

Practice Standard

STANDARD 1

ADVERTISING



Saskatchewan
College of Dietitians

Version 1 | May 2026

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. (2017). Canadian Code of Advertising Standards. Available at: <http://www.adstandards.com/en/Standards/canCodeOfAdStandards.aspx>
- Partnership for Dietetic Education and Practice. (2013). The Integrated Competencies for Dietetic Education and Practice (ICDEP). Available at: http://www.pdep.ca/files/PDEP_Integrated_Competencies_for_Dietetic_Education_and_Practice_%5bICDEP%5d_%5b2013-April%5d.pdf

Saskatchewan Resources

- Saskatchewan College of Dietitians. (2005). Saskatchewan College of Dietitians Code of Ethics for Registered Dietitians. Available at: <http://www.saskdietitians.org/wp-content/uploads/2015/11/Code-of-Ethics-SCD.pdf>
- Saskatchewan College of Dietitians. (2017). Guidelines for Self-Employed Registered Dietitians in Saskatchewan. Available at: <https://www.saskdietitians.org/SCD/standards-documents/>