

CODE OF ETHICS

1. Rules of Conduct

- A. *Propriety.* The doula should maintain high standards of personal conduct in the capacity or identity of labour support provider.
- B. *Competence and Professional Development.* The doula should strive to become and remain proficient in the professional practice and the performance of professional functions through continuing education, affiliation with related organizations, and associations with other labour support providers.
- C. *Integrity.* The doula should act in accordance with the highest standard of professional integrity.

2. Ethical Responsibility to Clients

- A. *Primacy of Client's Interests.* The doula's primary responsibility is to her clients.
- B. *Rights and Prerogatives of Clients.* The doula should make every effort to foster maximum self-determination on the part of her clients.
- C. *Confidentiality and Privacy.* The doula should respect the privacy of clients and hold in confidence all information obtained in the course of professional service.
- D. *Obligation to Self.* The doula should assist each client seeking labour support either by providing services or making appropriate referrals.
- E. *Reliability.* When the doula agrees to work with a particular client, her obligation is to do so reliably, without fail, for the term of the agreement.
- F. *Fees.* When setting fees, the doula should ensure that they are fair, reasonable, considerate, and commensurate with service performed and with due regard for the client's ability to pay.

3. Ethical Responsibility to Colleagues

- A. *Respect, Fairness, and Courtesy.* The doula should treat both colleagues and health professionals with respect, courtesy, fairness and good faith.
- B. *Dealing with Colleagues' Clients.* The doula has the responsibility to relate to the clients of colleagues with full professional consideration.

4. Ethical Responsibility to the Labour Support Profession

- A. *Maintaining the Integrity of the Profession.* The doula should uphold and advance the values, ethics, knowledge and mission of the profession.
- B. *Community Service.* The doula should assist the profession in making labour support services available to the general public.

5. Ethical Responsibility to Society

- A. *Promoting Maternal and Infant Welfare.* The doula should promote the general health of women and their babies in accordance with the World Health Organization's (WHO) International Code of Marketing Breast milk Substitutes, and whenever possible, that of their family and friends as well.