

**State of California  
Office of Administrative Law**

In re:  
Board of Behavioral Sciences

Regulatory Action:

Title 16, California Code of Regulations

Adopt sections:  
Amend sections: 1811  
Repeal sections:

NOTICE OF APPROVAL OF REGULATORY  
ACTION

Government Code Section 11349.3

OAL Matter Number: 2025-1104-02

OAL Matter Type: Regular (S)

In this regular rulemaking action, the Board of Behavioral Sciences amends advertising requirements for licensed or registered professionals in marriage and family therapy, clinical social work and professional clinical counseling, and for licensed educational psychologists.

OAL approves this regulatory action pursuant to section 11349.3 of the Government Code. This regulatory action becomes effective on 4/1/2026.

Date: December 16, 2025



Jenifer Ryan  
Senior Attorney

For: Kenneth J. Pogue  
Director

Original: Steve Sodergren, Executive  
Officer

Copy: Christy Berger

## NOTICE PUBLICATION/REGULATIONS PERMITS

STD. 400 (REV. 10/2019)

**REGULAR**

For use by Secretary of State only

OAL FILE  
NUMBERSNOTICE FILE NUMBER  
Z-2025-0304-08

REGULATORY ACTION NUMBER

2025-1104-025

EMERGENCY NUMBER

For use by Office of Administrative Law (OAL) only

**ENDORSED - FILED**  
in the office of the Secretary of State  
of the State of California

OFFICE OF ADMINISTRATIVE LAW

**Electronic Submission**

REC'D DATE

03/04/2025

PUBLICATION DATE

03/14/2025

OFFICE OF ADMIN. LAW  
2025 NOV 4 PM 12:31

NOTICE

REGULATIONS

AGENCY WITH RULEMAKING AUTHORITY  
Board of Behavioral Sciences

AGENCY FILE NUMBER (If any)

DEC 16 2025

1:59 PM  
**A. PUBLICATION OF NOTICE (Complete for publication in Notice Register)**

1. SUBJECT OF NOTICE Advertising		TITLE(S) 16	FIRST SECTION AFFECTED 1811	2. REQUESTED PUBLICATION DATE March 14, 2025
3. NOTICE TYPE <input checked="" type="checkbox"/> Notice re Proposed Regulatory Action <input type="checkbox"/> Other		4. AGENCY CONTACT PERSON Christy Berger	TELEPHONE NUMBER (916) 574-7995	FAX NUMBER (Optional)
OAL USE ONLY <input type="checkbox"/> ACTION ON PROPOSED NOTICE <input type="checkbox"/> Approved as Submitted <input type="checkbox"/> Approved as Modified <input type="checkbox"/> Disapproved/Withdrawn		NOTICE REGISTER NUMBER 2025, 11-2		PUBLICATION DATE 3/14/25

**B. SUBMISSION OF REGULATIONS (Complete when submitting regulations)**

1a. SUBJECT OF REGULATION(S)

Advertising

1b. ALL PREVIOUS RELATED OAL REGULATORY ACTION NUMBER(S)

2. SPECIFY CALIFORNIA CODE OF REGULATIONS TITLE(S) AND SECTION(S) (Including title 26, if toxics related)

SECTION(S) AFFECTED (List all section number(s) individually. Attach additional sheet if needed.)	ADOPT
	AMEND
	1811
TITLE(S) 16	REPEAL

3. TYPE OF FILING

<input checked="" type="checkbox"/> Regular Rulemaking (Gov. Code §11346)	<input type="checkbox"/> Certificate of Compliance: The agency officer named below certifies that this agency complied with the provisions of Gov. Code §§11346.2-11347.3 either before the emergency regulation was adopted or within the time period required by statute.	<input type="checkbox"/> Emergency Readopt (Gov. Code, §11346.1(h))	<input type="checkbox"/> Changes Without Regulatory Effect (Cal. Code Regs., title 1, §100)
<input type="checkbox"/> Resubmittal of disapproved or withdrawn nonemergency filing (Gov. Code §§11349.3, 11349.4)		<input type="checkbox"/> File & Print	<input type="checkbox"/> Print Only
<input type="checkbox"/> Emergency (Gov. Code, §11346.1(b))	<input type="checkbox"/> Resubmittal of disapproved or withdrawn emergency filing (Gov. Code, §11346.1)	<input type="checkbox"/> Other (Specify)	

4. ALL BEGINNING AND ENDING DATES OF AVAILABILITY OF MODIFIED REGULATIONS AND/OR MATERIAL ADDED TO THE RULEMAKING FILE (Cal. Code Regs., title 1, §44 and Gov. Code §11347.1)  
Notice of Modified Text Beginning June 16, 2025 and ending July 1, 2025 and Second Modified Text Beginning September 3, 2025 and ending September 18, 2025.

