

COLLEGE OF DIETITIANS OF BRITISH COLUMBIA

Inquiry Case #21-48 - Complaint Outcome Report

On **July 30, 2021**, 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".

Between **August 10** and **17, 2021**, the Inquiry Committee reviewed the complaint, confirmed the allegations were within the mandate of the College and decided to inspect the allegations.

By phone and letter dated **August 25, 2021**, the Registrant was notified of the complaint, reviewed the allegations, the complaint process and information to consider in preparing their response to the allegations, with the Deputy Registrar. The Registrant received additional questions for response on **August 30, 2021** for response by **September 15, 2021**.

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

On **October 25, 2021**, the Inquiry Committee reviewed the allegations, the Respondent's submission and the inspection report findings and references. 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, conflict of interest, and evidence-informed practice (CDBC [bylaws](#), s.74, Marketing, [Code of Ethics](#) Principles 1, 3 and 4, [Standards of Practice](#) #3, 4, 8, 9, 13 and 17).

The Committee determined that the registrant was to consent to the following additional requirements for appropriate and fair remediation by **January 31, 2022**:

- Review and reflect on the application of CDBC marketing bylaws, standards of practice, marketing standards, policy conflict of interest and sales, position statement on testimonials and social media guidelines, to the registrant's professional website and social media accounts,
- Review the CDBC webinar on marketing policy documents,
- Complete course work on evidence-based 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.

In addition, and outside of the Consent Agreement, the Inquiry Committee recommend that the registrant consider seeking support from a mentor or a group of dietitians who work in private practice.

The registrant and complainant were informed of the decision on **November 1, 2021** and the registrant reviewed the decision with the Deputy Registrar over the phone on **November 4, 2021**.

The registrant agreed to the consent agreement on **November 9, 2021**.

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

87 days were required to resolve the case.