



College of Dental Surgeons of Alberta

## Advertising Statement

November 2023

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The College of Dental Surgeons of Alberta (CDSA) recognizes the value of advertising to inform the public of a dentist's role in providing dental care.

This Advertising Statement focuses and simplifies the ways that regulated members meet their requirements under the *Health Professions Act* (HPA) of Alberta, the College of Dental Surgeons of Alberta's Code of Ethics, Food and Drug Regulations (Canada), Medical Devices Regulations, and contribute to the public's trust and confidence in the dentists of Alberta. This is provided by the College of Dental Surgeons of Alberta to assist Alberta dentists with making sound and ethical advertising and promotional decisions.

All dentists must comply with the Code of Ethics, the *Health Professions Act*, and other legislations, including:

A regulated member shall not engage in advertising that is untruthful, inaccurate or otherwise capable of misleading or misinforming the public.

**Re: Advertising (s. 102) of the *Health Professions Act***

No Person other than a regulated member shall use a title, abbreviation or initials set out in section 2 of a schedule to this Act alone or in combination with other words in a manner that states or implies that the person is a regulated member of the college to which section 2 of the schedule refers.

**Re: Protected words, abbreviation (s. 128(5)(a)) of the *Health Professions Act***

A dentist must be truthful, cooperative, and candid in all professional matters. This means fully disclosing and not misrepresenting, embellishing, or omitting any information to patients, the public about dental matters, other professionals, and the College. A dentist has a responsibility to uphold the integrity of the profession, other members, and themselves.

**Re: 'Be Fair and Honest' section of the 2023 CDSA Code of Ethics**

If a person advertises a prescription drug to the general public, the person shall not make any representation other than with respect to the brand name, the proper name, the common name and the price and quantity of the drug.

**Re: *Food and Drug Regulation* C.01.044**

No person shall advertise a Class II, III or IV medical device for the purpose of sale.

**Re: *Medical Device Regulation* SOR-98-282 (s. 27)**

No person shall advertise a medical device that is the subject of investigational testing.

**Re: *Medical Device Regulation* SOR-98-282 (s. 87)**

Owner dentists, responsible dentists, and associate dentists must ensure that all advertising of their dental services complies with the Code of Ethics, the *Health Professions Act* and other legislation, including managing their dental office staff and third-party organizations who may be assisting with advertising and promotions.



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