



# COLLEGE OF CHIROPRACTORS OF ONTARIO

## MEMORANDUM

**To:** Stakeholders including Members

**From:** Dr. Brian Budgell, Chair, Advertising Committee

**Date:** June 2019

**Re:** Draft Proposed Amendments to:

- By-law 11: Committee Composition
- Advertising Committee Terms of Reference
- Policy P-004: Advertising Committee Protocol

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CCO is reviewing policies and procedures to proactively enforce standards of practice and guidelines as they relate to advertising, including websites and social media. As part of its efforts, the Advertising Committee is circulating amendments to CCO documents for feedback that would expand the mandate and role of the Advertising Committee.

Proposed draft amendments to the following documents are included in this distribution:

- By-law 11: Committee Composition
- Advertising Committee Terms of Reference
- Policy P-004: Advertising Committee Protocol

Currently, the Advertising Committee has the mandate to review only proposed advertising material, including websites and social media posts, submitted by members for feedback for compliance with Standard of Practice S-016: Advertising. Proposed amendments would:

- increase the composition of the Advertising Committee to include two elected members, two public members and two non-Council members;
- create separate protocols for the review of advertising material containing 500 words or less and advertising material containing more than 500 words; and
- authorize the Advertising Committee to review material that is brought CCO's attention for allegations of failure to comply with Standard of Practice S-016: Advertising, separate from the Inquiries, Complaints and Reports process.

These amendments, if approved, would create a more informal mechanism for CCO to review material that is allegedly non-compliant with Standard of Practice S-016: Advertising and a mechanism for referral to the Inquiries, Complaints and Reports Committee for continued non-compliance. Please review the draft documents for further detail.

### **Your Feedback is Important!**

Please review the proposed amendments to these documents and provide us with your feedback.

Please return your feedback online by **August 30, 2019** at the following link:  
<http://survey.constantcontact.com/survey/a07egfcvmsljxbsaye7/start>

The proposed amendments are also posted on CCO's website – [www.cco.on.ca](http://www.cco.on.ca) – in the “News & Updates” section. Once CCO compiles the feedback, the Advertising Committee will review all feedback and make final recommendations to Council. The final version, if approved by Council, will be posted to the CCO website.

Thank you for your feedback and your involvement in self-regulation.