

ADVERTISING AND PROMOTION

Interpretation Guide

(Companion to the CPNL Code of Ethics)

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1. INTRODUCTION

The *College of Pharmacy of Newfoundland and Labrador (CPNL) Code of Ethics* states that, "registrants do not participate in advertising or promotion that is outside of the boundaries of the law or that diminishes the dignity and honour of the profession". This document is intended to add context and interpretation to this statement.

In this document,

- "advertising" or "advertisement" means the use of space or time in a public medium, or the use of a publication, such as a brochure, to communicate with the general public, or a segment thereof, for the purpose of promoting products, professional services or enhancing the image of the advertiser.
- "promotion" includes an advertisement, or any other type of publication or communication in any medium (including social media) by which a pharmacy, its products, or its professional services are promoted.

2. EXPECTATIONS

2.1 Advertisements and promotional communications **MUST:**

- a) be accurate, clear, factual, and verifiable;
- b) support the safe and appropriate use of medications and pharmacy services;
- c) be in keeping with the honor and integrity of the profession; and

- d) be in keeping with this guidance, as well as with federal legislation¹ regarding drugs, diseases, and natural health products.

2.2 Advertisements and promotional communications **MUST NOT:**

- a) claim or imply exclusivity of any aspect of the practice of pharmacy that is required under provincial or federal legislation or standards (e.g., the provision of patient counselling, the ability to consult with a pharmacist, the presence of a private consultation room, etc.);
- b) contain comparative statements, or claim or imply superiority over other pharmacies or registrants;
- c) claim or imply that a registrant has special qualifications that are not in fact possessed by the registrant;
- d) contain the words "specialist" or "expert" or words of similar meaning or intent;
- e) contain testimonials or endorsements;
- f) create unreasonable expectations about the results that a product or professional service offered by the pharmacy can achieve; use descriptive or qualifying words that could negatively impact the image of the profession;
- g) encourage the transfer of prescriptions by offering the receipt of a gift, discount or other inducement associated with filling prescriptions or receiving professional services; or
- h) advertise a drug listed in a Schedule to the *Controlled Drugs and Substances Act*.

¹ See section 3.0 of the Food and Drugs Act and sections C.01.027, C.01.044 and G.01.007 of the Food and Drug Regulations: <https://laws-lois.justice.gc.ca/eng/>