



Draft Standard of Practice: Advertising

March 13, 2025

Consultation Overview

The College of Dental Hygienists of Nova Scotia (CDHNS), the Denturists Licensing Board of Nova Scotia (DLBNS), and the Nova Scotia Dental Technicians Association (NSDTA), are seeking feedback on the joint draft *Standard of Practice for Advertising* (the draft Standard). Registrants of the three oral health regulators and all system partners are invited to provide feedback during a four-week period from **March 13, 2025, to April 10, 2025**.

Those wishing to submit feedback on this draft Standard are invited to it via email by **Thursday April 10, 2025**, to registrar@cdhns.ca with “Draft Advertising Standard” in the subject line.

Background

Nova Scotia’s [Regulated Health Professions Act \(RHPA\)](#) was passed on November 9, 2023. It is anticipated that within the next two years, the RHPA will replace all existing Acts governing health professions in Nova Scotia (including the [Dental Hygienists Act](#), the [Denturists Act](#), and the [Nova Scotia Dental Technicians Act](#)).

We expect that the existing Acts governing all oral health professions will be repealed and the professions migrated to the RHPA on May 1, 2025. At the time of migration, we will become the Nova Scotia Regulator of Dental Hygiene, Dental Technology, and Denturism (NSRDHDTD).

Currently, for the Denturists and the Dental Hygienists, the advertising standards reside within the Regulations under our respective Acts. ([Dental Hygienists Regulation](#); [Denturists Regulations](#)). For Dental Technicians, the advertising requirements are found in the [Rules of the NSDTA](#).

When migration to the RHPA is completed, the existing regulations will be rescinded. This necessitates the pre-emptive development of a new standalone “Standard of Practice for Advertising”. The draft document ([linked here](#)) has been developed over recent months and has been approved by the CDHNS Council, DLBNS Board, and the NSDTA Council to be circulated to stakeholders for a period of feedback.

Sincerely,

Stacy Bryan, CDHNS Registrar

Maureen Hope, DLBNS Registrar

Emily Preeper, NSDTA Secretary