



<b>Policy Title:</b> USE OF PSW VISUAL MARK		<b>Policy Section:</b>	<b>Policy Number:</b>
<b>Approved By:</b> Kathy Wilkie, CEO	<b>Date Approved:</b> April 12, 2024	<b>Date Reviewed/ Revised:</b>	

## PURPOSE

To provide guidance and clarity to Personal Support Workers (PSWs) registered with Health and Supportive Care Providers Oversight Authority (HSCPOA), and their respective employers, regarding their authorized use of the PSW Visual Mark.

## BACKGROUND

The public, employers, and recipients of PSW care should be able to easily identify if a PSW is registered with HSCPOA.

PSWs do not have a restricted title and are instead identified by the PSW Visual Mark which they are authorized to use only if they are registered with HSCPOA. To maintain the credibility of the PSW Visual Mark, care must be taken in how it is used.

## POLICY

A PSW Visual Mark is issued by HSCPOA to those who meet the requirements for registration.

Registrants are encouraged to use their PSW Visual Mark to display:

- Their commitment to providing, safe, ethical, competent, and quality PSW care,
- They have met the education/experience and good character requirements for registration with HSCPOA, and
- Their continued accountability to HSCPOA.

## **Use of the PSW Visual Mark**

### **By PSWs:**

When using the PSW Visual Mark, a HSCPOA registrant must ensure they do not alter, adapt, or modify it in any way, apart from resizing it proportionally, and that the PSW Visual Mark is legible when used or displayed.

The PSW Visual Mark can be included on an identification badge, card, pin, or similar item when providing PSW services, and in printed and digital promotional materials (e.g., on a registrant's website or social media profile).

A registrant may provide their PSW Visual Mark digital file to their employer(s) for incorporation into their employee identification badge/card/pin, or the employer's website pages for the sole purpose of promoting the HSCPOA registrant's services.

A registrant may be asked by HSCPOA about their use of the PSW Visual Mark and may be subject to an audit to monitor how the registrant is using the PSW Visual Mark.

### **By Employers:**

Employers of PSWs may only use the PSW Visual Mark if the employer:

- Receives the PSW Visual Mark directly from the employee,
- Confirms the PSW employee is registered with HSCPOA via the online [Public Register](#),
- Does not alter, adapt, or modify it in any way, apart from resizing it proportionally, and
- Uses the PSW Visual Mark only in connection with the employee who provided it, such as on the employee's identification badge/card/pin, or on a company website page for the sole purpose of promoting the individual PSW registrant's services, or the services of a group of PSWs, all of whom are registered with HSCPOA.

## Security and Misuse

The PSW Visual Mark must be handled in a safe and secure manner by the registrant to prevent unauthorized use by individuals not registered with HSCPOA.

A registrant who is found to have misused the PSW Visual Mark, or failed to safeguard their PSW Visual Mark from any fraudulent use, may be subject to a complaint alleging a contravention of the HSCPOA Code of Ethics, which states:

**36.** *The registrant shall,*

*(a) appropriately use the visual mark or any other identifier established by the Authority for a class of registrants in the delivery of health services or supportive care services*

*(b) identify themselves including first name and last name, their title, and their role and, if requested, the registrant's visual mark or identifier*

The PSW Visual Mark is to be used only by the PSW to whom it is assigned. A registrant may not share their PSW Visual Mark with anyone for any purpose other than those permitted in this policy. Upon ending employment, registered PSWs must confirm their former employer(s) who were given access to their PSW Visual mark have deleted this file from their records.

A registrant must immediately discontinue using the PSW Visual Mark in all formats if their registration is suspended, cancelled, expired, or revoked with HSCPOA.

A registrant shall immediately notify HSCPOA if they become aware of any unauthorized use of the PSW Visual Mark.

An employer who receives a digital copy of an employee's PSW Visual Mark must handle the file in a secure manner to prevent unauthorized use. An employer's failure to safeguard a registrant's PSW Visual Mark from any fraudulent use could be considered a contravention of intellectual property law. Employers are encouraged to immediately notify HSCPOA if they become aware of any unauthorized use of the PSW Visual Mark.