

GUIDELINE ON ADVERTISING FOR MIDWIVES

When a midwife or a midwifery group is planning to advertise their professional services the following guidelines apply:

- The advertisement must accurately reflect and not exaggerate the skills or experience of the midwife(s).
- The advertisement must be respectful of other midwives and other health care practitioners. The advertisement should not include any negative comparison of midwives and other health care practitioners.