



Saskatchewan College of Psychologists

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Membership Advisory

Advertising Template Examples

The SCP Professional Practice Guidelines identify the proper representation of one's licensure status, academic credential and areas of practice.

9.2 Representation of credentials: A member must accurately represent and must not misrepresent their area(s) of competence, education, training, experience and professional affiliations to the College, to the general public and to their colleagues.

ACCEPTABLE:

Jane Doe, Ph.D, R. D. Psych. (APE)
#000

ABC Psychological Services, Prof. Corp.

Areas of Practice:

- eating disorders
- depression
- anxiety disorders

9.3 No specialty designation: A member must not hold themselves out: (a) as having any specialty designation granted by the College, or (b) as having any specialty qualification based upon any areas of practice declared by the member for the purpose of registration, renewal of registration or otherwise with the College.

NOT ACCEPTABLE: - cannot list one's self as being a specialist or implying the College has recognized a specialty

Jane Doe, Ph.D, R. D. Psych. (APE)
#000

ABC Psychological Services, Prof. Corp.

- Specialist in XYZ Therapy
- Neuropsychology Specialist

9.4 Misrepresentation of affiliation: A member must not misrepresent their affiliations with institutions or organizations or the consequences of such affiliations e.g., a member must not offer

registration or fellowship in the Canadian Psychological Association, the Psychological Society of Saskatchewan, the Saskatchewan Educational Psychology Association, or other associations as evidence of professional qualification.

NOT ACCEPTABLE: - listing of fraternal associations is misleading

Jane Doe, Ph.D, R. D. Psych. (APE)
PAS, CPA, CRHSPP
#000

ABC Psychological Services, Prof. Corp.
- Specialist in XYZ Therapy
- Neuropsychology Specialist

9.6 Representation of others as members: A member must not represent or imply that an individual is a member if that individual is not registered with the College.

NOT ACCEPTABLE: - John Doe is not licensed - the listing implies he is

Jane Doe, Ph.D, R. D. Psych. (APE) / John Doe, MSc. (Counseling Psychology), CCA
#000

ABC Psychological Services, Prof. Corp

9.7 Requirements for credential presentation: In the presentation of their qualifications, when representing themselves as a member, when describing their practice, or when being named in a group or multidisciplinary practice: (a) a member shall show their registration certificate and APE certificate if applicable, to a client upon request; (b) a member shall represent himself/herself to the public as a member of the College by the use of the title Registered Psychologist or Registered Doctoral Psychologist. This may be abbreviated to R. Psych. or R.D. Psych., as the case may be, including, if so required by the College, designating whether they are on the Provisional Register of the College, or a member may indicate that he/she is a “Member of the Saskatchewan College of Psychologists”; (c) the highest academic degree upon which registration is based shall immediately precede the professional title; (d) a member may specify other degrees or professional titles, such as MBA, P. Eng., when the area of study is relevant to the member’s psychological practice. The area of study must also be specified unless readily apparent from the degree or title; (e) a member who has obtained Diplomate status with the American Board of Professional Psychology (ABPP) may indicate their status, in the manner required by ABPP, immediately after reference to their title as member; and (f) applicants for registration or members awaiting the awarding of a degree must not describe themselves as “candidate for degree” or “candidate for registration”.

ACCEPTABLE:

Jane Doe, Ph.D, R. D. Psych. (APE)
ABPP Diplomate, MBA
#000

ABC Psychological Services, Prof. Corp.

Areas of Practice:

- Industrial / Organizational Psychology
- Sports Psychology

NOT ACCEPTABLE: - listing more degrees than allowed, cannot use a.b.d.

Janet Doe, B.A., M.A., Ph.D. a.b.d,
R. Psych. (APE)
#001

ABC Psychological Services, Prof. Corp.

Areas of Practice:

- Industrial / Organizational Psychology
- Sports Psychology

NOT ACCEPTABLE : - missing the degree that she is licensed under

Janet Doe, R. Psych. (APE)
#001

ABC Psychological Services, Prof. Corp.

Areas of Practice:

- Industrial / Organizational Psychology
- Sports Psychology

NOT ACCEPTABLE: - missing the Psychologists licensure title and instead lists Psychology

Jane Doe, Ph.D. (Psychology) #000
John Doe, M.Sc. (Marriage and Family Therapy)

ABC Counseling Services

10.1 Misleading information Members must not include false or misleading information in public statements concerning psychological services they offer.

NOT ACCEPTABLE: - claiming to be able to cure depression

Jane Doe, Ph.D., R. D. Psych. (APE)
#000

ABC Psychological Services, Prof. Corp.

More than 10 years of curing emotional pain related to abuse.

10.2 Misrepresentation of affiliations: In announcing or advertising the availability of psychological services or products, a member must not display any affiliations with an organization or individual in a manner that falsely implies the sponsorship or certification of that organization or individual.

NOT ACCEPTABLE: - claiming to cure and suggesting certification/endorsement by APA and CPA

Jane Doe, Ph.D., R. D. Psych. (APE)
#000

ABC Psychological Services, Prof. Corp.

More than 10 years of curing emotional pain related to abuse.
Recognized by the American Psychological Association, and the
Canadian Psychological Association

10.4 Use of name Members must not associate with any services or products or permit their name to be used in connection with any services or products in such a way as to misrepresent: (a) the services or product; (b) the degree of their responsibility for the services or products; or (c) the nature of their association with the services or products.

NOT ACCEPTABLE: - using status as a Psychologist to promote the product – implication of efficacy because as it is recommended by a professional

U Will B Skinny Weight Loss Supplement
Dr. Jane Doe, R.D. Psychologist in Saskatchewan
Practice in Clinical Psychology - “I recommend it to all my clients
and overwhelmingly they experience success. You will too if you
try them.”

10.6 Registration number: A member must include their registration number from the College Register on all advertisements of their practice.

ACCEPTABLE: Jane Doe, Ph.D., R. D. Psych. (APE)
#000

ABC Psychological Services, Prof. Corp.

10.8 No solicitation of testimonials: A member must not solicit testimonials from clients or former clients.

NOT ACCEPTABLE: - use of testimonial and the suggestion of ability to cure

Jane Doe, Ph.D., R. D. Psych. (APE)
#000

ABC Psychological Services, Prof. Corp.
More than 10 years of curing emotional pain related to abuse.

“Dr. Doe cured me of my depression. She’s a life saver.” JD