



GCC Guidance March 2010

Advertising guidance for chiropractors

When you or someone else on your behalf advertise your services, in whatever medium, any claims you make must be based on best research of the highest standard. This will almost certainly mean randomised controlled trials that produce high or moderate quality positive evidence.

Effectiveness of manual therapies: the UK evidence report

In June 2009, we commissioned a review of the evidence base for advertised claims made by chiropractors across a very wide range of conditions. The report by Gert Bronfort *et al*, with commentaries by Professor Scott Haldeman and Professor Martin Underwood, was published by the journal *Chiropractic & Osteopathy* on 25 February 2010. They can be downloaded via our website: www.gcc-uk.org or from www.chiroandosteo.com/content/18/1/3.

You are urged in the strongest terms to use the report and its evidence summary [tables](#) to review the content of your printed advertisements, practice leaflets and any website that publicises your practice, to ensure compliance with section C4 of the GCC's [Code of Practice and Standard of Proficiency: effective from 30 June 2010](#)¹, the relevant law and guidance issued by the Committee of Advertising Practice (CAP) – the sister organisation of the Advertising Standards Authority.

The immediately relevant law is The Consumer Protection from Unfair Trading Regulations 2008, which can be read on www.opsi.gov.uk, the website of the Office for Public Sector Information.

Remember: you are personally accountable for any claims made about your services, even if you do not actually write them.

The CAP Copy Advice Team

This team provides a free advice service so that you can check any claims you plan to make in your advertisements or practice leaflets. They are not able to advise on the content of websites.

The CAP team can be contacted at advice@cap.org.uk or on 020 7492 2100 Monday to Friday from 9am to 6pm.

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¹ **Reference updated.** Previously referred to section C1.6 of the GCC's Code of Practice, December 2005.