



Nova Scotia College of Chiropractors

Board Policy: Advertising and Media Relations

(Pursuant to Chiropractic Regulation 46)

<i>Approved by the Board of the NSCC</i>	<i>Effective June 17, 2000</i>	<i>Revised January 10, 2004 September 24, 2005 January 28, 2008</i>	<i>Pages 9</i>
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Contents

Advertising Approval Committee Submission Form.....	1
1. Chiropractic Condition Descriptors.....	2
2. Chiropractic Office Descriptors (page 1 of 2).....	3
3. Chiropractic Office Descriptors (page 2 of 2).....	4
4. Articles Written For Newspaper or Magazines.....	4
5. Auctions.....	4
6. Bill Boards.....	4
7. Business Cards.....	5
8. Coffee News & Real Estate Brochures.....	5
9. Coupons or Coupon Clippers.....	5
10. Display Boards, Sports Boards, Transit Boards, Bill Boards, Mall Ads, and Off- Site Window Displays.....	5
11. Flyers.....	5
12. “Free” Services.....	6
13. Mall Ads.....	6
14. Miscellaneous Marketing.....	6
15. Mission Statements.....	6
16. Newsletter Advertising.....	6
17. Newspaper and Newsletter Advertising.....	6
18. No-Nos.....	6
19. Off-Site Window Displays.....	6
20. Office Hand outs.....	7
21. Office Signage.....	7
22. Placemat Advertising.....	7
23. Public Service Announcements (PSAs).....	7
24. Slogans and Mission Statements.....	7
25. Sport Boards.....	7
26. Transit Boards.....	7
27. Web Pages.....	8
28. Welcome Wagon.....	8
29. White Pages Advertisements.....	8
30. Yellow Pages Advertisements.....	8

If you have any doubts or questions about your advertising project after consulting your NSCC Manual then you should contact the AAC Chairperson by fax, e-mail, or post.



Nova Scotia College of Chiropractors
Advertising Approval Committee Submission Form

Please complete this form and submit it as the first page of all correspondence to the AAC.

Name of Chiropractor making the submission: **Dr.** _____

Signature of submitting Chiropractor: _____

Office Telephone Number: _____

Fax number: _____

Date of Submission (dd/mm/yyyy): _____

Number of pages including this: _____

Type of material: **Original**
 Re-Submission

- | | | |
|---|---|--|
| <input type="checkbox"/> Billboard | <input type="checkbox"/> Newspaper Article | <input type="checkbox"/> Television Ad |
| <input type="checkbox"/> Business Card | <input type="checkbox"/> Office Signage | <input type="checkbox"/> Transit Board |
| <input type="checkbox"/> Coffee News | <input type="checkbox"/> PSA | <input type="checkbox"/> Web Page |
| <input type="checkbox"/> Display Board | <input type="checkbox"/> Radio Ad | <input type="checkbox"/> Welcome Wagon |
| <input type="checkbox"/> Magazine Article | <input type="checkbox"/> Real Estate Brochure | <input type="checkbox"/> Window Display |
| <input type="checkbox"/> Mall Ad | <input type="checkbox"/> Sports Board | |
| <input type="checkbox"/> Newsletter | <input type="checkbox"/> Tel Dir. White Pages | |
| <input type="checkbox"/> Newspaper Ad | <input type="checkbox"/> Tel Dir. Yellow Pages | |
| <input type="checkbox"/> Other (Please describe in detail in the space below): | | |

Please indicate the precise location/site/use of the finalized form of the material which you are submitting (ie. Newspaper – Scotia Citizen):

Additional information or comments regarding your submission:



Important: You are reminded to allow 14 days for AAC processing of your submission by fax. The AAC will send their response by fax unless requested to do so otherwise.



Please return to:

Nova Scotia College of Chiropractors Office

Attn.: Advertising Approval Committee

P.O. Box 9410, Station A □ Halifax, Nova Scotia □ B3K 5S3

Phone: (902) 425-2445 □ Fax: (902) 425-2441 □ Email: inquiries@chiropractors.ns.ca

1. Chiropractic Condition Descriptors

These Chiropractic Condition Descriptors are pre-approved by the Board; therefore, choose to utilize any of the following (or mix with Chiropractic Office Descriptors). More may be added from time to time at the discretion of the Board.

