Advertising and Marketing Policy

This document is prepared by www.pharmasist.ca

All advertising and marketing activities must be accurate, lawful, professional, ethical, and consistent with applicable regulatory requirements.

1. Purpose

To establish standards for advertising, marketing, promotional activities, social media content, website content, sponsorships, and public communications conducted by the pharmacy.

2. Compliance With Laws and Regulations

- All advertisements must comply with applicable federal, provincial, and municipal laws.
- Comply with consumer protection legislation.
- Comply with intellectual property and copyright requirements.
- Comply with applicable pharmacy regulatory requirements.
- Follow Advertising Standards Canada principles and industry guidance.

Accuracy and Honesty

- All information must be accurate and truthful.
- Advertising must not be misleading.
- Avoid exaggerated or unsupported claims.
- Claims must be supported by appropriate evidence.
- Correct identified errors promptly.

Professional Standards

- Maintain professional integrity.
- Present services honestly.
- Avoid creating unrealistic expectations.
- Respect public trust in healthcare professionals.
- Ensure information supports informed decision-making.

3. Diversity, Inclusion, and Respect

- Advertising should reflect diversity and inclusion.
- Avoid discriminatory language or imagery.
- Avoid stereotypes and offensive content.
- Respect cultural, ethnic, religious, gender, and age diversity.
- Promote a welcoming environment for all patients.

Target Audience Considerations

- Ensure content is appropriate for the intended audience.
- Exercise additional caution when advertising to vulnerable populations.
- Avoid exploiting fear, anxiety, or lack of medical knowledge.
- Ensure promotional content is understandable and balanced.

Social Responsibility

- Do not promote unsafe behaviours.
- Consider public health impacts.
- Consider environmental impacts where appropriate.
- Support responsible healthcare messaging.
- Promote safe medication practices.

4. Competitor Respect

- Do not make negative or disparaging statements about competitors.
- Do not make misleading comparisons.
- Focus on the pharmacy's own products and services.
- Compete fairly and professionally.

Sponsored Content and Endorsements

- Clearly disclose sponsored content.
- Clearly identify endorsements and partnerships.
- Avoid hidden advertising practices.
- Maintain transparency with the public.

Use of Customer Information

- Comply with privacy legislation.
- Obtain required consent before using personal information.
- Protect confidential information.
- Use data only for authorized purposes.

5. Advertising Approval Process

- Advertising materials should be reviewed before publication.
- Review website content, flyers, posters, social media posts, email campaigns, and print advertisements.
- Verify accuracy of healthcare information.
- Verify regulatory compliance before release.
- Retain copies of significant advertising materials when appropriate.

Examples of Advertising Covered

- Website content.
- Social media posts.
- Printed flyers and brochures.
- Email marketing campaigns.
- Radio and television advertising.
- In-store signage.

Examples of Prohibited Practices

- False claims.
- Misleading pricing.
- Undisclosed sponsorships.
- Unauthorized use of trademarks.
- Discriminatory content.
- Unsubstantiated healthcare claims.

6. Monitoring and Review

- Review advertising materials regularly.
- Monitor public feedback and complaints.
- Correct deficiencies promptly.
- Update practices as laws and standards evolve.
- Review this policy annually.

7. Compliance

Failure to comply with this policy may result in corrective action, withdrawal of advertising materials, staff retraining, or other measures deemed appropriate by management.