



SASLHA
South African Speech-Language-Hearing Association

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SASLHA ADVERTISING POLICY

Date: November 2020

1. SASLHA reserves the right, at its sole discretion, to approve advertising on its website, social media platforms or other publications. Such approval will be granted or refused in compliance with the contents of this policy.
2. SASLHA does not endorse any product or service marked as an advertisement or promoted by a sponsor in SASLHA publications. Editorial content is not compromised by commercial or financial interests, or by any specific arrangements with advertising clients or sponsors. All advertisements must be clearly indicated as such.
3. SASLHA reserves the right to decline any type of advertising that is damaging to the brand of SASLHA or is inappropriate to the content held on the SASLHA website.
4. SASLHA will not accept advertising for products or services known to be harmful to health.
5. Advertisements may not be deceptive or misleading and must be verifiable. Advertisements should clearly identify the advertiser and the product or service being offered. Exaggerated or extravagantly worded copy will not be allowed. Advertisements will not be accepted if they appear to be indecent or offensive in either text or artwork, or if they relate to content of a personal, racial, ethnic, sexual orientation, or religious nature, in accordance with the SASLHA Social Media and HPCSA Communications Policy (see www.saslha.co.za).
6. Once an advertisement has been deployed online, SASLHA reserves the right to withdraw the advertisement where such advertisement is the subject of complaints received and subsequent to the proper evaluation of the complaint; in terms of clause 14 below.
7. All advertisements for health products must comply with all relevant South African legislation that regulates advertising of such products. Any complainants about an advertisement will be directed to the appropriate regulatory body for that category of products, i.e.
 1. The Marketing Code for Health products: <http://www.marketingcode.co.za>, for pharmaceutical products



2. The SAMED Business Code of Practice: <http://www.samed.org.za/Codes-of-Practice.aspx>, for medical equipment, assistive devices and implants
3. The Advertising Regulatory Board: <http://arb.org.za/index.html>, for all other advertising issues.
8. All advertisements must also comply with the rules and guidelines relating to advertising as issued by the Health Professions Council of South Africa (HPCSA) from time to time.
9. Advertisers must ensure that their advertisement complies with Consumer Protection Act, the National Health Act or the Medicines Act, as is appropriate, for their advertisement to be accepted for distribution by SASLHA
10. SASLHA upholds the HPCSA National Accreditors Forum guidelines which indicate that all adverts for CPD events must include the name of the Accrediting body for the CEUs advertised.
11. Advertisements and editorial content must be clearly distinguishable. SASLHA will not publish “advertorial” content, and sponsored supplements must be clearly indicated as such.
12. Editorial decisions will not be influenced by current or potential sponsors and advertisers and will not be influenced by marketing decisions. Advertisers and sponsors have no control or influence over the results of searches a user may conduct on the website by keyword or search topic.
13. If any advert is requested outside of SASLHA standard advertising positions then a request should be made to SASLHA, who will respond with a full and final decision within five business days.
14. All complaints received by SASLHA will be referred to the appropriate body for a decision regarding the validity of the complaint and will be dealt with accordingly. The complainant must specify which section, regulation or clause of the ethical or legal document is allegedly contravened by the advertisement, such decision will be final and no further correspondence will be entered into regarding the decision.