- Arthritis
- Back Pain
- Carpal Tunnel Syndrome
- Chiropractic Condition Descriptors
- Colic
- Disc Injuries
- Ear Infections
- Fibromyalgia
- Foot/Ankle Problems
- Frozen Shoulder
- Gait Disturbances
- Golfer's or Tennis Elbow
- Hand and/or Grip Difficulties
- Headaches
- Heel Spurs
- Hip Pain Syndromes
- Knee Pain Syndromes
- Loss of Range of Motion in 'One Specific Named Joint'
- Low Back Pain
- Migraine Headaches
- Motor Vehicle Accident Injuries
- Myofascial Pain Syndromes
- Neck Pain
- Otitis Media
- Plantar Myofascitis
- Posture Difficulties
- Repetitive Stress Disorders
- Rotator Cuff Injuries
- Sacroilitis
- Sciatica
- Slip and Fall Injuries
- Spinal Check/Exam
- Sports Injuries
- Sprains and Strains
- Subluxation
- TMJ Syndrome
- Vertebral Subluxation Complex
- Work Related Injuries (WCB)

2. Chiropractic Office Descriptors (page 1 of 2)

These Chiropractic Office Descriptors are pre-approved by the Board; therefore, choose to utilize any of the following (or mix with Chiropractic Condition Descriptors). More may be added from time to time at the discretion of the Board.

- Custom Orthotics Available;
- Cervical Pillows Available;
- Back (&/or) Limb Supports (&/or) Braces Available;
- Rehabilitation Products Available;
- Surface EMG Available (or) On Site;
- Walk-in Patients Welcome;
- Walk-ins Welcome;
- Any pre-approved photographs;
- New Patients Welcome;
- No referral necessary;
- WCB, MVA, VAC cases accepted;
- Day and Evening Appointments Available;
- Emergency Appointments Available;
- Evening and Week-end Appointments Available;
- Evening Appointments Available;
- Evening, Weekend, Emergency Appointments Available;
- X-ray Facilities On Site;
- Any AAC Pre-Approved Logos;
- Handicapped Symbols;
- Nutritional Supplements Available;
- Physical Therapy/Rehabilitative Services Available/On Site;
- Nutritional/Lifestyle Counseling Available;
- Home Rehabilitative Equipment/Devices Available/On Site;
- Holiday Appointments Available;
- Computerized Gait Analysis On Site;
- Covered By Most Insurance Plans/Private Health Plans;
- Exercise Information Packages/Programs Available;
- Injury and Pain Pattern Information Packages Available;
- Digital Paraspinal Thermography Available/On Site;



Any health care provider(s) listed in offsite advertising must be noted by the individual's specialty or professional designation and clearly differentiate between the health care provider(s) and the chiropractic professionals in the office.

3. Chiropractic Office Descriptors (page 2 of 2)

These Chiropractic Office Descriptors are pre-approved by the Board; therefore, choose to utilize any of the following (or mix with Chiropractic Condition Descriptors). More may be added from time to time at the discretion of the Board.

- a.) For more information contact Dr. _____;
- b.) For more information contact Dr. _____ or your nearest chiropractic office;
- c.) Native of (Nova Scotia, Ontario, etc);
- d.) (Number) of years in practice;
- e.) “Board-Approved Speciality” either spelled out or use of initials;
- f.) “Degrees held” either spelled out or use of initials;
- g.) “Ares of interest” (ie. Dr. ___is interested in the treatment (or care of) the (elderly, children, etc.)
- h.) (Languages) spoken
- i.) (Listed) volunteer work
- j.) Positions held in Chiropractic or Non-Chiropractic Organizations
- k.) Chiropractic Service Provided at Chiropractic-related events (ie. Pan Am Games, etc)

4. Articles Written For Newspaper or Magazines

All such material must be forwarded to the AAC for pre-approval. You are reminded to consider the sources of your information carefully; you alone are responsible for providing notation of appropriate literary credit. Biography summaries following an article must also be submitted for approval.

With respect to the re-use of articles which have been previously approved by the Advertising Approval Committee, the author shall be held responsible for ensuring that the content of the article is still compliant with current professional standards and regulations, and shall re-submit the article for advertising approval should any of those standards and regulations have changed.

5. Auctions

(see No Nos)

6. Bill Boards

(see Display Boards)

7. Business Cards

When designing your business card you may include the following information:

- a.) Your name, title, initials of degrees held or specialties;
- b.) Any approved business logo &/or the NSCC logo;
- c.) Telephone numbers, including office number, fax, cell or home;
- d.) Your street or rural address &/or email address &/or web site address;
- e.) Additional phrases may include, “by appointment” or “by appointment only”;
- f.) Hours of business;
- g.) Pre-approved photos, graphics, or slogans relative to the chiropractic practice;
- h.) No credit card symbols are permitted;
- i.) Languages spoken;
- j.) Parking and accessibility for the disabled;
- k.) Professional corporations;
- l.) Membership in the NSCC &/or other chiropractic organizations recognized by the NSCC Board;
- m.) Any number of Chiropractic Office Descriptors or Chiropractic Condition Descriptors as appropriate to the size of the ad.

