



Health and Supportive Care Providers  
Oversight Authority



# Trust at a Glance

Your guide to using the HSCPOA PSW Visual Mark

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## **Wear the HSCPOA PSW Visual Mark with pride**

Welcome to the Health and Supportive Care Providers Oversight Authority (HSCPOA)! As a registrant, you can now officially wear your HSCPOA Personal Support Worker (PSW) Visual Mark, an easy-to-recognize symbol of your commitment to providing safe, quality, ethical care.

# Introduction



## How to use the HSCPOA PSW Visual Mark

This is a guide to help both PSWs registered with the Health and Supportive Care Providers Oversight Authority (HSCPOA) and their employers understand the authorized use of the PSW Visual Mark.

**When people see the HSCPOA PSW Visual Mark, they'll know right away that you:**



**Are a PSW in good standing with HSCPOA**



**Have met a minimum standard for education, experience and ethical behaviour**



**Are committed to ethical standards and safe, quality care**



**Are accountable to an oversight body in place to protect the public**



**Can easily be found on HSCPOA's Public Register, which will show any complaints and discipline history, and any limitations on their registration**



**Each HSCPOA registrant is given a PSW Visual Mark: this guide will help you understand how to use it.**



## The benefits of being registered

When personal support workers are registered with HSCPOA, it's good for the public – and for the PSWs themselves. It builds trust, respect and recognition by showing you've met minimum qualifications and are committed to protecting the public by being accountable to HSCPOA.

It also allows you to use the HSCPOA PSW Visual Mark, which shows care recipients, employers and colleagues that you're registered with HSCPOA, an oversight body.



**It inspires confidence.** The HSCPOA PSW Visual Mark immediately identifies you as a registered, educated/experienced, personal support worker. When a care recipient, employer or colleague sees it, they immediately understand they're working with an accountable care provider.



**It could help you get hired.** The HSCPOA PSW Visual Mark shows employers you have met minimum requirements for registration including education/experience and language proficiency, and indicates you are of good character.



**It helps you stand out.** The HSCPOA PSW Visual Mark differentiates you from an unregistered PSW care provider and shows you have agreed to follow HSCPOA's Code of Ethics.

## Who can and can't use the HSCPOA PSW Visual Mark



**HSCPOA registrants.** The HSCPOA PSW Visual Mark is available for use by all PSWs who are registered with HSCPOA.



**Organizations.** Organizations that employ PSWs may use the HSCPOA PSW Visual Mark on ID badges, websites and promotional materials, as long as that use only corresponds with employees currently registered with HSCPOA in good standing.



**Anyone not currently registered.** The HSCPOA PSW Visual Mark may not be used by anyone who is not registered with HSCPOA.



**Registrants not in good standing with HSCPOA.** Those who have had their registration suspended or revoked must remove the PSW Visual Mark from all materials.



**Groups where only some PSWs are registered.** Organizations may not use the HSCPOA PSW Visual Mark on group-wide materials unless all PSW employees are registered with HSCPOA.



### Unauthorized or fraudulent use of the HSCPOA PSW Visual Mark may result in penalties. Some examples:



Your friend who is also a PSW, but is not registered with HSCPOA, asks if they can use the HSCPOA PSW Visual Mark file on their resume.



Your group uses the HSCPOA PSW Visual Mark on general promotional materials, but not every PSW is a PSW registered with HSCPOA.



You've resigned your registration but are still using the HSCPOA PSW Visual Mark.



A colleague who has been suspended after a complaint still has the HSCPOA PSW Visual Mark on their ID badge.

## Where and how to use the HSCPOA PSW Visual Mark

### Using the HSCPOA Visual Mark: for registered PSWs

**We encourage you to use your HSCPOA PSW Visual Mark to show your commitment to providing safe, quality, ethical PSW care.**

- You can use the HSCPOA PSW Visual Mark on your ID badge, as a pin or embroidered patch, or in promotional materials for health or supportive services.
- You can provide your HSCPOA PSW Visual Mark digital file to your employer(s) to use on your ID and on their website to promote your services.
- The HSCPOA PSW Visual Mark must be unaltered and fully legible.
- If your registration expires and is not renewed or is suspended or revoked, you must remove it from all IDs and other materials.
- Please keep your HSCPOA PSW Visual Mark secure to prevent unauthorized use.

### Using the HSCPOA PSW Visual Mark: for employers

**You may only use the HSCPOA PSW Visual Mark if you:**

- Receive it directly from an employee who is registered with HSCPOA in good standing.
- Confirm they are on the HSCPOA Public Register.
- Do not alter, adapt, or modify it, other than to resize proportionally.
- Use it only in connection with the employee who provided it.

**To use the HSCPOA PSW Visual Mark to promote the services of a group of PSWs, they must all be registered with HSCPOA.**



## Using the HSCPOA PSW Visual Mark

Here are some examples of the ways you can use the HSCPOA PSW Visual Mark to show that you or your employee is a PSW registered with HSCPOA.

ID badge



Card



Pin



Email signature/  
website



Resume



Embroidered  
element



Social media



Promotional  
materials



## Do not modify the HSCPOA PSW Visual Mark

To ensure it remains recognizable and professional, do not change the HSCPOA PSW Visual Mark in any way apart from resizing to fit a specific space. That includes cutting off part of it, stretching it, adding text, rotating it, or altering the colours.



For additional resources and information, please visit [hscpoa.com](https://hscpoa.com).