

Changes to Advertising Requirements Fact Sheet

Effective April 1, 2013, all advertisements for licensees or registrants of the Board of Behavioral Sciences must contain all of the following information:

1. Your full name, as filed with the Board; and
2. Your license or registration number; and
3. Your complete title, or an abbreviation deemed acceptable by the Board. Acceptable titles and abbreviations are as follows:

If you are a...	You may use the following titles and/or abbreviations in advertisements:
Licensed Marriage and Family Therapist	<ul style="list-style-type: none"> • Licensed Marriage and Family Therapist; OR • MFT; OR • LMFT
Marriage and Family Therapist Registered Intern	<ul style="list-style-type: none"> • Marriage and Family Therapist Registered Intern [1]; OR • MFT Registered Intern
Licensed Educational Psychologist	<ul style="list-style-type: none"> • Licensed Educational Psychologist; OR • LEP
Licensed Clinical Social Worker	<ul style="list-style-type: none"> • Licensed Clinical Social Worker; OR • LCSW
Registered Associate Clinical Social Worker	<ul style="list-style-type: none"> • Registered Associate Clinical Social Worker; OR • Registered Associate CSW
Registered MFT Referral Service	<ul style="list-style-type: none"> • Registered MFT Referral Service
Licensed Professional Clinical Counselor	<ul style="list-style-type: none"> • Licensed Professional Clinical Counselor; OR • LPCC
Professional Clinical Counselor Registered Intern	<ul style="list-style-type: none"> • Professional Clinical Counselor Registered Intern [2]; OR • PCC Registered Intern

[1] The abbreviation "MFTI" may only be used in an advertisement if the title "Marriage and Family Therapist Registered Intern" is also used.

[2] The abbreviation "PCCI" may only be used in an advertisement if the title "Professional Clinical Counselor Registered Intern" is also used.

Additional Requirement for Registrants: If you are a registered intern or associate, your advertisement must also include the name of your employer or the name of the entity for which you volunteer. If you are a Marriage and Family Therapist Registered Intern, you must also state in the advertisement that you are supervised by a licensed person.

Use of the Terms “Psychotherapy” or “Psychotherapist”: Use of these terms is permissible as long as your advertisement contains all of the information required by law, as listed above.

Use of Academic Credentials: Reference to academic credentials is permitted in your advertisement as long as your degree is earned (not an honorary degree or conferred without actual study) and representations and statements made about your degree are not misleading.

SAMPLE FORMATS OF ADVERTISING FOR BBS INTERNS AND ASSOCIATES

Mary Doe
Marriage and Family Therapist Registered Intern
IMF 11111
Employed by Company ABC

Supervised by Jane Smith,
Licensed Marriage and Family Therapist
MFC 22222

Mary Doe, M.A., Ph.D., MFTI
Marriage and Family Therapist Registered Intern, IMF 11111
Company ABC

Supervised by Jane Smith, LMFT

Jack Smith
Registered Associate Clinical Social Worker
ASW 11111

Employed by Any Town Therapy

Jack Smith, M.S.W., Ph.D.
Registered Associate CSW
Any Town Therapy
ASW 11111

John Doe
XYZ Charity
PCC Registered Intern
PCI 56789

John Doe, M.A., Ph.D., PCCI
Professional Clinical Counselor Registered Intern
PCI 56789

Volunteer for XYZ Charity

SAMPLE FORMATS OF ADVERTISING FOR BBS LICENSEES

Jane Smith, Ph.D.
Licensed Marriage and Family Therapist
MFC 22222

Jane Smith, LMFT, Psychotherapist
MFC 22222

Mary Doe, M.A., Ed.D., LEP
License No. LEP 2525

Mary Doe
Licensed Educational Psychologist
License No. LEP 2525

John Jay
Licensed Clinical Social Worker
License No. LCS 54321

John Jay, M.S.W., LCSW
LCS 54321

Providing Psychotherapy Since 2000

Sally Jones, M.A.
LPC 56789
Licensed Professional Clinical Counselor

Sally Jones, LPCC
LPC 56789