



Board of Behavioral Sciences



1625 North Market Blvd., Suite S-200, Sacramento, CA 95834  
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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:
<b>Licensed Marriage and Family Therapist</b>	<ul style="list-style-type: none"> <li>• Licensed Marriage and Family Therapist; OR</li> <li>• MFT; OR • LMFT</li> </ul>
<b>Registered Associate Marriage and Family Therapist</b>	<ul style="list-style-type: none"> <li>• Registered Associate Marriage and Family Therapist [1]; OR</li> <li>• Registered Associate MFT</li> </ul>
<b>Licensed Educational Psychologist</b>	<ul style="list-style-type: none"> <li>• Licensed Educational Psychologist; OR</li> <li>• LEP</li> </ul>
<b>Licensed Clinical Social Worker</b>	<ul style="list-style-type: none"> <li>• Licensed Clinical Social Worker; OR</li> <li>• LCSW</li> </ul>
<b>Registered Associate Clinical Social Worker</b>	<ul style="list-style-type: none"> <li>• Registered Associate Clinical Social Worker [2]; OR</li> <li>• Registered Associate CSW</li> </ul>
<b>Licensed Professional Clinical Counselor</b>	<ul style="list-style-type: none"> <li>• Licensed Professional Clinical Counselor; OR</li> <li>• LPCC</li> </ul>
<b>Registered Associate Professional Clinical Counselor</b>	<ul style="list-style-type: none"> <li>• Registered Associate Professional Clinical Counselor [3]; OR</li> <li>• Registered Associate PCC</li> </ul>
<b>Registered MFT Referral Service</b>	<ul style="list-style-type: none"> <li>• Registered MFT Referral Service</li> </ul>

[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-**ASW** may only be used in an advertisement if the title “Registered Associate Clinical Social Worker” is also used.

[3] 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 following<sup>1</sup>:

- 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 to<sup>2</sup>, 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 conduct<sup>3</sup>:

- 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](#).

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<sup>1</sup> Business and Professions Code (BPC) Section 4980.48(c)

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

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



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## SAMPLE ADVERTISING FORMATS

### REGISTRANTS

Mary Doe  
 Registered Associate Marriage and Family Therapist  
 AMFT 99999  
 Employed by Company ABC  
  
 Supervised by Jane Smith,  
 Licensed Marriage and Family Therapist

Mary Doe, M.A., Ph.D., AMFT  
 Registered Associate Marriage and Family Therapist  
 Registration No. AMFT 99999  
 Company ABC  
  
 Supervised by Jane Smith, LMFT

Rafael Garcia  
 Registered Associate Clinical Social Worker  
 ASW 99999  
  
 Employed by Any Town Therapy

Rafael Garcia, M.S.W., Ph.D.  
 Registered Associate Clinical Social Worker  
  
 Any Town Therapy  
 Registration No. ASW 99999

Jack Smith  
 XYZ Charity  
  
 Registered Associate Professional Clinical Counselor  
 APCC 99999

Jack Smith, M.A., Ph.D., APCC  
 Registered Associate Professional Clinical Counselor  
 Registration Number APCC 99999  
  
 Volunteer for XYZ Charity

### LICENSEES

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

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

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

Jin Fong  
 Licensed Professional Clinical Counselor  
 LPCC 99999

Jin Fong, M.S., Ph.D., LPCC  
 Any Town Therapy  
 Psychotherapy Services  
 License Number LPCC 99999