



College of Veterinarians of British Columbia

Notice to the Profession¹: Facility Signage

Published January 2018

Facility names, signs and advertisement containing “24/7” lead the public to believe that veterinarians are present at all times. If there is not, in fact, a veterinarian on-site 24 hours a day, 7 days a week, then advertising “24/7” contravenes Bylaw s. 3.26(2) and the Advertising Standards (<https://cvbc.ca/wp-content/uploads/2020/07/Professional-Practice-Standard-Advertising-July-2020-Revised-Version-200717.pdf>).

Facilities without a veterinarian on site at all times are required to immediately take verifiable measures to correct signage and advertising. Verifiable interim measures include taking down, augmenting or modifying signs until permanent solutions are available, notifying external providers of advertising services, and modifying outgoing telephone and e-mail messages.

If permanent corrective measures are not completed by **July 31, 2018**, enforcement action will be taken pursuant to s. 52 (2) of the *Veterinarians Act*.

Please contact the office if you need clarification or have any questions.

¹ This Notice has been prepared at the direction of CVBC Council.