



PRINCIPLE VII: ADVERTISING

Advertising is intended to inform and educate the public about available social work and social service work services. College members ensure that advertisements are compatible with the standards and ethics of the social work and social service work professions.

Interpretation

- 7.1 College members may advertise their services through public statements, announcements, advertising media and promotional activities provided that these:
 - 7.1.1 are not false or misleading, and that any factual information is verifiable;
 - 7.1.2 do not bring the professions or College into disrepute;
 - 7.1.3 do not compare services with other College members;
 - 7.1.4 do not include any endorsements or testimonials;
 - 7.1.5 do not display any affiliation with an organization or association in a manner that falsely implies that organization's sponsorship or certification;
 - 7.1.6 do not claim uniqueness or special advantage unsupported by professional or scientific evidence; and
 - 7.1.7 are in keeping with standards of good taste and discretion.
- 7.2 College members may advertise fees charged for their services provided that advertised fees clearly relate to proposed services and include disclosure of possible limits, uncertainties or circumstances whereby additional fees may be charged. (See also Principle VI: Fees.)
- 7.3 College members' education, training, and experience, as well as areas of competence, professional affiliations and services are described in an honest and accurate manner.^{1,1,1,2}
 - 7.3.1 College members may represent themselves as specialists in certain areas of practice only if they can provide evidence of specialized training, extensive experience or education;



- 7.3.2 College members do not make false, misleading or exaggerated claims of efficacy regarding past or anticipated achievements with respect to clients, scholarly pursuits or contributions to society.
- 7.3.3 College members correct, whenever possible, false, misleading or inaccurate information and representations made by others concerning College members' qualifications or services.
- 7.4 College members do not solicit prospective clients in ways that are misleading, that disadvantage fellow members or that discredit the professions of social work or social service work.

FOOTNOTES

1. The following alternatives are acceptable forms for individual vocational designation on business cards, letterhead stationery, forms, business telephone listings, directories, signs and identification of business premises, etc.:
 - a) College members who are social workers identify themselves by using the designation "RSW", or one of the titles "Social Worker" or "Registered Social Worker", following their names. College members who are social service workers identify themselves by using the designation "RSSW", or one of the titles "Social Service Worker" or "Registered Social Service Worker", following their names. College members may add an optional one line description of the College member's area of limited practice or specialty; or
 - b) "RSW", "Social Worker" or "Registered Social Worker", in the case of a social worker, or "RSSW", "Social Service Worker" or "Registered Social Service Worker", in the case of a social service worker, following the highest academic degree or diploma;
 - b.1) where a College member is an inactive member under the Registration Regulation (Ontario Regulation 383/00), the member must use "inactive" in English or "inactif" in French immediately following "RSW", "Social Worker" or "Registered Social Worker", in the case of a social worker, or "RSSW", "Social Service Worker" or "Registered Social Service Worker", in the case of a social service worker, and the member must not engage in the practice of social work or social service work, as the case may be, in Ontario.
 - c) where a College member holds an earned doctorate in social work, as defined in subsection 47.3(2) of the *Social Work and Social Service Work Act, 1998*, the member may use either, but not both, of i) or ii) as follows:
 - i) the degree in addition to the designation or title in either of clauses a) or b); or
 - ii) the title "Doctor" or "Dr.", as a prefix, provided that it is followed by the member's full name, and immediately followed by one of (A), (B) or (C), as follows:
 - (A) Ontario College of Social Workers and Social Service Workers together with RSW, in the case of a social worker, or RSSW, in the case of a social service worker,
 - (B) social worker or registered social worker, or



(C) social service worker or registered social service worker; or

c.1) where a College member does not hold an earned doctorate in social work, as defined in subsection 47.3(2) of the *Social Work and Social Service Work Act, 1998*, but does hold a doctoral degree, the member may use either, but not both, of i) or ii) as follows:

- i) the degree, in addition to the designation or title in either of clauses a) or b); or
- ii) the title “Doctor” or “Dr.”, as a prefix, in addition to the designation or title in either of clauses a) or b),

provided that the member may not use the title “Doctor”, a variation or abbreviation or an equivalent in another language in the course of providing or offering to provide, in Ontario, health care to individuals; or

d) where the College member is a consultant or advisor in the public or private sector, the phrase “Consultant in . . .” or “Advisor in . . .”, when contained in professional materials, is used only in connection with such position and as an addition to the designation in either clauses a) or b); and

e) where the College member is an employee in the public or private sector, such affiliation with an accurate and appropriate indication of rank, title or nature of function may be displayed on a professional card and used only in connection with such employment in addition to the designation in clauses a) or b).

1.1 “Earned doctorate” means a doctoral degree in social work that is,

- (a) granted by a post-secondary educational institution authorized in Ontario to grant the degree under an Act of the Assembly, including a person that is authorized to grant the degree pursuant to the consent of the Minister of Training, Colleges and Universities under the *Post-secondary Education Choice and Excellence Act, 2000*,
- (b) granted by a post-secondary educational institution in a Canadian province or territory other than Ontario and that is considered by the College to be equivalent to a doctoral degree described in clause (a), or
- (c) granted by a post-secondary educational institution located in a country other than Canada that is considered by the College to be equivalent to a doctoral degree described in clause (a). (Subsection 47.3(2) of the *Social Work and Social Service Work Act, 1998*).

Members are referred to the College’s “Policy respecting Earned Doctorates in Social Work under subsection 47.3(2) of the *Social Work and Social Service Work Act, 1998*”. This Policy describes the criteria that the College uses to determine whether a member holds an earned doctorate in social work, as defined in subsection 47.3(2) of the *Social Work and Social Service Work Act, 1998*.

2. College members practising the profession of social work or social service work through a business, partnership or professional corporation may use one of the following acceptable alternatives as applicable:

- a) a list of the names of the partners, with College members designated as in Footnote 1;
- b) a partnership title containing:
 - i) the surnames or full names of two or more actual partners; or
 - ii) where there are three or more actual partners, the surnames or full names may be used with the term “and Associate” or “and Associates” as appropriate;



- c) a partnership title as above with an individual listing of the College members' names and acceptable vocational designations (see Footnote 1);"
- d) where an unincorporated business, the business name with an individual listing of the College members' names and acceptable vocational designations (see Footnote 1);
- e) where a professional corporation, the corporate name of the professional corporation;
- f) where a professional corporation, the corporate name of the professional corporation with an individual listing of the names of the College members who are shareholders and acceptable vocational designations (see Footnote 1);
- g) where a professional corporation has a practice name other than its corporate name, the practice name together with the corporate name of the professional corporation; and
- h) where a professional corporation has a practice name other than its corporate name, the practice name together with the corporate name of the professional corporation and an individual listing of the names of the College members who are shareholders and acceptable vocational designations (see Footnote 1).