

Standard 1. Advertising

Standard

Registered Dietitians provide information and **advertise** their **professional services** and/or products in compliance with applicable legislative and regulatory requirements.

Indicators

To demonstrate this standard, Registered Dietitians will:

- a) Ensure that advertising is an honest and fair representation of professional services and/or products offered.
- b) Adhere to the SCD Code of Ethics and refrain from using advertising that directly or indirectly:
 - i. creates unjustified expectations about the results;
 - ii. compares the ability, quality, and/or cost of professional services with that of other Registered Dietitians;
 - iii. takes advantage either physically, emotionally or financially of **clients**; and
 - iv. endorses, promotes or recommends exclusive use of a product/brand used/sold as a component of professional services, unless supported by evidence.
 - v. Uses **client testimonials** to endorse professional services and/or products.

Practice Outcome

Clients can expect Registered Dietitians to advertise professional services and/or products in an accurate and ethical manner.

Related Standards

- Communication
- Conflict of Interest
- Professional Practice Obligations

Resources

- Advertising Standards Canada. (2024). *Canadian Code of Advertising Standards*. Available at: <https://adstandards.ca/code/>
- Integrated Competences for Dietetic Education and Practice v.3 (2020). Available at: <https://www.saskdietitians.org/wp-content/uploads/2024/02/Integrated-Competencies-For-Dietetic-Education-And-Practice-ICDEPV-3-August-4-2020.pdf>

Saskatchewan Resources

- Saskatchewan College of Dietitians. (2005). *Code of Ethics*. Available at: <https://www.saskdietitians.org/wp-content/uploads/2024/02/SCD-Code-of-Ethics-2005.pdf>
- Saskatchewan College of Dietitians. (2017). *Guidelines for Self-Employed Registered Dietitians in Saskatchewan*. Available at: <https://www.saskdietitians.org/scd-standards-for-safe-competent-ethical-conduct/>