



DIRECTIVE

ADVERTISING DIRECTIVE

To ensure compliance with the advertising requirements set out in the *Health Professions Act* Section 102 on Advertising, and sections 1, 1a, 1e, 8 and 11 of the *Canadian Code of Advertising Standards* regulated by Advertising Standards Canada, and ACAC SP 1.0 *Advertising, Promotions and Presentations* registrants must NOT represent to patients or the public the following:

1. Any statement which suggests that the following conditions, or symptoms of the following conditions, can be treated, relieved, prevented or cured with chiropractic care:
 - a) Allergies
 - b) Alzheimer's disease and/or dementia
 - c) Asperger's Syndrome
 - d) Asthma
 - e) Attention Deficit Disorder (ADD)
 - f) Attention Deficit Hyperactivity Disorder (ADHD)
 - g) Autism or autism-spectrum related disorders
 - h) Cancer
 - i) Cerebral Palsy
 - j) Cognitive impairment
 - k) Developmental and speech disorders
 - l) Diabetes
 - m) Down Syndrome
 - n) Family planning
 - o) Fertility
 - p) Fetal alcohol syndrome
 - q) Flu
 - r) Immunity
 - s) Infantile Colic
 - t) Infections
 - u) Infertility
 - v) Multiple Sclerosis/MS
 - w) Nocturnal Enuresis (bedwetting)
 - x) Otitis Media (ear infection)
 - y) Parkinson's Disease
 - z) Tourette's Syndrome
 - aa) Turning into head down position
 - bb) Moving or providing optimal position
 - cc) Improved infant position at birth
 - dd) Optimal uterine environment
 - ee) Room to develop in the uterus



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- ff) Increasing baby's health and well being
- gg) Assist in baby's growth
- hh) Better baby development
- ii) Tension, torsion or distortion of the uterus
- jj) Shorter birth times
- kk) Easier labor
- ll) Difficult labor or dystocia
- mm) Easier birth
- nn) Improved birth outcomes
- oo) Treating birth trauma
- pp) Traumatic delivery
- qq) Preventing premature birth
- rr) Preventing forceful extraction (forceps or suction)
- ss) Avoiding a caesarean section
- tt) Preventing damage or subluxation to the infant spine in-utero
- uu) Improving comfort of baby in-utero
- vv) Regulating (assisting) in hormonal function
- ww) Reducing postpartum depression

2. Patient or Doctor testimonials that reference the above diseases, disorders or conditions.
3. Any Information related to vaccination and immunization.

The above list of diseases, disorders or conditions is neither final nor conclusive. Absent acceptable evidence, registrants are not free to make claims about the effectiveness of chiropractic in treating a disorder, disease or condition simply because it is not included in the list.

Materials, links or posts identified that may offend the Advertising Directive will be reviewed for compliance, which may result in a complaint, investigation, and disciplinary action including financial penalties and a finding of unprofessional conduct. These findings show on the public registry for 10 years.

Effective March 1, 2019
Revised February 26, 2020