

## **Advertising Policy of the Ordre des hygiénistes dentaires du Québec (OHDQ)**

### **Purpose of the OHDQ's advertising policy**

The board of directors of the Ordre des hygiénistes dentaires du Québec (**OHDQ**) adopted this advertising policy on September 17, 2010, in order to set out the terms governing editorial and advertising content while preserving the mission, vision and values of the **OHDQ**, in accordance with the laws and regulations in effect. The adoption of such a policy establishes clear, objective criteria that enable the **OHDQ** to accept or, in some cases, reject messages and advertisements that are to appear in its publications, particularly *L'Explorateur*, *Mots d'Ordre* and the **OHDQ** Web site.

### **Mission, vision and values of the OHDQ**

The **OHDQ**'s primary mission is to protect the public by ensuring that the profession is practised with the utmost quality. The **OHDQ** helps to improve the oral health of Quebecers by ensuring that dental hygienists possess the skills relevant to their profession. It also supports its members' leadership with regard to prevention and education and encourages them to strive for excellence in their profession.

The **OHDQ**'s vision is to continuously improve the oral health of the entire population, to increase access to the preventative care offered by dental hygienists, to support the leadership of these professionals with regard to education and prevention in oral health and finally to raise public awareness about the importance of quality in the actions performed by dental hygienists and its benefits for the general health of the population.

The values selected by the **OHDQ** as pivotal for the profession of dental hygienist are thoroughness, empathy, commitment, interdisciplinarity, consistency and respect.

### **Editorial and advertising content of the OHDQ**

The **OHDQ**'s publications are reliable, credible sources of information that have contributed to the advancement of the profession of dental hygienist for more than 20 years. The purpose of these publications is to offer members a wide range of information, not only about important issues that are related directly or indirectly to dental hygiene, but also about the **OHDQ**'s activities, services, decisions, policies and regulations. These publications also enable members to keep their knowledge up-to-date and contribute in part to their mandatory continuing education.

The fact that the **OHDQ** publishes articles and advertisements does not mean that it endorses the products or services advertised or the ideas promoted. The opinions and points of view that are expressed are solely those of the authors. At all times, the **OHDQ** reserves the right to refuse to publish a text or to stop publishing an advertisement if the said text or advertisement does not comply with the organization's mission, vision and values, or if it goes against any laws and regulations in effect, or this policy.

It should be noted that the title of **dental hygienist** must, at all times, be spelled out in full, whether it appears in an article or an advertisement. Should the word *hygienist* appear alone, the **OHDQ** will require that the text be modified.

Below is a non-exhaustive list of acceptable and unacceptable advertisements.

### **Acceptable advertisements**

- Messages popularizing scientific information
- Institutional or societal messages
- Messages supporting education
- Messages promoting an event, activity, cause or training
- Messages promoting or discouraging certain behaviours, or intended to raise awareness about certain problems
- Messages promoting products or services compatible with the **OHDQ**'s mission, vision and values
- Recruitment advertising
- Appointments
- Decisions and legal advice issued by the **OHDQ**

### **Unacceptable advertisements**

- Any advertisement that is incompatible with the **OHDQ**'s mission, vision and values
- Any advertisement that is incompatible with the laws and regulations that govern the profession of dental hygienist
- Any advertisement promoting tobacco products, alcoholic products, drugs, gambling or any political party, union, religious group, sect or religion
- Any sexist advertisement

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