

## **ADVERTISING & PROFESSIONAL DESIGNATIONS POLICY**

APPROVED BY COUNCIL:		Thursday, September 15, 2005
REVIEWED AND UPDATED:		Amended September 8, 2008 Amended September 19, 2008 Amended March 5, 2009 Amended March 2, 2012
PUBLICATION DATE:		March 22, 2012
COLLEGE CONTACT:		Registrar

### **PURPOSE**

This policy will set out the requirements for how and in what order denturists qualifications are to be conveyed in communications with the public, such as business cards and advertisements.

1. In this Part, “advertisement” means any advertisement, announcement or information related to the member’s practice or that of a health professional corporation which the member or a health professional corporation of which the member is an officer or shareholder has published, displayed, distributed or used or has caused or permitted, directly or indirectly, its publication, display, distribution or use.
2. Advertisements must include relevant information that is verifiable by and comprehensible to whom it is directed, including the member’s name and the name of the clinic, as approved by the Executive Committee, if different from the member’s name as it appears in the register.
3. No advertisement shall include information that:
  - a. Is false, misleading or deceptive including by omission or by making partial disclosure only;
  - b. Is not relevant to the public’s ability to make an informed choice;
  - c. Is not readily comprehensible to the persons to whom it is directed;
  - d. Is not verifiable by facts independent of personal feelings, beliefs, opinions or interpretations;
  - e. Creates false or unjustified expectations of favorable results or uses fear to motivate the reader;
  - f. Claims superiority over another practice or member.
4. All claims made in testimonials/endorsements must be true and verifiable.
5. Advertisements may refer to fees so long as the advertisements clearly states that fees and services may vary.

### **PROFESSIONAL DESIGNATION & TITLES**

6. Professional Titles and Designations must be in chronological order as they were received based on the date of the certificate/diploma.
7. Registered Denturists are not allowed to use any professional title or designations that does not appear in the College Register.
8. Proof of any titles or designations used must be provided to the College and approved by the College before appearing in the College Register.
9. Education History for each registrant will appear in the College Register.
10. Additional titles and designations must be from an accredited institution from the Country that the designation was received in.
11. If the designation was received in another country other than Canada the registrant must provided proof that that designation/profession is accredited in the Country that it was obtained in.
12. If the title or designation was received in another Country other than Canada the country must follow the title or designation in brackets and written in full. The only country abbreviations that will be accepted is UK or USA.

## SAMPLES

NAME	DESIGNATIONS	NAME WITH DESIGNATIONS
Mr. John Smith	Denturism Diploma June 2006	Mr. John Smith, DD
Ms. Sophia Davidson	Denturists Diploma May 1985 Dental Hygiene Diploma May 1980	Ms. Sophia Davidson, RDH, DD
Mr. Jack Simpson	Denturists Diploma May 1995 Bachelor of Science May 1990	Mr. Jack Simpson, B.Sc, DD
Mr. Paul Frank	Denturists Diploma May 1982 Bachelor of Science May 1974 Registered Dental Technician since May 1978	Mr. Paul Frank, B.Sc, RDT, DD
Mr. Peter Lawrence	Denturists Diploma May 2007 Doctorate in Dentistry April 1980 - India	Mr. Peter Lawrence, DDS (India), DD

### NOTE:

**Please note that according to the Regulated Health Profession Act no one can call themselves a Doctor unless they are Registered with one of the following Colleges':**

- (a) the College of Chiropractors of Ontario;
- (b) the College of Optometrists of Ontario;
- (c) the College of Physicians and Surgeons of Ontario;
- (d) the College of Psychologists of Ontario; or
- (e) the Royal College of Dental Surgeons of Ontario.

### Regulated Health Professions Act

#### Restriction of title "doctor"

33. (1) Except as allowed in the regulations under this Act, no person shall use the title "doctor", a variation or abbreviation or an equivalent in another language in the course of providing or offering to provide, in Ontario, health care to individuals. 1991, c. 18, s. 33 (1).

#### Same

(1.1) Subsection (1) does not apply to a person who is a member of the College of Naturopaths of Ontario. 2007, c. 10, Sched. P, s. 20 (1).

#### Naturopathic doctor

(1.2) A member referred to in subsection (1.1) shall not use the title "doctor" in written format without using the phrase, "naturopathic doctor", immediately following his or her name. 2007, c. 10, Sched. P, s. 20 (1).

#### Idem

- (2) Subsection (1) does not apply to a person who is a member of,
- (a) the College of Chiropractors of Ontario;
  - (b) the College of Optometrists of Ontario;
  - (c) the College of Physicians and Surgeons of Ontario;
  - (d) the College of Psychologists of Ontario; or
  - (e) the Royal College of Dental Surgeons of Ontario. 1991, c. 18, s. 33 (2).

#### Same

(2.1) Subsection (1) does not apply to a person who is a member of the College of Traditional Chinese Medicine Practitioners and Acupuncturists of Ontario and who holds a certificate of registration that entitles the member to use the title "doctor". 2006, c. 27, s. 18 (1).