

College of Chiropractors of British Columbia

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| Policy Title – Efficacy Claims Responsible Office: College of Chiropractors of British Columbia (“CCBC”) Contact: registrar@chirobc.com | Reference Information: TBD |
| | Replaces former policy: NA |
| | Date Effective: October 1, 2018 |
| | Last Update: NA |
| | Next Review Date: September 30, 2019 |
| Keywords | E.g. efficacy, marketing, advertising, acceptable evidence |

1. Policy Rationale & Purpose:

As stated in section 14(1)(f) and Appendix “N” of the CCBC’s *Professional Conduct Handbook* (“PCH”), chiropractors must not advertise health benefits of their services when there is no acceptable evidence that those benefits can be achieved. The Board is concerned registrants may be making claims in marketing or directly to patients that chiropractic care has beneficial effects on some diseases, disorders and conditions when there is no acceptable evidence for those claims.

This policy identifies efficacy claims that are not supported by acceptable evidence, and therefore, must not be made.

2. Policy Scope

This policy applies to all registrants who market or advertise their services.

3. Policy Statement:

Due to the absence of acceptable evidence supporting such claims, **registrants must NOT represent** to patients or the public that chiropractic:

- (a) can be used to treat diseases, disorders or conditions such as: Alzheimer's disease, cancer, diabetes, infections, infertility, or Tourette's syndrome, or
- (b) has any beneficial effect on childhood diseases, disorders or conditions such as: ADHD (or ADD), autism spectrum disorders including Asperger syndrome, cerebral palsy, Down syndrome, fetal alcohol syndrome, or developmental and speech disorders.

The above list of diseases, disorders or conditions is neither final nor conclusive. Absent acceptable evidence, registrants are not free to make claims about the effectiveness of chiropractic in treating a disorder, disease or condition simply because it is not included in the list.

4. Legal Authority:

- [Chiropractors Regulation](#)
- [PCH](#), in particular:
 - section 14(1)(f) (page 20)
 - Appendix “N” (page 50)

5. Key Stakeholders:

- The Public
- CCBC Registrants
- British Columbia Chiropractic Association
- British Columbia Health Regulators
- Ministry of Health

6. Definitions:

- “acceptable evidence” means objective, clear evidence based on accepted principles of good research that support the therapeutic claim (see Appendix “N” of PCH)

7. Resources:

- CCBC Bylaws, section 85
- PCH, Part 14

Reviewed by the CCBC Board on: September-26-2018

Reviewed by the CCBC Registrar/Deputy Registrar on: September-25-2018

Approved/Not Approved:

Date approved: September 27, 2018

Drafted by: Richard Simpson, Registrar