

College Policy:

Campaign Materials Guidance for Candidates Seeking Election to Council

This policy is for dentists seeking election or re-election to the Council of the Royal College of Dental Surgeons of Ontario and is intended to apply to all campaign materials in all media, including but not limited to:

- written campaign materials and letters;
- website and social media content;
- oral presentations and speeches; and
- all conduct of candidates during a campaign.

Registrants are expected to act professionally and ethically as regulated health professionals, including when seeking election to the Council of a public-interest organization. Council members serve the public interest; they do not represent the profession, registrants or a particular geographic area.

Candidates may wish to circulate campaign materials to registrants who are eligible to vote. Candidates and campaign materials must:

- articulate how the candidate will serve the public interest and refrain from:
 - suggesting that the candidate will represent dentists, registrants or any particular geographic area;
 - promoting or advocating for the profession of dentistry; and
 - making promises that could be viewed as conflicting with the College's public protection mandate, the transparency of Council meetings or legislative obligations;
- be respectful and professional in tone and refrain from denouncing or making negative comments about any other candidate;
- use language that supports the College's vision of a Council culture that promotes diversity, equity, inclusion and belonging;
- stand on their own and refrain from suggesting that the College supports their candidacy or from using RCDSO logos or branding;
- in the case of incumbents, support the decisions of Council; and
- rely only on and promote information that is factual.

Candidates and campaign materials should:

- articulate why the candidate is interested in serving on Council;
- articulate how the candidate will meet the competencies for members of Council; and
- state the candidate's qualifications.

Candidates may begin campaigning after the Registrar has provided them with the slate of candidates standing for election.

College staff cannot support any candidate or incumbent and should not be asked to assist in a campaign.