

COLLEGE OF DIETITIANS OF BRITISH COLUMBIA

Inquiry Case #20-43 - Complaint Outcome Report

On **November 4, 2020**, the College received a complaint and documentary evidence from a Full registrant regarding the Registrant's marketing of dietetic services.

The complaint raised concerns about marketing of products not related to dietetics, the marketing of a non-evidence-informed nutrition plan, and the use of the word "specialized".

On **December 2, 2020**, the Inquiry Committee reviewed the complaint, confirmed the allegations were within the mandate of the College and decided to inspect the allegations.

On **December 17, 2020**, the Registrant was notified of the complaint and provided with questions for response by January 15, 2021. The Respondent met with the Inspector to review the allegations, the complaint process and respond to the allegations.

On **January 13, 2021**, the Respondent emailed a written response to the allegations and the College's questions.

On **April 3, 2021**, the Registrant and the Complainant were notified that the inspection would require additional time for completion, within 180 days.

On **April 12, 2021**, the Inquiry Committee reviewed the allegations, the Respondent's submissions and the inspection report findings and references. The Inquiry Committee also looked at the Respondent's current website for comparison to the information in the report.

On **April 29, 2021**, after careful review and discussion, the Inquiry Committee determined the report contained sufficient evidence in regard to the allegations and that the information reviewed pointed to an overall low risk, with moderate risks of undermining public confidence due to issues found in marketing and evidence-informed practice (CDBC Bylaws, s. 74, Schedule A, Code of Ethics, principle 3, and Schedule B, Standards of Practice 8, 13 and 17).

The Committee determined that the registrant was to consent to the following additional requirements for appropriate and fair remediation by **August 31, 2021**:

- Review and reflect on the application of CDBC marketing bylaws, standards of practice and policy related to marketing, sales and conflict of interest, to the registrant's professional website and social media accounts.
- Complete online reading and a workshop on evidence-informed practice, and
- Meet with College staff to review changes made to the registrant's professional website and social media accounts, as a result of this remediation.

The registrant was informed of the decision on **April 29, 2021** and the complainant was informed on **May 3, 2021**.

The registrant agreed to the consent agreement on **May 19, 2021**.

A copy of the complaint is saved in the registrant's file permanently, in accordance with section 69 of the CDBC bylaws.

176 days were required to resolve the case.