



Guidelines for Advertising

Definition of Advertising

When we use the term “advertising” we mean any communication shared by an RN to the public where the main purpose is the promotion of registered nursing services.

This could include but is not limited to signs, announcements, media appearances, brochures or any ads that appear in print, online or through social media.

Practice Expectation

The Regulated Health Professions Act (76) Prohibition of False Advertising states that no member or health profession corporation shall engage in advertising that is untruthful, inaccurate or otherwise capable of misleading or misinforming the public.

This means that RNs and RN(NP)s who are advertising their services can't:

- Misrepresent fact
- Compare services, prices or ability with any other RN, clinic or group
- Promise or offer better services or results than those available from another RN
- Create an unjustified or unreasonable expectation about the result(s) you can achieve

In addition, RNs and RN(NP)s must ensure that any advertising of their services is consistent with federal, provincial, and municipal laws. This includes compliance with legislation in all jurisdiction(s) in which they are offering services. In Manitoba this includes being compliant with *The Regulated Health Professions Act*, Regulations, Practice Directions, the Code of Ethics and *Personal Health Information Act*.

Inclusions for Online Advertising

Any online promotion or advertising (including social media) must clearly disclose

- Identifying information including your full name and designation
- Practice location
- All jurisdictions in which you are registered
- Any financial interest you may have in products recommended or sold
- Fees for medical services offered

The same privacy, consent and confidentiality expectations that exist for RN and RN(NP) practice conducted in-person are to be followed online.

Resources

- *Practice Expectations for RNs*
- 2017 Edition *Code of Ethics for Registered Nurses*
- *The Regulated Health Professions Act*

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This publication is provided for general information. For more specific information see *the Regulated Health Professions Act* and the Canadian Nurses Association *Code of Ethics for Registered Nurses*.

Our publications are available on our website at www.crnmb.ca