



Policy number: 001

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Created by: Sherry Hole 27/08/20 **Revised by:** K Shelest 03/14/24
Executive Director, Standards Committee Chair President

Approved by: The CHNA Board **Date Approved:** March 14, 2024
To be Reviewed: March 2025

Advertising and Marketing Policy

Purpose: to establish and provide clear guidelines and conditions for individuals and/or organizations wishing to advertise with the Canadian Holistic Nurses Association (CHNA).

Scope: for organizations and/or independent practitioners

Responsible Party: President; Vice-President; Designates of the Canadian Holistic Nurses Association: www.chna.ca

I. Policy Statement

The Canadian Holistic Nurses Association (CHNA) is a non-profit association with a vision to improve, enhance, and promote quality nursing practice through the advancement of holistic and integrative care, including the incorporation of evidence-based/evidence-informed complementary and alternative modalities into all aspects of care for both nurses and clients/patients. To achieve this, the CHNA offers the opportunity for other organizations, institutions and/or practitioners with similar visions to advertise with the CHNA.

Examples of such organizations include:

- Complementary and Alternative Modalities (CAM) & Environmental Advocates
- Continuing education programs
- Independent practitioners / Holistic Healthcare Services
- Associations & Non-Profits, including Regulatory Bodies
- Universities & Colleges
- Government organizations and/or Government sponsored opportunities (nursing education initiatives)
- Healthcare products and/or services suitable for patient or nurse care (**see Disclaimer V.4.**)



II. Advertising Application Procedure

1. Applicants must review the CHNA’s Advertising and Marketing Policy prior to submitting their application. Applicants will be encouraged to contact the CHNA via info@chna.ca to determine eligibility.
2. Applicants will be informed by the CHNA of eligibility following receipt of application. Requests are typically reviewed, and a response provided within 30 days of receipt of application and/or inquiry. There is no application fee.
3. Upon approval of application, the applicant will be asked to submit the following to be posted as outlined in the **Fee Schedule**:
 - a. high-quality logo (image format) and/or professional headshot or associated photo (JPEG) of high-quality resolution,
 - b. hyperlink/email address for the applicant’s business/practice website,
 - c. one-paragraph summary of up to 300 characters (including spaces) describing applicant’s services/offerings. Please ensure proper grammar and punctuation as CHNA is not responsible for corrections or omissions to submissions.

NOTE: All information, including logo’s/photos must be authentic and not infringe upon or violate the rights of any third party, including copyright, trademark, or privacy rights.

III. Fee Schedule

Description	Avenue	Fee
Logo and/or headshot including hyperlink to applicant’s website (see II; item 1)	CHNA Website CHNA Quarterly Newsletters (Members & Public)	\$ 300.00 per year per individual posting CHNA Members receive a 20% discount**
One paragraph summary of your business/practice for the CHNA website	Monthly mentions on Members/Public Facebook Pages *	

*A post directing readers to our Advertisers’ listings will be made monthly on the Members & Public Facebook Pages and future social media as developed.



** Members of the CHNA continue to have the perk of our Members Directory for no charge which includes *only* an icon/headshot and hyperlink to their business/practice.

IV. CHNA Responsibilities

The Canadian Holistic Nurses Association will be responsible for the following:

1. Reviewing all applications on receipt to ensure they align with the values and purpose of the CHNA and supports the Disclaimers (V. 1-4.).
2. Ensuring advertisers are contacted annually to renew or remove their advertisements.
3. Fulfilling their commitments to advertisers outlined in the fee schedule above.

V. Disclaimer

1. The CHNA **does not** endorse any company or product and does not assume responsibility for services or products offered or rendered. **It is the sole responsibility of the Individual** to discern the value, safety, and applicability of these advertised resources in context to their own health.
2. The CHNA **will avoid conflict of interest** by not gaining financially or otherwise through the promotion of any particular company/product/individual.
3. The CHNA **retains the right to reject, remove and/or discontinue** any advertisement that does not adhere to the guidelines of this policy; that is determined to be a conflict of interest; or is determined to no longer align with the mission, values and/or goals of the CHNA. This includes advertising for members who are not in good standing with the CHNA or their respective governing body. The CHNA **does not** issue refunds for advertisements rejected or removed under this item.
4. The CHNA **does not** accept ads for prescription or non-prescription medications, including vitamins and supplements.
5. The CHNA is not responsible for contacting the Advertiser for updated information, or reformatting submissions. The Advertiser will be fully responsible for forwarding any 'ready to post', updated advertisements as they see fit*

**based on the CHNA Advertising Eligibility criteria outlined in I & II above*