

## Requirements & Guidelines for Marketing on Route 65

In 2019 BC Care Providers Association launched a new operating arm, called EngAge BC. The focus of EngAge is to develop and champion B.C.'s non-government seniors' living and wellness options as a way for older adults to live well.

As part of these efforts, we recently launched Route 65. Route 65 is a free and confidential online resource that connects seniors with living and wellness options across British Columbia. Through Route 65, seniors and their families can locate quality independent living, assisted living, long-term care or home health care options in their community. Older adults and families can also use Route 65 to seek information about how to access services or connect with non-profits or government agencies serving seniors.

In order to ensure that seniors and the people who support them have a resoundingly positive experience when interacting with Route 65, EngAge BC has established several criteria which external organizations will be required to comply with when advertising a good, service or program through Route 65.

### Content requirements

- Where possible and appropriate, any sponsored content should be educational or narrative in tone.
- Any post must be factually correct.
- Any health claim must be based in reasonable scientific evidence.
- Person-first language should be utilized whenever possible. Further, all language should be respectful to seniors, the people who support them, and the seniors' living and wellness continuum.
- Posts must include material about where readers can go for further information.

### Length

EngAge BC recommends that posts be between 300-400 words.

### Ratio

In order to support overall client experience, EngAge BC will only accept one sponsored post for every four original articles.

### Right to adapt content

EngAge BC reserves the right to adapt any content which will be published on Route 65. Should this occur, a final copy will be provided to the authoring organization for final approval.

### Transparency

EngAge BC will ensure that it is reasonably transparent that any sponsored content is indicated as such.