5. EFFECTIVE DATE OF CHANGES (Gov. Code, §§ 11343.4, 11346.1(d); Cal. Code Regs., title 1, §100)

<input checked="" type="checkbox"/> Effective January 1, April 1, July 1, or October 1 (Gov. Code §11343.4(a))	<input type="checkbox"/> Effective on filing with Secretary of State	<input type="checkbox"/> \$100 Changes Without Regulatory Effect	<input type="checkbox"/> Effective other (Specify)
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6. CHECK IF THESE REGULATIONS REQUIRE NOTICE TO, OR REVIEW, CONSULTATION, APPROVAL OR CONCURRENCE BY, ANOTHER AGENCY OR ENTITY

<input type="checkbox"/> Department of Finance (Form STD. 399) (SAM §6660)	<input type="checkbox"/> Fair Political Practices Commission	<input type="checkbox"/> State Fire Marshal
<input checked="" type="checkbox"/> Other (Specify) Kimberly Kirchmeyer, Director, Department of Consumer Affairs		

7. CONTACT PERSON

Christy Berger

TELEPHONE NUMBER

916-574-7995

FAX NUMBER (Optional)

E-MAIL ADDRESS (Optional)

christy.berger@dca.ca.gov

8. I certify that the attached copy of the regulation(s) is a true and correct copy of the regulation(s) identified on this form, that the information specified on this form is true and correct, and that I am the head of the agency taking this action, or a designee of the head of the agency, and am authorized to make this certification.

SIGNATURE OF AGENCY HEAD OR DESIGNEE

Steve Sodergren

DATE

10/15/2025

TYPED NAME AND TITLE OF SIGNATORY

Steve Sodergren, Executive Officer

For use by Office of Administrative Law (OAL) only

**ENDORSED APPROVED**

DEC 16 2025

Office of Administrative Law

## BOARD OF BEHAVIORAL SCIENCES

### ORDER OF ADOPTION

**The Board of Behavioral Sciences of the Department of Consumer Affairs hereby amends regulations in Division 18 of Title 16 of the California Code of Regulations, to read as follows:**

#### **§ 1811. Advertising.**

(a) All persons ~~or referral services~~ regulated by the board who advertise their services shall include all of the following information in any advertisement.

(1) The ~~full name~~ first name and last name of the licensee, ~~or registrant, or registered referral service~~ as filed with the board.

(2) The complete title of the license or registration held or an acceptable abbreviation, as follows:

(A) Licensed Marriage and Family Therapist, or MFT, or LMFT.

(B) Licensed Educational Psychologist or LEP.

(C) Licensed Clinical Social Worker or LCSW.

(D) Registered Associate Marriage and Family Therapist or Registered Associate MFT. The abbreviation "AMFT" shall not be used in an advertisement unless the title ~~"registered associate marriage and family therapist"~~ "Registered Associate Marriage and Family Therapist" appears in the advertisement.

(E) Registered Associate Clinical Social Worker ~~or Registered Associate CSW~~. The abbreviation "ASW" shall not be used in an advertisement unless the title ~~"registered associate clinical social worker"~~ "Registered Associate Clinical Social Worker" appears in the advertisement.

~~(F) Registered MFT Referral Service.~~

~~(G)~~ (F) Licensed Professional Clinical Counselor or LPCC.

~~(H)~~ (G) Registered Associate Professional Clinical Counselor or Registered Associate PCC. The abbreviation "APCC" shall not be used in an advertisement unless the title ~~"registered associate professional clinical counselor"~~ "Registered Associate Professional Clinical Counselor" appears in the advertisement.

(3) The license or registration number.

(b) Registrants must include both of the following in any advertising: ~~the name of his or her employer in an advertisement, or if not employed, the name of the entity for which he or she volunteers.~~

(1) The name of their employer, or if not employed, the name of the entity for which they volunteer.

(2) That they are supervised by a licensed person.

(c) Licensees may use the words "psychotherapy" or "psychotherapist" in an advertisement provided that all the applicable requirements of subsection (a) are met.

(d) It is permissible for a person to include academic credentials in advertising as long as the degree is earned, and the representations and statements regarding that degree are true and not misleading and are in compliance with Section 651 of the Code. For purposes of this subdivision, "earned" shall not mean an honorary or other degree conferred without actual study in the educational field.

(e) The board may issue citations and fines containing a fine and an order of abatement for any violation of Section 651 of the Code.

(f) For the purposes of this section, "acceptable abbreviation" means the abbreviation listed in subsection (a)(2) of this Section.

(g) In addition to including the information required by subsection (a), a licensee or registrant may use a nickname or former legal name to advertise services for which a license or registration is required. If a nickname is used, the nickname shall not be false, fraudulent, misleading, or deceptive as specified by section 651 of the Code.

Note: Authority cited: Sections 137, 4980.60 and 4990.20, Business and Professions Code. Reference: Sections 125.9, 137, ~~650.4~~, 651, 4980.03, 4980.09, 4980.44, 4982, 4989.49, 4989.54, 4992.2, 4992.3, 4999.12, 4999.12.5 and 4999.90, Business and Professions Code.