their qualifications in a manner that is true, accurate and not misleading.

2. Use of the “physiotherapist” title

Only members of the College can use the title “physiotherapist.” This includes variations and short forms, such as “physical therapist,” “PT,” and equivalent terms in other languages.

Members must use their title when they are engaging in physiotherapy **clinical practice**.

Whenever members use their title, they must use the title associated with their class of certificate of registration:

- Members with a certificate of independent practice or a courtesy registration must use the “physiotherapist” title.
- Members with a certificate of provisional practice must use the “physiotherapy resident” title. This includes variations and short forms such as “physical therapy resident,” “PT resident,” and equivalent terms in other languages.

Members must not use the “physiotherapist” or “physiotherapy resident” title when they are practicing outside of the scope of practice of physiotherapy. For example, members who perform animal rehabilitation must not use the “physiotherapist” title when they are providing care to animals.

3. Use of the “physiotherapist” title by non-members

It is illegal for anyone who is not a member of the College to use the title “physiotherapist.”

Members must not help non-members to “hold themselves out as” (claim to be) physiotherapists.

Members who believe that a non-member is holding themselves out as a physiotherapist must report this to the College.

4. Use of the “specialist” title

Members must not use the title “specialist” unless they:

- Have completed a specialty certification program recognized by the College, and
- Ensure that this information is included in the Public Register.

5. Use of other credentials

Members may use other **credentials**. When members are engaging in physiotherapy clinical practice, they must give their name and qualifications in this order:

- 1) Their name as it appears on the Public Register
- 2) The “physiotherapist” or “physiotherapy resident” title
- 3) Other credentials

6. Use of other restricted titles

Members must not use the title “doctor” or the short form “Dr.” in the course of offering or providing physiotherapy care.

Members must only use other restricted titles in accordance with the law. For example, members must not use the title “acupuncturist” unless they are also registered with the College of Traditional Chinese Medicine Practitioners and Acupuncturists of Ontario.

Legislative Reference

- Physiotherapy Act, 1991, s. 8 (1) and (2).
- Physiotherapy Act, 1991, General Regulations O. Reg. 532/98, s. 23 (2) 2.
- Physiotherapy Act, 1991, Professional Misconduct Regulations O. Reg. 388/08, s. 20, 21, 22, 23 and 24.
- Regulated Health Professions Act, 1991, s. 33 (1) and (2).
- Health Professions Procedural Code, s. 23 (2) 4.

Approved on: June 22, 2017
Effective date: July 1, 2017