



COLLEGE OF
NATUROPATHIC PHYSICIANS
OF BRITISH COLUMBIA

Re: Important Notice to Registrants re Advertising and Marketing

The College has received information from members of the public to indicate that some naturopathic doctors in British Columbia may be providing improper information to the public contrary to section 100 of the [College's bylaws](#), the [Advertising Policy](#), and the [Immunization Standard](#). We have heard from patients, from government, and from members of other health professions that they are concerned about potential risks to public safety.

The mandate of the College of Naturopathic Physicians of British Columbia is to protect the safety of the public.

Registrants are reminded that they may only provide services that are within the scope of practice of naturopathic doctors, as set out under the *Health Professions Act* and section 5 of the *Naturopathic Physicians Regulation*. Any advertising or marketing by naturopathic doctors must conform to section 100 of the [College's bylaws](#), the College's [Advertising Policy](#), and the College's [Immunization Standard](#).

The College asks that all registrants immediately review their websites and all social media platforms for inappropriate content in relation to these materials, and remove any prohibited content.

The College is currently undertaking a review and enforcement drive in relation to advertising and marketing. Registrants whose advertising and marketing materials do not comply with section 100 of the [College's bylaws](#), the College's [Advertising Policy](#), and the College's [Immunization Standard](#) may receive a telephone call from College staff. In the event that registrants remain non-compliant with section 100 of the [College's bylaws](#), the College's [Advertising Policy](#), and the College's [Immunization Standard](#), they may be referred to the Inquiry Committee of the College for investigation.

If you have any questions, please contact the College at questions@cnpsc.bc.ca.

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