

## COVID-19 advice for Registrants: Advertising during the coronavirus pandemic

*29 April 2020*

As a CNHC Registrant you may be updating your website or putting out new messaging to let clients know you are working remotely. This makes good sense for your practice and helps to maintain connection with clients during this time.

As you do this it is essential that you stick to the rules relating to advertising in CNHC's [Code of Conduct, Ethics and Performance](#) and the [Committee of Advertising Practice \(CAP\) Code](#). Here is some guidance to support you with this:

### **CNHC Code – Section C4: Advertising your work or practice**

CNHC's Code includes section C4 on advertising which says:

*You or anyone acting on your behalf must use only factual and verifiable information when advertising your work or practice. You must keep in mind that the best available research evidence, while appropriate for Evidence Based Practice, may not be of a sufficient standard to substantiate claims you may make in your advertising.*

*Advertising must not:*

- a break the law, including Section 4 of the Cancer Act 1939*
- b make unsubstantiated claims*
- c abuse the trust of members of the public*
- d exploit their lack of experience or knowledge about health matters*
- e instil fear of future ill-health*
- f mislead*
- g put pressure on people to use your services*
- h bring the profession into disrepute.*

This applies during normal circumstances as well as during the current pandemic.

## How to stick to the advertising rules during the Covid-19 pandemic

The types of claims you can make during the pandemic are the same as those you can make in normal times. For example, the majority of disciplines on CNHC's register can support people to:

- reduce stress
- aid relaxation
- enhance overall wellbeing.

Some disciplines also support clients to make lifestyle changes which can improve overall health such as quitting smoking or losing weight.

You must not make any claims which state or imply that your work can prevent, treat or cure Covid-19 or give the impression that it can replace the need to seek medical assistance where relevant.

CNHC has agreed wording with the Committee of Advertising Practice (CAP) which you can use to advertise your discipline. You can find the relevant wording [here](#)

You can also download our Guidance Sheet on Advertising [here](#).

## Committee of Advertising Practice (CAP) guidance and free checks

CAP has put together some general guidance on advertising responsibly during the pandemic which you can find [here](#).

CAP also provides a free check on advertising wording before it goes live to ensure it is within their guidance. To find out more and seek advice on your advertising visit the [Bespoke Copy Advice](#) page on their website.

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