

Rule Five – Policy on Advertising

Introduction

This guidance is in response to requests for clarification on **BASRT** policy and how it affects what can be said or published about BASRT membership status. It indicates what can and cannot be said on letterheads, writing paper, business cards, fliers, promotional papers, advertisements, prospectuses etc and represents common practice in professional associations.

The general principle underpinning the policy is that membership of **BASRT** alone must **never** be mentioned, displayed or advertised in any way which implies, or could be construed as implying, the qualification or endorsement or approval of **BASRT**.

Feedback from the public and regulating authorities indicates that where individuals or organisations describe themselves as "member of BASRT" this is perceived as implying qualification, approval or endorsement. Such a statement does not specify what membership means and is misleading at best.

What can be stated

1. **Accredited Members** may describe themselves in public as follows;
BASRT Accredited Psychosexual Therapist
BASRT Accredited Sexual and Relationship Psychotherapist

As the above are rather long for inclusion in computer database fields the abbreviations below are permissible. They should not be used as alternatives to the above elsewhere.

BASRT AccPST or BASRT AccPsyT
BASRT AccSRPsyT

If wishing to indicate registration with UKCP it is recommended that the title "UKCP Registered Sexual and Relationship Psychotherapist" be used. This is the title that appears in the UKCP Register, which is available to the public.

2. **BASRT Accredited Supervisors** may describe themselves in public as follows:

**BASRT Accredited Supervisor or
BASRT AccS** (for database fields.)

3. **General Members and Student Members** must not describe themselves as "members of BASRT" in such a way as to imply qualification, endorsement or approval. What General and Student Members can state publicly and without ambiguity is the following:

As a General (Student) Member of BASRT I am bound by its Codes of Ethics and Principles of Good Practice for Members and subject to its Complaints Procedure

4. **Affiliate Members** must not describe themselves as "members of BASRT" in such a way as to imply qualification, endorsement or approval.

5. **Approved Training Courses** can advertise themselves as "**Approved by BASRT**"

However caution must be exercised in making statements that imply successful completion of a course alone leads to or guarantees individual accreditation by BASRT. Courses should at all times be clear about the fact that the BASRT Individual Therapist Accreditation scheme requires much more than attendance at a training course and that additional criteria must be met.

6. **Endorsed CPD Events** can advertise themselves as "Endorsed by BASRT for xx hours CPD"

Number of hours will be specified in the paperwork from BASRT.

Conclusion

In general all statements made by members of BASRT (except affiliate members) about their membership status must be qualified by an explanation indicating that membership means

that the member is bound by BASRT Codes of Ethics and Principles of Good Practice for Members and subject to Complaints Procedures. In this way the responsibilities of BASRT membership are made more explicit and protection is thus ensured for the public, the client, and the practitioner. Affiliate members may not make any statements about their membership.

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