

TAPS | therapeutic advertising pre-vetting service

GUIDELINE 8 General	Guideline for Advertising Chiropractor Services
Last Updated	August 2016
What kind of service is this guideline for?	Any Chiropractor Clinic or Chiropractor Practitioner
What is the purpose of this guideline?	To provide advertising compliance guidance for those who wish to advertise their chiropractor services.

INTRODUCTION

The following guidelines are intended to provide background information and informal guidance on advertising Chiropractor services. The Medicines Act 1981 and the Therapeutic Services Advertising Code may apply, along with your own industry's codes.

Chiropractors have a Code of Ethics which they are bound to adhere to. This can be found on the [Chiropracticboard web site](#).

The Chiropractic Board is the professional body for Chiropractors and has educative and disciplinary functions, and it administers the Code. The Code of Ethics under article 3.7 states that a Chiropractor should be familiar with his or her responsibilities under legislation other than the Chiropractors Act 1982. Included in the list of legislation here is the Medicines Act 1981.

Article 3.3.3 of the Code permits advising the public of the service available by advertisement provided:

1. That all statements are factual and able to be substantiated
2. That any advertising and publicity will not bring the profession into disrepute

Offers to Treat.

While it is acceptable to offer to treat a range of conditions by spinal manipulation or chiropractic adjustment, it is not acceptable to offer cures, or to do this by implication. The use of words such as "miracles" "lives saved" and even "get better from" would not be acceptable terms in the view of the Chiropractic Board. They would certainly be in breach of section 58 of the Medicines Act as described above.

The Board is of the view that while it is acceptable to list a range of conditions that can be treated by Chiropractic adjustment, it is not acceptable to claim cures or lifesaving benefits for them. This would breach the Code of Ethics.

There is also the matter of Article 3.3.3 of the Chiropractors Code item 2 :

That any advertising and publicity will not bring the profession into disrepute

The Board expects that advertising for Chiropractic services should observe a high standard and promote the profession respectably.

The ASA Therapeutic and Health Advertising Code also expects a high standard of responsibility for advertisements for therapeutic goods and services, as people rely on these for their wellbeing.

KEY POINTS

- When advertising your services you can list conditions as long as you have a suitable source to substantiate that those conditions are in line with the usual purposes for Chiropractor Services.
- You cannot make claims to cure anything. Focus the advertising on the service and list suitable conditions in which Chiropractor Services may be helpful. Do not make claims about the likely outcome of treatment.
- Patients may provide testimonials that relate to the quality of the service they received (e.g. timely, friendly, efficient etc) and they may state the condition for which they sought Chiropractor Services. **However**, patient testimonials that claim successful treatment for any condition may not be used, this would breach section 58 of the Medicines Act 1981. See Section 58 below
- Endorsement by a Health Care Practitioner cannot be used as this would breach Section 58 of the Medicines Act 1981.
- Avoid comparisons with other services or practitioners.
- Sell your service on its own positive merits.
- Do not offer Guarantees.
- Avoid using exaggerated terms like :
Best / Cheapest / The Only / NZ's favourite.
- **Use of Term Doctor:** Where the term Dr is use it must be followed by the term Chiropractor, e.g. Dr Jones, Chiropractor

SUMMARY OF LEGISLATION AND CODES THAT COVER ADVERTISING THERAPEUTIC SERVICES:

[Medicines Act 1981 website](#)

Chiropractor Services are a Method of Treatment

Defined in the Medicines Act 1981, Section 56 as:

method of treatment means any method of treatment for reward undertaken, or represented to be undertaken, for a therapeutic purpose

This means that all the advertising requirements in the Medicines Act apply when advertising Chiropractor Services

What is a Therapeutic Purpose?

Defined in the Medicines Act 1981, Section 4 as:

- (a) Preventing, diagnosing, monitoring, alleviating, treating, curing, or compensating for, a disease, ailment, defect, or injury; or
- (b) Influencing, inhibiting, or modifying a physiological process; or
- (c) testing the susceptibility of persons to a disease or ailment; or
- (d) influencing, controlling, or preventing conception; or
- (e) testing for pregnancy; or
- (f) Investigating, replacing, or modifying parts of the human anatomy.

