

## **Policy Statement**

The Board of Social Worker Certification and Licensure adopted the following effective November 1, 2006.

The lack of sophistication on the part of many of the public concerning social work services, the importance of the interests affected by the choice of a social worker and the foreseeable consequences of unrestricted advertising by social workers which is recognized to pose special possibilities for deception, require that special care be taken by social workers to avoid misleading the public. Social workers must be mindful that the benefits of advertising depend upon its reliability and accuracy. Since advertising by social workers is calculated and not spontaneous, reasonable regulation designed to foster compliance with appropriate standards serves the public interest without impeding the flow of useful, meaningful, and relevant information to the public.

\* Please refer to rule 1365-1-.23 regarding Advertising.