



Important Notice

04th Oct 2013

Dear ATCM member,

CAP Compliance Team will commence monitoring acupuncturists' websites from 7 October 2013

The UK Committees of Advertising Practice (CAP) Compliance Team will commence monitoring acupuncturists' websites from Monday 7 October. During the summer, CAP found misleading acupuncture advertisements including one from UCL hospitals.

CAP has provided advice on how to advertise your acupuncture practice. In principle, your advertisement should not claim to treat (or discourage essential medical treatment for) any conditions for which medical supervision should be sought.

Claims that CAP will accept include the following:

- Short-term improvement in the symptoms of overactive bladder syndrome (through electro-acupuncture at the SP6 point)
- Short-term relief of tension type headaches
- Short-term relief of migraine headache
- Short-term relief of chronic low back pain
- Short-term relief of neck pain or chronic neck pain
- Short-term relief from temporomandibular (TMD/TMJ) pain
- Temporary adjunctive treatment for osteoarthritis knee pain

In addition, it is possible to advertise the purely sensory effects of acupuncture and make claims about well-being and well-feeling or to use phrases such as "feel revitalised", "more positive" or "relaxed".

Claims that CAP is unlikely to accept include:

Apart from the above, CAP does not accept any other claims unless you have clear evidence supporting your claims. Following are some examples of claims that CAP does not accept.

- Acupuncture can treat tinnitus or can control appetite.
- Acupuncture can either help quit smoking or aid weight loss.
- Acupuncture can help detoxify the body, improve blood circulation, increase metabolism, boost energy, deal with feeling blue, general facial pain, trouble in sleeping.

- Claim that acupuncture can help delay or prevent ageing, make improvement of the appearance of skin conditions.
- Gynecological disorders, disturbances of the menstrual cycle.
- Men's health, including prostatitis
- Urinary disorders
- Fertility
- Emotional issues, stress, anxiety, depression, addictions
- Dizziness, vertigo
- Immune system imbalances, allergies
- Herpes zoster (Shingles)
- Gastro-intestinal conditions
- Upper respiratory disorders e.g. sinusitis, asthma
- Hypertension (High blood pressure)
- Trouble sleeping,
- General facial pain, elbow pain or shoulder pain

For more information, please check the CAP website <http://cap.org.uk/Advice-Training-on-the-rules/Advice-Online-Database/Therapies-Acupuncture.aspx>

You also can obtain further bespoke guidance on the CAP Code and it's requirements and the advertising of acupuncture services by contacting the [Copy Advice Team](#) for free. You also can get free advice on specific claims or up to three pages of text but there may be a charge if you wish to obtain a full [website audit](#).

Although ATCM council does not completely agree with what the CAP advised on advertisement of acupuncture therapies, we still advises all our members if your website or other forms of advertisements were found being unacceptable by CAP, please follow their advices to make necessary changes. If any queries, please let the office know.

Kind regards,

ATCM Council



重要通知

各位 ATCM 会员：

CAP 合规小组将从 2013 年 10 月 7 日起对针灸师的网站进行全面监测

英国广告实践委员会（CAP）的合规小组（Compliance Team）将从 10 月 7 日（星期一）起对针灸师的网站进行监测。今年夏季，CAP 发现了一些针灸方面的误导性广告，其中一则来自伦敦大学学院医院。

CAP 曾就如何正确宣传针灸执业提供了指导性意见。原则上，你的广告不应该宣称可以治疗任何应寻求医疗监控治疗的疾患（或阻碍、劝阻病人寻求基本医疗治疗）。

符合 CAP 规范要求的广告内容有：

- 暂时缓解膀胱过渡活动症（通过电针刺内关 SP6）
- 暂时缓解紧张性头痛
- 暂时缓解偏头痛
- 暂时缓解慢性腰痛
- 暂时缓解颈项痛
- 暂时缓解颞下颌痛
- 暂时缓解骨关节炎膝痛的辅助治疗

此外，使用纯粹的感官效果词汇来宣扬针灸效果进行广告是可以的，例如 “感到精力旺盛”，“更积极”或“放松”等短语。

不符合 CAP 规范要求的广告内容还包括：

除上述内容外，CAP 不接受任何其他宣称针灸效果和功能的广告，除非你有明确的证据支持您的广告宣称的功能和效果。以下是一些不符合 CAP 规范要求的例子。

- 针灸可以治疗耳鸣或可以控制食欲。
- 针灸能够帮助戒烟或减肥。
- 针灸能够帮助解毒，促进血液循环，增加代谢，增加能量，治疗疲劳，情绪低落，面部疼痛，睡眠不佳。
- 宣称 针灸能够帮助延缓衰老，改善皮肤观感。
- 妇科疾病，月经不调。
- 男科疾病，包括前列腺炎。
- 泌尿疾病

- 不育
- 情感问题，压力，焦虑，抑郁，成瘾
- 头晕
- 免疫不平衡，过敏
- 带状疱疹
- 胃肠疾病
- 上呼吸道疾病，鼻窦炎，哮喘
- 高血压
- 睡眠问题
- 脸部，肘关节，或肩膀疼痛

请 登 录 CAP 网 站 <http://cap.org.uk/Advice-Training-on-the-rules/Advice-Online-Database/Therapies-Acupuncture.aspx> 了解更多详细内容。

您还可以通过联系 CAP 的 Copy Advice 小组 [Copy Advice Team](#) 对有关 CAP 针灸广告指导守则和要求进行免费咨询，已得到符合您个人情况和要求的指导性意见。您还可以就具体的广告内容或长达三页的广告文案内容进行免费咨询，但如果你想获得一个完整的网站审计 [website audit](#)，那么 CAP 可能会就这项服务收取一定的费用。

虽然 ATCM 理事会并不完全同意 CAP 就针灸广告提出的指导性意见，但理事会在此还是建议会员再一次核查一下自己网站或其它方式的针灸治疗广告，如果发现其中有不符合 CAP 规范和要求的内容，请根据 CAP 的建议进行必要的修改。如有任何疑问，请联系 ATCM 办公室。

谢谢您的配合！

ATCM 理事会

2013 年 10 月 4 日