8. Coffee News & Real Estate Brochures

The use of these mediums must conform to the same parameters as that for Business Cards.

9. Coupons or Coupon Clippers

(see No Nos)

10. Display Boards, Sports Boards, Transit Boards, Bill Boards, Mall Ads, and Off- Site Window Displays

Display Board-type advertising may contain relevant contact information for the Chiropractor/Chiropractic Clinic and may contain general educational information regarding the chiropractic profession as approved by the AAC.

Information which may be included is:

- a.) ALL/or any of the information which is also available for Business Cards;
- b.) Any number of Chiropractic Office Descriptors or Chiropractic Condition Descriptors as appropriate to the size of the ad.

11. Flyers

(see No-Nos)

12. “Free” Services

(see No-Nos)

13. Mall Ads

(see Display Boards)

14. Miscellaneous Marketing

Vehicle paintings/signs, parade/float items, logos, donated team T-shirts, jackets or other clothing may use any of the advertising avenues available for use on your Business Card.

15. Mission Statements

(see Slogans)

16. Newsletter Advertising

(see Newspaper)

17. Newspaper and Newsletter Advertising

- a.) Approved advertising may be used in local, provincial and provincial editions of national newspapers.
- b.) Any or all of the parameters available to you for your Business Card may be used in advertising for newspapers and newsletters.

18. No-Nos

The following is a sample list of material which is discouraged or refused by the AAC:

- a.) Any material which implies professional superiority;
- b.) The use of looping, gang faxes, or SPAM email;
- c.) Multi-marketing such as ‘flyers’, ‘coupon clippers’, or ‘place mat advertising’;
- d.) Advertising that resembles a coupon;
- e.) The general auction of Chiropractic services or products offered by members of the NSCC is NOT permitted. Chiropractic products may be donated to charitable organizations or charitable auction.
- f.) The use of the term “free” is not permitted in any advertising or internal marketing.

19. Off-Site Window Displays

(see Display Boards)

20. Office Hand outs

Advertising done within your office/clinic, directed to your current patient base, does not need to be submitted for approval. This includes such articles as pamphlets, pens, note pads, calendars, and the like.

21. Office Signage

When designing your office sign you must consider these requirements:

- a.) You can include: All or any of the same information as you may put on your business cards;
- b.) Sign size must conform to local legal requirements and be of a size that is reasonable;
- c.) Signs must be professionally lettered and adequately maintained;
- d.) The sign may be illuminated;
- e.) Any number of Chiropractic Office Descriptors or Chiropractic Condition Descriptors as appropriate to the size of the ad.



Signage must not be moving or flashing in nature.

22. Placemat Advertising

(See No-Nos)

23. Public Service Announcements (PSAs)

These may be in print, audio or video and must meet these criteria:

- a.) All PSAs must be pre-approved by the AAC of the NSCC;
- b.) The content must be considered professional and appropriate;
- c.) The setting for the specific PSA must be pre-approved by the AAC;
- d.) The production quality of the PSA must be acceptable by the AAC;
- e.) This policy also applies to the participation in such programs as the 'Child Identification Program' or the like.

24. Slogans and Mission Statements

Slogans and mission statements must be professional in nature and NOT denote superiority. These require AAC pre-approval.

25. Sport Boards

(see Display Boards)

26. Transit Boards

(see Display Boards)

27. Web Pages

Due to the dynamic nature of this medium, each Web Page design must receive AAC approval on an individual basis. For this reason the draft designer is advised to consider each component with the AAC Policy of the NSCC Manual.

28. Welcome Wagon

Advertising within the context of a practitioner's local Welcome Wagon organization is permitted with appropriate AAC approval and conformation to the advertising regulations and Code of Ethics.

The ad would have to be approved and confirmation obtained that it is being inserted with other professional listings or similar advertising.

29. White Pages Advertisements

Whenever you prepare an advertisement for the WHITE pages of a telephone directory, you may include the following five things:

- a.) DC's name(s) &/or the office name or the group name(s);
- b.) Telephone numbers (office number, fax number, home or emergency number);
- c.) Office address &/or region;
- d.) Professional corporation if applicable;
- e.) The DC's name (or the group name) may be in bold &/or with one background color.

30. Yellow Pages Advertisements

Whenever you prepare an advertisement for the YELLOW PAGES, of a telephone directory you may include the following:

- a.) All/or any of the information available for your Business Card, but no duplication of any telephone number within the same ad;
- b.) A box outline is permitted;
- c.) Boldface type is permitted;
- d.) The use of color in Yellow Page advertising shall be permitted with no restriction with respect to the number or shade of colors used.