

Department of Health
Rulemaking Hearing Rules
Board of Social Worker Certification and Licensure
Division of Health Related Boards

Chapter 1365-1
General Rules and Regulations

Amendments

1365-1-.03, Necessity of License, is amended by numbering the present language of this rule as paragraph (1), and is further amended by adding the following language as new paragraph (2):

- (2) Use of Titles -
- (a) Any person who possesses a valid, unsuspended and unrevoked certificate issued by the Board has the right to use the title and/or acronym “Certified Master Social Worker (C.M.S.W.),” as defined in T.C.A. §§ 63-23-102.
 - (b) Any person who possesses a valid, unsuspended and unrevoked license issued by the Board has the right to use the title and/or acronym “Licensed Clinical Social Worker (L.C.S.W.),” as defined in T.C.A. §§ 63-23-103.
 - (c) Violation of this rule or T.C.A. §§ 63-23-106 and 63-23-111 regarding use of titles shall constitute unethical conduct and subject the licensee or certificate holder to disciplinary action.

Authority: T.C.A. §§ 4-5-202, 4-5-204, 63-1-102, 63-1-145, 63-23-102, 63-23-103, 63-23-106, 63-23-108, and 63-23-111.

Rule 1365-1-.19 Board Meetings, Officers, Consultant, and Records is amended by deleting the catchline in its entirety and substituting instead the following language, and is further amended by adding the following language as new paragraph (8), so that as amended, the new catchline and the new paragraph (8) shall read:

1365-1-.19 Board Meetings, Officers, Consultant, Records, and Screening Panels.

- (8) Screening Panels - The Board adopts, as if fully set out herein, rule 1200-10-1-.13, of the Division of Health Related Boards and as it may from time to time be amended, as its rule governing the screening panel process.

Authority: T.C.A. §§ 4-5-202, 4-5-204, 63-1-138, 63-23-106, and 63-23-108.

New Rule

Table of Contents

1365-1-.23 Advertising

1365-1-.23 Advertising.

- (1) Policy Statement. The lack of sophistication on the part of many of the public concerning social work services, the importance of the interests affected by the choice of a social worker and the foreseeable consequences of unrestricted advertising by social workers which is recognized to pose special possibilities for deception, require that special care be taken by social workers to avoid misleading the public. Social workers must be mindful that the benefits of advertising depend upon its reliability and accuracy. Since advertising by social workers is calculated and not spontaneous, reasonable regulation designed to foster compliance with appropriate standards serves the public interest without impeding the flow of useful, meaningful, and relevant information to the public.
- (2) Definitions
 - (a) Advertisement - Informational communication to the public in any manner designed to attract public attention to the practice of a social worker who is licensed or certified to practice in Tennessee.
 - (b) Certificate Holder - Any person holding a certificate to practice as a Certified Master Social Worker (C.M.S.W.). Where applicable this shall include partnerships and/or corporations.
 - (c) Licensee - Any person holding a license to practice as a Licensed Clinical Social Worker (L.C.S.W.) in the State of Tennessee. Where applicable this shall include partnerships and/or corporations.
 - (d) Material Fact - Any fact which an ordinary reasonable and prudent person would need to know or rely upon in order to make an informed decision concerning the choice of practitioners to serve his or her particular needs.
- (3) Advertising Content. The following acts or omissions in the context of advertisement by any licensee or certificate holder shall constitute unethical conduct, and subject the licensee or certificate holder to disciplinary action pursuant to T.C.A. § 63-23-106 (a) (5):

- (a) Claims that the services performed, personnel employed, or office equipment used are professionally superior to that which is ordinarily performed, employed, or used, or that convey the message that one licensee or certificate holder is better than another when superiority of services, personnel, or equipment cannot be substantiated.
- (b) The misleading use of an unearned degree.
- (c) Promotion of professional services which the licensee or certificate holder knows or should know are beyond the licensee's or certificate holder's ability to perform.
- (d) Techniques of communication which intimidate, exert undue pressure or undue influence over a prospective client.
- (e) Any appeals to an individual's anxiety in an excessive or unfair manner.
- (f) The use of any personal testimonial attesting to a quality of competency of a service or treatment offered by a licensee or certificate holder that is not reasonably verifiable.
- (g) Utilization of any statistical data or other information based on past performances for prediction of future services, which creates an unjustified expectation about results that the licensee or certificate holder can achieve.
- (h) The communication of personal identifiable facts, data, or information about a client without first obtaining client consent.
- (i) Any misrepresentation of a material fact.
- (j) The knowing suppression, omission or concealment of any material fact or law without which the advertisement would be deceptive or misleading.
- (k) Misrepresentation of credentials, training, experience, or ability.
- (l) Failure to include the corporation, partnership or individual name, address, and telephone number of licensees and certificate holders in any advertisement. Any corporation, partnership or association which advertises by use of a trade name or otherwise fails to list all licensees and certificate holders practicing at a particular location shall:

