

**DRAFT**  
**ADVERTISING COMMITTEE**  
**TERMS OF REFERENCE**  
(Version Date: April 30, 2019)

**1. Composition**

- 1.1 The Advertising Committee is composed of two elected members, two public members, and two non-Council member.
- 1.2 A panel of the Advertising Committee, composed of one elected member, one public member, and one non-Council member may perform the Advertising Committee function of reviewing and providing feedback for submitted advertisements in accordance with Policy P-004: Advertising Committee Protocol.

**2. Duties and Objects of the College for which the Committee has primary responsibility (with reference to specific sections of section 3(1) of the Health Professions Procedural Code)**

- 2.1 To regulate the practice of the profession and to govern the members in accordance with the health profession Act, this Code and the *Regulated Health Professions Act, 1991* and the regulations and by-laws.
- 2.2 To develop, establish and maintain programs and standards of practice to assure the quality of the practice of the profession.
- 2.3 To develop, establish and maintain standards of knowledge and skill and programs to promote continuing evaluation, competence and improvement among the members.
- 2.4 To develop, establish and maintain programs to assist individuals to exercise their rights under this Code and the *Regulated Health Professions Act, 1991*.
- 2.5 To promote and enhance relations between the College and its members, other health profession colleges, key stakeholders, and the public.
- 2.6 To develop, establish, and maintain standards and programs to promote the ability of members to respond to changes in practice environments, advances in technology and other emerging issues.

### **3. Mission, Vision, Values and Strategic Objectives**

#### **Mission**

The College of Chiropractors of Ontario regulates the profession in the public interest to assure ethical and competent chiropractic care.

#### **Vision**

Committed to Regulatory Excellence in the Public Interest in a Diverse Environment.

#### **Values**

- Integrity
- Respect
- Collaborative
- Innovative
- Transparent
- Responsive

#### **Strategic Objectives**

1. Build public trust and confidence and promote understanding of the role of CCO amongst all stakeholders.
2. Ensure the practice of members is safe, ethical, and patient-centered.
3. Ensure standards and core competencies promote excellence of care while responding to emerging developments.
4. Optimize the use of technology to facilitate regulatory functions and communications.
5. Continue to meet CCO's statutory mandate and resource priorities in a fiscally responsible manner.

### **4. Accountability and Reporting**

- 4.1 The Advertising Committee is a non-statutory committee pursuant to By-law 11 in accordance with S. 94 (1)(i) of the *Health Professions Procedural Code*, Schedule 2 to the *Regulated Health Professions Act, 1991*.
- 4.2 The Committee reports to the governing Council via the Quality Assurance Committee.

## **5. Duties under the *Regulated Health Professions Act, 1991***

### 5.1 The Advertising Committee will:

- develop, establish and maintain standards of advertising for chiropractors;
- advise members of the Committee's procedures for reviewing advertising;
- review advertising submitted by a member for approval and feedback, in accordance with Policy P-004: Advertising Committee Protocol;
- review advertising that is brought to CCO's attention for allegations of failure to comply with Standard of Practice S-016: Advertising and Guideline G-016: Advertising, in accordance with Policy P-004: Advertising Committee Protocol;
- keep current with advertising/marketing trends in the contemporary environment.

## **6. Meetings**

6.1 The Advertising Committee will conduct meetings approximately once every 6-8 weeks in-person or by teleconference call as often as necessary.

6.2 The Advertising Committee will review submitted advertisements, in accordance with Policy P-004: Advertising Committee Protocol, between meetings.