



College of
**COMPLEMENTARY HEALTH
PROFESSIONALS OF BC**

Efficacy of Claims – Standard and FAQ

Applies to Doctors of Chiropractic

The College of Complementary Health Professionals of BC was created on June 28, 2024 through the amalgamation of four health regulatory colleges:

- College of Chiropractors of BC
- College of Massage Therapists of BC
- College of Naturopathic Physicians of BC
- College of Traditional Chinese Medicine Practitioners and Acupuncturists of BC

All current requirements for standards of clinical and ethical practice issued by the four colleges remain in place upon amalgamation.

This document was created by the College of Chiropractors of BC and will be updated to reflect the amalgamation.

College of Complementary Health Professionals of BC

Chiropractors - Efficacy of Claims

1. Rationale & Purpose:

As stated in section 14(1)(f) and Appendix "N" of the CCBC's *Professional Conduct Handbook* ("PCH"), chiropractors must not advertise health benefits of their services when there is no acceptable evidence that those benefits can be achieved. The Board is concerned registrants may be making claims in marketing or directly to patients that chiropractic care has beneficial effects on some diseases, disorders and conditions when there is no acceptable evidence for those claims.

This standard identifies efficacy claims that are not supported by acceptable evidence, and therefore, must not be made.

2. Scope

Applies to all registrants who market or advertise their services.

3. Standard Statement:

Due to the absence of acceptable evidence supporting such claims, **registrants must NOT represent** to patients or the public that chiropractic:

- (a) can be used to treat diseases, disorders or conditions such as: Alzheimer's disease, cancer, diabetes, infections, infertility, or Tourette's syndrome, or
- (b) has any beneficial effect on childhood diseases, disorders or conditions such as: ADHD (or ADD), autism spectrum disorders including Asperger syndrome, cerebral palsy, Down syndrome, fetal alcohol syndrome, or developmental and speech disorders.
- (c) has any beneficial effect on fetal development or position such as: breech/breech turning or position and intrauterine/in utero constraint.
- (d) has any beneficial effect on labour or birth such as: easier or shorter labour, preventing the need for medical interventions and preventing premature or traumatic birth.
- (e) has any beneficial effect on hormone function or postpartum depression.

The above list of diseases, disorders or conditions is neither final nor conclusive. Absent acceptable evidence, registrants are not free to make claims about the effectiveness of chiropractic in treating a disorder, disease or condition simply because it is not included in the list.

FAQ – Chiropractic Efficacy of Claims
Examples of diseases, disorders or conditions for which Chiropractors
are NOT to represent to patients or the public

Q. In reference to section 3 of the Efficacy Claims Standard, what are some other examples of disorders, diseases or conditions, due to the absence of acceptable evidence supporting such claims, that chiropractic **registrants must NOT represent** to patients or the public?

A. Further to those cited in section 3 of the Efficacy Claims Standard, please find a non-exhaustive list of examples of other diseases, disorders or conditions that chiropractic registrants **must NOT represent**:

- Turning into head down position
- Moving or providing optimal position
- Improved infant position at birth
- Optimal uterine environment
- Room to develop in the uterus
- Increasing baby's health and well being
- Assist in baby's growth
- Better baby development
- Tension, torsion or distortion of the uterus
- Shorter birth times
- Easier labor
- Difficult labor or dystocia
- Easier birth
- Improved birth outcomes
- treating birth trauma
- Traumatic delivery
- Preventing premature birth
- Preventing forceful extraction (forceps or suction)
- Avoiding a caesarean section
- Preventing damage or subluxation to the infant spine in-utero
- Improving comfort of baby in-utero
- Regulating (assisting) in hormonal function
- Reducing postpartum depression

As stated in the Efficacy Claims Standard, "The above list of diseases, disorders or conditions is neither final nor conclusive. Absent acceptable evidence, registrants are not free to make claims about the effectiveness of chiropractic in treating a disorder, disease or condition simply because it is not included in the list."