1. Upon request provide a list of all licensees and certificate holders practicing at that location; and
 2. Maintain and conspicuously display a directory listing all licensees and certificate holders practicing at that location.
- (m) Failure to disclose the fact of giving compensation or anything of value to representative of the press, radio, television or other communicative medium in anticipation of or in return for any advertisement (for example, newspaper article) unless the nature, format or medium of such advertisement make the fact of compensation apparent.
- (n) After thirty (30) days of the licensee or certificate holder's departure, the use of the name of any licensee or certificate holder formerly practicing at or associated with any advertised location or on office signs or buildings. This rule shall not apply in the case of a retired or deceased former associate who practiced in association with one or more of the present occupants if the status of the former associate is disclosed in any advertisement or sign.
- (o) Stating or implying that a certain licensee or certificate holder provides all services when any such services are performed by another licensee.
- (p) Directly or indirectly offering, giving, receiving, or agreeing to receive any fee or other consideration to or from a third party for the referral of a client in connection with the performance of professional services.
- (q) Making false, deceptive, misleading or fraudulent statements regarding fees.
- (4) Advertising Records and Responsibility
- (a) Each licensee or certificate holder who is a principal partner, or officer of a firm or entity identified in any advertisement, is jointly and severally responsible for the form and content of any advertisement. This provision shall also include any licensed or certified professional employees acting as an agent of such firm or entity.
 - (b) Any and all advertisements are presumed to have been approved by the licensee or certificate holder named therein.
 - (c) A recording of every advertisement communicated by electronic media, and a copy of every advertisement communicated by print

media, and a copy of any other form of advertisement shall be retained by the licensee or certificate holder for a period of two (2) years from the last date of broadcast or publication and be made available for review upon request by the Board or its designee.

- (d) At the time any type of advertisement is placed, the licensee or certificate holder must possess and rely upon information which, when produced, would substantiate the truthfulness of any assertion, omission or representation of material fact set forth in the advertisement or public information.

(5) Advertising Conduct

- (a) Licensees or certificate holders who engage others to create or place public statements that promote their professional practice, products, or activities retain professional responsibility for such statements.
- (b) If licensees or certificate holders learn of deceptive statements about their work made by others, licensees or certificate holders must make reasonable efforts to correct such statements.
- (c) Licensees or certificate holders shall not compensate employees of press, radio, television or other communication media in return for publicity in a news item.
- (d) A paid advertisement relating to the licensee's or certificate holder's activities must be identified as such, unless it is already apparent from the context.

- (5) Severability. It is hereby declared that the sections, clauses, sentences and parts of these rules are severable, are not matters of mutual essential inducement, and any of them shall be rescinded if these rules would otherwise be unconstitutional or ineffective. If any one or more sections, clauses, sentences or parts shall for any reason be questioned in court, and shall be adjudged unconstitutional or invalid, such judgment shall not affect, impair or invalidate the remaining provisions thereof, but shall be confined in its operation to the specific provision or provisions so held unconstitutional or invalid, and the inapplicability or invalidity of any section, clause, sentence or part in any one or more instances shall not be taken to affect or prejudice in any way its applicability or validity in any other instance.

Authority: T.C.A. §§ 4-5-202, 4-5-204, 63-1-145, 63-23-103, 63-23-106, and 63-23-108.

Legal Contact: Nicole Armstrong, Assistant General Counsel, Office of General Counsel, 26th Floor, William R. Snodgrass Tennessee Tower, 312 8th Avenue North, Nashville, TN 37247-0120, (615) 741-1611.

Contact for disk acquisition and/or party who will approve final copy for publication: Jerry Kosten, Regulations Manager, Division of Health Related Boards, First Floor, Cordell Hull Building, 425 Fifth Avenue North, Nashville, TN 37247-1010, (615) 532-4397.

Signature of the agency officer or officers directly responsible for proposing and/or drafting these rules:

Susan Vickerstaff, Chair
Board of Social Worker Certification and Licensure

The roll call vote by the Board of Social Worker Certification and Licensure on these rulemaking hearing rules was as follows:

Board Members	Aye	No	Abstain	Absent
Beverly Esposito, LCSW	<u> X </u>	<u> </u>	<u> </u>	<u> </u>
Suzanne Vandiver, LCSW	<u> X </u>	<u> </u>	<u> </u>	<u> </u>
Susan Vickerstaff, LCSW	<u> X </u>	<u> </u>	<u> </u>	<u> </u>
Vickie Fleming, CMSW	<u> </u>	<u> </u>	<u> </u>	<u> X </u>
Drema Bowers-Mitchell, CMSW	<u> </u>	<u> </u>	<u> </u>	<u> X </u>
Deborah Wolkhamer, CMSW	<u> X </u>	<u> </u>	<u> </u>	<u> </u>
Sheila K. Morris	<u> </u>	<u> </u>	<u> </u>	<u> X </u>

I certify that this is an accurate and complete copy of rulemaking hearing rules, lawfully

promulgated and adopted by the Board of Social Worker Certification and Licensure on the 4th day of November, 2005.

Further, I certify that the provisions of T.C.A. § 4-5-222 have been fully complied with, that these rules are properly presented for filing, a notice of rulemaking hearing has been filed in the Department of State on the 22nd day of July, 2005 and such notice of rulemaking hearing having been published in the August 15th, 2005 issue of the Tennessee Administrative Register, and such rulemaking hearing having been conducted pursuant thereto on the 28th day of September, 2005.

Robbie H. Bell, Director
Health Related Boards

Subscribed and sworn to before me this the 4th day of November, 2005.

Notary Public

My commission expires on the 25th day of March, 2006.

All rulemaking hearing rules provided for herein have been examined by the Attorney General and Reporter of the State of Tennessee and are approved as to legality pursuant to the provisions of the Administrative Procedures Act, Tennessee Code Annotated, Title 4, Chapter 5.

Paul G. Summers
Attorney General and Reporter

The rulemaking hearing rules set out herein were properly filed in the Department of State on the ____ day of _____, 200__, and will become effective on the ____ day of _____, 200__.

Riley C. Darnell
Secretary of State

By: _____