



Public Display Standard of Practice

Purpose/Intent

The New Brunswick Chiropractors Association (“the Association”) developed this Public Display Standard of Practice to ensure that chiropractic is consistently promoted in a professional manner and with personal accountability. This Standard provides members with some practical guidance for community event and education planning and implementation.

Definitions

Public display: a type of community service that includes educational sessions and/or public health screenings. Public displays are used to encourage and promote chiropractic in a positive and professional manner. They are of value to the public as they may assist in identifying early signs of potential health problems and educate the public about chiropractic. They are intended to promote chiropractic as a legitimate, safe, and effective health care choice, and can be used to help build a stronger chiropractic presence in professional and public communities. Professional accountability is imperative as these public displays may not be subject to formal evaluations.

Educational session: a live or recorded communication to a group, organization, or the public at large, whether in-person or electronically. This may include a formal lecture, informal discussion, or presentation. Educational sessions provide an excellent opportunity to promote chiropractic in a positive and professional manner, and to inform and educate the public.

Public health screening: an assessment procedure to identify possible chiropractic/health concerns that may require attention. Public health screenings stress the importance of preventative health strategies and are commonly used by many health professions as a widely recognized tool to promote public health.

Set-Up/ Presentation

Members must ensure that all aspects of public displays will leave a positive impression on the participating public. Therefore, public displays must remain professional. Signs, communication material, and professional appearance are all important factors to consider when planning the set-up and delivery of a public display.

Signs should state the purpose and intent of the event (i.e., chiropractic talks, spinal evaluation, postural evaluation, etc.). Signage may reference the groups, societies or associations with which a member is affiliated, provided the affiliated groups, societies or association(s) referenced officially recognized or endorsed the event.

Chiropractic Representation

At least one (1) member of the Association must be present at all public displays at all times.

Information for Distribution

The distribution of all chiropractic information and communication materials (e.g., pamphlets, posters, handouts, video/audio materials) at public displays must comply with the Association’s Advertising and Marketing Standard of Practice.

Public Health Screening Procedures

The primary purpose of a public display is to educate the public. A member must not pressure or aggressively solicit any potential participant. A written consent form must be signed by the participant and retained by the member. Consent to participation in a public health screening must be both fully informed and voluntarily given.

For the purpose of this Standard of Practice, “fully informed” means that the member has provided the participant with a description of the screening procedure and an explanation of its purpose, and ensured that the participant understands that the purpose of the screening is not to diagnose but to identify potential problems that may require further investigation in a formal office setting.

A member must:

- advise the participant that he/she may withdraw his/her consent at any time;
- offer the participant the option of having the screening performed in a private area (i.e., separated or sectioned off with a curtain);
- ensure the screening is performed in compliance with the current privacy legislation;
- disclose any applicable fees to the participant before the service is provided;
- be sensitive to the fact that they may be screening participants who are already receiving chiropractic care; and
- comply with *The Chiropractors Act, 1997* (“the Act”), Regulations, By-laws, and all other Standards of Practice.

A member must not:

- disrobe or undress any participant at a public display nor ask the participant to disrobe or undress;
- use a method of assessment that uncovers, shifts or alters a participant’s clothing in a way that would be construed as disrespectful, embarrassing and/or inappropriate;
- perform therapeutic interventions (e.g., soft tissue therapy or massage, stretching, mobilizations, manipulation/adjustment (manual or instrumented)); or
- compare their services, directly or indirectly, to those provided by any other member.

If, following screening, the member recommends that a participant consider follow-up chiropractic care, the member must make that recommendation while reminding the participant that he/she may visit a chiropractor of his/her choice.

It remains a participant’s choice to follow up with a more complete evaluation at a chiropractic office.

Public Health Screening Equipment

For the purposes of Public Health Screening, acceptable assessment elements are limited to:

- questionnaires;
- postural evaluation – computerized, plumb lines or manual;
- simple functional testing;

- hands-on procedures (e.g., range of motion, flexibility, static/ motion palpation);
- dual or four quadrant weight scales; and
- any additional assessment element approved in writing in advance by the Association.

Professional Conduct

Members are reminded that they represent the profession of chiropractic as a whole when participating in any public display and they are expected to adhere to the highest of professional standards at all times, including The Act, Regulations, By-laws, and Standards of Practice. A complaint of professional misconduct may result if, having regard to all the circumstances, a member's conduct would reasonably be viewed as disgraceful, dishonorable, or unprofessional.