
California Acupuncture Board
Discussion items
ACUPUNCTURE SCHOOL ADVERTISING

1. Should we require all ads to include the CAB license number?
2. Also require their webpage ad to include the direct link to CAB website?
3. Violation possibilities: First violation - warning letter; Second violation/no correction - automatic probation for 6 month; third violation/no correction - automatic suspension of license till the correction is made.
4. Minimum advertisement font size - 12 point or larger?
5. Do we need to develop a specific guideline for the school advertising?
6. Should the school advertising must include the status of the CAB approval date?

Staff comment: The viability of some above items may be dependent upon CAB staff resources.