What is an advertisement?

Defined in the Medicines Act 1981, Section 56 as:

advertisement means any words, whether written, printed, or spoken, and any pictorial representation or design, used or appearing to be used to promote the sale of medicines or medical devices **or the use of any method of treatment**; and includes any trade circular, any label, and any advertisement in a trade journal; and *advertising* and *advertised* have corresponding meanings

medical advertisement means an advertisement relating, or likely to cause any person to believe that it relates, to any medicine or medical device or any ingredient or component thereof, **or to any method of treatment**

publish means—

- (a) insert in any newspaper or other periodical publication printed or published in New Zealand; or
- (b) send to any person through the Post Office or otherwise; or
- (c) deliver to any person or leave upon premises in the occupation of any person; or
- (d) broadcast within the meaning of the [Broadcasting Act 1989](#); or
- (e) bring to the notice of the public in New Zealand in any other manner.

Please note, this includes advertising on third party websites and the content of your own website promoting your services.

Restrictions on Advertisements

Defined in the Medicines Act 1981, Section 58 as:

(1) No person shall publish, or cause or permit to be published, any medical advertisement that—

(a) directly or by implication claims, indicates, or suggests that medicines of the description, or medical devices of the kind, or the method of treatment, advertised will prevent, alleviate, or cure any disease, or prevent, reduce, or terminate any physiological condition specified, or belonging to a class of disease or physiological condition specified, in [Part 1](#) of Schedule 1 to the Medicines Act; or

(b) directly or by implication claims, indicates, or suggests that medicines of the description, or medical devices of the kind, or the method of treatment advertised will prevent or cure any disease, or prevent or terminate any physiological condition specified, or belonging to a class of disease or physiological condition specified, in [Part 2](#) of Schedule 1 of the Medicines Act; or

(c) directly or by implication claims, indicates, or suggests that a medicine of the description, or a medical device of the kind, or the method of treatment, advertised—

(i) is a panacea or infallible;

(ii) is or has been used or recommended by a practitioner, nurse, or pharmacist, or by any other person qualified to provide therapeutic treatment in the course of a profession or occupation and registered under any enactment as a person so qualified, or by a person who is engaged in study or research in relation to any of those professions or occupations or the work performed by persons employed therein; or

(iii) has beneficially affected the health of a particular person or class of persons, whether named or unnamed, and whether real or fictitious, referred to in the advertisement.

(d) invites correspondence or the sending of hair, blood, urine, or other bodily specimens or photographs for the purposes of diagnosis or treatment concerning any disease or physiological condition.

(2) Every person commits an offence against this Act who contravenes any of the provisions of subsection (1).

This part of the Act refers to any medicines, medical devices and **methods of treatment** described or referred to in the advertisement.

Testimonial

Section 58 (1) (c) (iii) (see above) of the Medicines Act 1981 does not allow the publishing of a testimonial for a Method of treatment, whether it is the personal testimonial of the Practitioner or the testimonial of a patient. As this would be in breach of the Medicines Act it would also be liable for disciplinary action under the Chiropractors Code of Ethics.

Important Note

Although the Medicines Act defines method of treatment, it does not go so far as to give approval to any method of treatment, except to regulate how a method of treatment is advertised. It is the responsibility of the particular professions to be able to justify what conditions their methods of treatment are reasonably expected to be able to treat. Some have more robust evidence than others, so the individual professions are expected to have robust evidence base that can be verified.

ASA [THERAPEUTIC AND HEALTH ADVERTISING CODE](#)

Advertisements shall adhere to the laws of NZ

Principle 1: Advertisements should observe a High Standard of Social Responsibility particularly as consumers often rely on such products, devices and services for their health and wellbeing.

Principle 2: Advertisements shall be truthful, balanced and not misleading.

Advertisers of Chiropractor Services should read this code in full prior to developing advertisements.

Other ASA Codes may also apply, please check:

Advertising Code of Ethics

Code for Comparative Advertising

Code for People in Advertising