



# Newfoundland and Labrador Pharmacy Board

## *Interpretation Guide*

### **Advertising and Promotion**

*(Companion to the NLPB Code of Ethics)*

Approved February 16, 2019

#### **1) Introduction**

The Newfoundland and Labrador Pharmacy Board Code of Ethics<sup>1</sup> states that, “registrants do not participate in advertising or promotion that diminishes the dignity and honour of the profession or that is outside of the boundaries of the law”. This document is intended to add context and interpretation to this statement.

In the context of 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 Pharmacists-in-charge are expected to ensure that the pharmacy’s advertisements and promotional communications:

- a) are accurate, clear, factual and verifiable;
- b) support the safe and appropriate use of medications and pharmacy services;
- c) are in keeping with the honor and integrity of the profession; and
- d) **DO NOT:**
  - i) 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.);
  - ii) contain comparative statements, or claim or imply superiority over other pharmacies or registrants;
  - iii) claim or imply that a registrant has special qualifications that are not in fact possessed by the registrant;
  - iv) contain the words “specialist” or “expert” or words of similar meaning or intent;
  - v) contain testimonials or endorsements;
  - vi) 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; or
  - vii) encourage the transfer of prescriptions by offering the receipt of a gift, discount or other inducement associated with filling prescriptions or receiving professional services.

2.2 Pharmacists-in-charge must also ensure that the pharmacy’s advertisements and promotional communications are in keeping with federal legislation<sup>2</sup> regarding drugs, diseases and natural health products. In particular, registrants must not advertise a drug listed in a Schedule to the Controlled Drugs and Substances Act.

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<sup>1</sup> NLPB Code of Ethics: [http://www.nlpb.ca/media/NLPB\\_Code\\_of\\_Ethics-Sept2014.pdf](http://www.nlpb.ca/media/NLPB_Code_of_Ethics-Sept2014.pdf)

<sup>2</sup> 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/>