



## **New Code Format**

I am pleased to introduce the digital and interactive format for the PAAB Code of Advertising Acceptance. This code was approved by the board on April 21, 2017, at the AGM following broad stakeholder consultation. The implementation date for this code is January 1, 2018.

The Code Change Committee, a multi-stakeholder committee, improved on the existing code by:

- √ optimizing how content is organized
- √ adding definitions
- √ aligning language throughout the code
- √ The most significant changes to the code relate to its format. For example, the new code enables users to perform keyword searches and to filter for all code provisions which are relevant to particular core principles.

Although the language has been streamlined for clarity by a professional writer, the regulatory provisions have not changed. Some code sections were removed as they did not convey advertising standards. Others were repositioned to improve flow. You'll therefore note some changes in the code numbers cited in PAAB correspondences following the January 1, 2018 implementation. The following removed and repositioned code sections (the section in the new code follows the corresponding section in the former code):

- Section 1 (Scope) →
  - 1.3 PAAB Services & The Scope of The Code
  - 1.4 Audiences & Types of Communications Covered by the Code
- S2.9 (regarding medical/regulatory approval) → 1.6.B.3
- Section 6.1-6.4 removed except:
  - 6.1.3 (regarding portions of journal ads over contiguous pages) → 2.9
  - 6.3.2 (regarding there being no distinction between leave behind and detailing aids) moved to 2.11
- 6.4.3 (regarding patient information) is now Section 6
- Section 6.5 is now a link accessed through section 1.4.k (digital formats and media)
- Section 6.6 (Exemptions) → 1.5
- Section 8 (Clearance Procedure & Operations) → 1.6
- Section 9 (Complaints) → 1.7

- Section 10 (Monitoring) → Removed
- Section 11 (Definitions) → 1.8

The new code format is available for you to explore at your convenience. You can access it from our website at [www.paab.ca](http://www.paab.ca).

Please call the PAAB office if you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Ray Chepesiuk". The signature is written in a cursive style with a large initial 'R'.

Ray Chepesiuk  
PAAB Commissioner

*To deliver pre-clearance review services that support trustworthy health product communications that comply with the Canadian regulatory framework. Fournir des services de révision agréé en vue d'une pré-approbation qui favorisent une communication digne de foi sur les produits de soins de santé dans le cadre réglementaire canadien.*