

INDEX NO:	PRACTICE DIRECTION 16.0
SUBJECT:	Advertising 16.7
CURRENT VERSION APPROVED:	June 23, 2021
REVISION HISTORY:	January 21, 2013; September 27, 2017
ORIGINAL APPROVAL BY COUNCIL:	February 4, 2009

Expected Outcome

- Dietitians shall place the individual client’s best interests as their primary professional obligation
- Dietitians will not engage in, or allow the use of, by any means whatsoever, advertising that is false, incomplete, or liable to mislead the public

Practice Direction

Advertising

- Advertising must be consistent with dietitians’ professional obligations
- Advertising must not create false or unjustified expectations as to the results that can be achieved.
- Advertising must follow the principles outlined in the [Canadian Code of Advertising Standards](#) and [Influencer Marketing Steering Committee Disclosures Guidelines](#)

Testimonials

- Testimonials are not consistent with dietitians’ professional obligations and are not permitted.

Incentives

- Dietitians working in Manitoba may offer loyalty points or rewards (such as Air Miles) for nutrition counseling. However, “bonus” points to entice or restrict patients to purchase nutrition counseling on a particular day (or days) in order to qualify for greater gratuity are not permitted.

Use of Specialty/Specialist title

Dietitians must not use the title “specialist” or term “speciality” or “specialize”. These titles are not regulated by the College and cannot be verified.

Definitions

"Advertising" and "advertisement(s)" are defined as *any message where the content is controlled directly or indirectly by the advertiser and which is communicated in any medium to viewers with the intent to influence their choice, opinion, or behaviour.*

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References

[Canadian Code of Advertising Standards](#). Accessed May 27, 2021

College of Dietitians of Alberta. [Code of Ethics](#). Accessed May 27, 2021

College of Dietitians of Manitoba. [Code of Ethics for Registered Dietitians](#). May 27, 2021

[Influencer Marketing Steering Committee Disclosure Guidelines \(2020\)](#). Accessed May 27, 2021