



Board of Behavioral Sciences



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www.bbs.ca.gov

Governor Edmund G. Brown Jr.
State of California
State and Consumer Services Agency
Department of Consumer Affairs

Fact Sheet Licensee and Registrant Advertising Requirements

Licensees and registrants must include all of the following information in any advertisement:

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
Registered Associate Marriage and Family Therapist	<ul style="list-style-type: none"> • Registered Associate Marriage and Family Therapist [1]; OR • Registered Associate MFT
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
Licensed Professional Clinical Counselor	<ul style="list-style-type: none"> • Licensed Professional Clinical Counselor; OR • LPCC
Registered Associate Professional Clinical Counselor	<ul style="list-style-type: none"> • Registered Associate Professional Clinical Counselor [2]; OR • Registered Associate PCC
Registered MFT Referral Service	<ul style="list-style-type: none"> • Registered MFT Referral Service

[1] The abbreviation-“AMFT” may only be used in an advertisement if the title “Registered Associate Marriage and Family Therapist” is also used.

[2] The abbreviation-“APCC” may only be used in an advertisement if the title “Registered Associate Professional Clinical Counselor” is also used.

Additional Requirement for Registrants: If you are a registered associate, your advertisement must also include the name of your employer or the name of the entity for which you volunteer. If you are an AMFT, you must also state in the advertisement that you are supervised by a licensed person.

Requirements for MFT Trainees: Any advertisement by or on behalf of an MFT Trainee shall include all of the following¹:

- That he or she is a “marriage and family therapist trainee”
- The name of his or her employer
- That he or she is 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.

Definition of “Advertising”: Advertising includes, but is not limited to², any public communication (including, but not limited to mail, television, radio, motion picture, newspaper, book, list or directory of healing arts practitioners, Internet, or other electronic communication), the issuance of any card, sign, or device to any person, or the causing, permitting, or allowing of any sign or marking on, or in, any building or structure, or in any newspaper or magazine or in any directory, or any printed matter whatsoever, with or without any limiting qualification. For more information, see [Section 651](#) of the Business and Professions Code.

Unprofessional Conduct in Advertising: The following are considered unprofessional conduct³:

- Advertising in a manner that is false, fraudulent, misleading or deceptive.
- Misrepresentation as to the type or status of a license or registration, or otherwise misrepresenting education, professional qualifications, or professional affiliations.

For more information, see the Board’s [Statutes and Regulations](#).

¹ Business and Professions Code (BPC) Section 4980.48(c)

² BPC Sections 4980.03(e) (LMFT); 4989.49 (LEP); 4992.2 (LCSW); and 4999.12(j) (LPCC)

³ BPC Sections 4982(f),(p) (LMFT); 4989.54(e),(i) (LEP); 4992.3(g),(q) (LCSW); and 4999.90(f),(p) (LPCC)



Board of Behavioral Sciences
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SAMPLE ADVERTISING FORMATS

REGISTRANTS

Mary Doe
 Registered Associate Marriage and Family Therapist
 AMF 99999
 Employed by Company ABC

 Supervised by Jane Smith,
 Licensed Marriage and Family Therapist

Mary Doe, M.A., Ph.D., AMFT
 Registered Associate MFT
 Registration No. AMF 99999
 Company ABC

 Supervised by Jane Smith, LMFT

Jack Smith
 Registered Associate Clinical Social Worker
 ASW 99999

 Employed by Any Town Therapy

Jack Smith, M.S.W., Ph.D.
 Registered Associate CSW

 Any Town Therapy
 Registration No. ASW 99999

John Garcia
 XYZ Charity

 Registered Associate Professional Clinical Counselor
 APC 99999

John Garcia, M.A., Ph.D., APCC
 Registered Associate PCC
 Registration Number APC 99999

 Volunteer for XYZ Charity

LICENSEES

Jane Smith
 Any Town Therapy
 Licensed Marriage and Family Therapist
 MFC 99999

Jane Smith, Ph.D., LMFT
 Psychotherapist
 License No. MFC 99999

Mary Lopez, LEP
 Licensed Educational Psychologist
 LEP 9999

Mary Lopez, M.A., Ed.D., LEP
 Psychotherapist
 License Number LEP 9999

John Jones
 Licensed Clinical Social Worker
 LCS 99999

John Jones, M.S.W., LCSW
 License No. LCS 99999
 Providing Psychotherapy Since 2000

Sally Doe
 Licensed Professional Clinical Counselor
 LPC 99999

Sally Doe, M.A., Ph.D., LPCC
 Any Town Therapy
 Psychotherapy Services
 License Number LPC 99999