

2011

ADVERTISING NURSING SERVICES



Association of
Registered Nurses
of Newfoundland
and Labrador



This Regulatory Document was approved by ARNNL Council in 1994 and updated in 2011.

Self-employed registered nurses often rely on advertising their nursing services as a means of promoting their business and achieving financial viability. Nursing services refers to those activities of the registered nurse (RN) or nurse practitioner (NP) which fall within the scope of nursing practice. For example, the following services are some of the areas where RNs and NPs are self-employed: lifestyle counselling, mental health counselling, family planning, health promotion/education, advanced foot care, home nursing care, private clinics (e.g., Women's health and NP led primary services), etc. Nursing services would not include the endorsement or selling of products for the purposes of gaining financial profit.

The ARNNL supports the advertising of nursing services by registered nurses provided that the advertising is done in a responsible and transparent manner. Any advertising undertaken must not be reasonably expected to mislead the public. Nurses must act in a manner that is consistent with the public interest, and within legal limits, the CNA Code of Ethics, and ARNNL standards and guidelines, and relevant documents such as the *Canadian Code of Advertising Standards*.

There are three rules to responsible advertising which the registered nurse must follow. The advertising must:

1. Be done in a manner that serves the interests of the public. The content of the advertisement must be accurate and factual. It should not exaggerate, mislead, or detract from the public image of the registered nurse, and the public's trust in the nursing profession.
2. Pertain to activities within the scope of nursing or nurse practitioner practice. The title "Registered Nurse", "Nurse Practitioner" or the initials "RN", "NP" should not be used by the registered nurse to gain personal credibility in employment situations that are not considered to be nursing practice (e.g., real estate agent advertisement whose prior background was nursing).
3. Not claim or imply any superiority of the advertising nurse over other registered nurses or health care professionals. It is acceptable to fairly state your expertise. Do not criticize competitors by name or credentials. Sensational advertising and promotional offers should be avoided. Nurses cannot use the title RN or NP in association with the endorsement or promotion of products and services not used in the provision of professional nursing services.

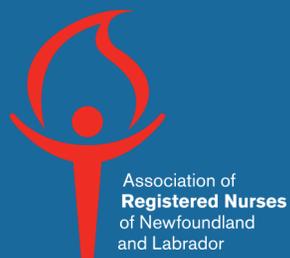
Advertising of nursing services may be achieved through a variety of forms including: business cards, telephone directory listings, newspapers, periodicals, and other publications, signs, and promotional material.

Advertising should include no more than:

- the nurse's name and credentials
- professional designation and job title
- name of the business
- nursing service(s) offered
- business address
- contact information (ie., website, email, phone and fax numbers)
- hours of operation

Promotional material which advertises the nursing service is at the discretion of the individual registered nurse and should always be accurate and respectful. It must not take advantage of the client or abuse the nurse-client therapeutic relationship.





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