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## **PUBLIC DISPLAY PROTOCOL**



### **Policy P-016**

#### **Advertising Committee**

**Approved by Council: June 22, 2007**

**Amended: September 13, 2008, September 24, 2009, December 1, 2011, June 19, 2019 (came into effect September 13, 2019)**

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*Note to readers: In the event of any inconsistency between this document and the legislation that affects chiropractic practice, the legislation governs.*

### **INTENT**

The College of Chiropractors of Ontario (CCO) developed the Public Display Protocol to ensure that chiropractic is consistently promoted in a professional manner with personal accountability. This protocol provides members with practical approaches to community event planning and implementation.

Public outreach can be of value to the public because it can educate the public about chiropractic, build a stronger chiropractic presence in the professional and public communities, and promote chiropractic as a safe and effective health care choice.

Members are reminded that in conducting any public outreach, they are representing the chiropractic profession, and are expected to conduct themselves in a professional manner, maintain the dignity and integrity of the profession, and adhere to CCO regulations, standards of practice, policies and guidelines.

### **DESCRIPTION OF POLICY**

#### **Definitions**

A "public display" is a type of public event that is a presentation of printed or other visual/audio material and/or educational sessions to the public, in a place normally frequented by the public, by a person or persons who are physically present when such material is distributed or presented. It does not include signage, billboards, or other forms of visual advertising that do not ordinarily require that the person advertising be physically present.

A "health fair" is a community event focused on the promotion of health.

A "trade show" is an exhibition for people or companies to demonstrate products and services.

#### **Procedures**

A member is required to comply with the following procedures in conducting a public display or outreach.

## **Purpose**

The primary purpose of a public display is to educate the public and not to solicit patients. Therefore, a member may not subject a member of the public to any undue pressure or duress to participate in public outreach or follow up with chiropractic care. It is always the choice of a member of the public whether to participate in a public display presentation or to follow up with chiropractic care.

## **Location**

A member may only conduct a public display at an appropriate and suitable public location, such as a health fair or trade show, and must ensure that they have the necessary permission and/or permits from the owners or authority in charge.

## **Chiropractic Representation**

CCO requires at least one registered member of the CCO to be present at a public display at all times.

## **Public Display Set-up/Presentation**

All aspects of a public display, including signs, pamphlets, posters, handouts, video/audio materials, marketing and presentation materials, and professional appearance will be evaluated by the participating public and other professions and therefore shall remain professional, maintain the dignity and integrity of the profession and comply with CCO regulations, standards of practice, policies and guidelines, and specifically Standard of Practice S-016: Advertising.

Signs should state the purpose and intent of the public display. A member may have signage listing his/her affiliation with groups, societies or associations, provided that the affiliated group officially recognizes the event.

A member shall prominently display as part of his/her setup/presentation the "CCO Public Display Statement", which communicates that he/she is a licensed chiropractor and a member of CCO and includes a link to CCO's website for information ([www.cco.on.ca](http://www.cco.on.ca)).

## **Follow-up**

The primary purpose of a public display is to educate the public and not to solicit business.

If a member of the public wishes to follow up with further chiropractic care, a member may recommend that the participant or member of the public visit a chiropractor of his/her choice. A member may not subject a member of the public to any undue pressure or duress to follow up with chiropractic care. It remains a participant's choice to follow up with a more complete evaluation at a chiropractic office.

Any collection of contact information from the public or communication of the member's contact information shall be voluntary without any undue pressure or duress applied by the member. A

member shall disclose to a participant the purpose of collecting their contact information, including if it includes the distribution of communication materials, such as mass emails and/or newsletters, and ensure the participant consents to receiving such communications. Any mass communications shall comply with Canada's Anti-Spam Legislation <http://fightspam.gc.ca/eic/site/030.nsf/eng/home>.

Any personal or contact information from a participant or member of the public shall be maintained in a private and confidential manner, in accordance with the *Personal Health Information Protection Act, 2004*.

A member shall consider that some of the participants at the public display will be under the active care of another chiropractor. In compliance with Guideline G-001: Code of Ethics, a member may not attempt to take over the care of a participant who is under active chiropractic care.

### **Notification to CCO**

CCO requires notification, in writing, informing of a public display at least ten business days prior to the event. The notification shall include the names of participating member(s), a description of the event, and the date, time and location of the event. CCO recommends that any materials be forwarded to CCO for pre-approval. Turnaround time for approval is approximately ten business days.

