



COLLEGE OF CHIROPRACTORS OF ONTARIO

MEMORANDUM

To: Stakeholders including Members

From: Dr. Paul Groulx, Chair, Quality Assurance Committee (until August 14, 2020)
Ms Robyn Gravelle, Chair, Quality Assurance Committee (effective August 14, 2020)

Date: August 2020

Re: Draft Proposed Standard of Practice and Guideline on Health Care Claims in Advertising, Website and Social Media – For Circulation and Feedback

CCO has approved the circulation to members and stakeholders for feedback a draft proposed Standard of Practice and Guideline on Health Care Claims in Advertising, Websites and Social Media.

The objectives of these draft proposed documents are:

- ***To identify diseases, disorders and conditions that a member may not diagnose within the chiropractic scope of practice and therefore may not claim to diagnose, prevent or treat with chiropractic care in members' advertising, websites or social media.***

The chiropractic scope of practice is described in the *Chiropractic Act, 1991*, as follows:

The practice of chiropractic is the assessment of conditions related to the spine, nervous system and joints and the diagnosis, prevention and treatment, primarily by adjustment, of,

- (a) dysfunctions or disorders arising from the structures or functions of the spine and the effects of those dysfunctions or disorders on the nervous system; and
- (b) dysfunctions or disorders arising from the structures or functions of the joints.

Any claims made by a member as to the effectiveness of chiropractic care must be consistent with the chiropractic scope of practice and not claim to treat, relieve, prevent or cure diseases or disorders and conditions that have been diagnosed outside of the chiropractic scope of practice.

- ***To outline CCO's expectations that health care claims related to the benefits of chiropractic care in members' advertising, websites and social media are:***
 - *within the chiropractic scope of practice,*
 - *accurate, factual, verifiable and objective,*
 - *supported by generally acceptable evidence; and*
 - *otherwise compliant with CCO standards of practice, policies and guidelines.*

The public has a right to access information in a member's advertising, website and social media that is consistent with the chiropractic scope of practice, CCO standards of practice, policies and guidelines, accurate, factual, verifiable and objective and supported by generally accepted evidence. The draft proposed standard of practice outlines CCO's expectations in these areas with respect to health care claims in members' advertising, websites and social media.

- ***To establish CCO procedures for enforcing CCO standards of practice related to health care claims in members' advertising, websites and social media.***

The draft proposed guideline is proposing to establish proactive reviews of members' online websites and social media to help ensure compliance with the standard of practice.

- ***To attempt to harmonize to the extent possible standards of practice, policies and guidelines with respect to health care claims in advertising, websites and social media.***

Several chiropractic regulators across Canada, including British Columbia, Alberta, Saskatchewan and Nova Scotia have enacted similar standards and mechanisms to proactively ensure that health care claims on members' advertising, websites and social media are consistent with the chiropractic scope of practice and based on acceptable evidence. CCO thanks these regulators from across Canada for sharing information and best practices. Although the regulation of health care is under provincial legislation which differs somewhat across the country, CCO has an interest in ensuring that the public across the country have access to information in members' advertising that is consistent, ethical, accurate, factual, objective and based on acceptable evidence.

Your Feedback is Important!

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

Please return your feedback online by **October 30, 2020** at the following link:

<http://survey.constantcontact.com/survey/a07eh9rcixke8mrgux/start>

Memorandum, dated August 2020 from
Dr. Paul Groulx, Chair, Quality Assurance Committee (until August 14, 2020)
Ms Robyn Gravelle, Chair, Quality Assurance Committee (effective August 14, 2020)
to Members and Stakeholders

If you have additional feedback that exceeds the space in the online feedback form, please send this to:

College of Chiropractors of Ontario
59 Hayden Street, Suite 800
Toronto, ON M4Y 0E7
Fax: (416) 925-9610
Email: cco.info@cco.on.ca

Please note, identifying information of specific individuals providing feedback will not be made public; however, the summary of feedback and comments received will be made public, as part of the public Council package.

The proposed amendments are also posted on CCO's website – www.cco.on.ca – in the “News & Updates” section. Once CCO compiles the feedback, the Quality Assurance 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.