



Code of Conduct

This Code of Conduct sets out what families can expect when working with a BirthBliss doula, and what is expected of doulas in their role.

It supports safe, ethical and respectful working relationships, and helps build trust for everyone involved.

Working as a Doula

- Doulas commit to ongoing learning through experience, reflection and relevant education
- Staying informed through evidence-informed sources supports clear and responsible information sharing
- Doulas provide clear written information about their services, fees, payment terms and refund policies
- A written agreement or contract is used when a doula is hired
- Doulas act with honesty, care and professionalism towards clients, colleagues and other professionals
- Client information is handled with care, stored securely, and kept confidential in line with UK data protection laws (GDPR)

The Role of a Doula

- Doulas offer emotional and practical support
- They share balanced information to support informed decision-making
- Doulas do not give medical advice or carry out clinical tasks
- Where a doula holds additional qualifications, it is made clear when they are not acting in the doula role
- Doulas remain impartial, open and non-judgemental
- Doulas support people to explore options without directing, persuading or influencing decisions

Commitment and Reliability

- When a doula agrees to support a family, that commitment matters, whether agreed verbally or in writing
- If circumstances change, the doula communicates openly and does their best to support continuity of care where possible
- Doulas are expected to hold appropriate insurance that covers their work.

Working with Others

- Doulas work alongside midwives, doctors and other professionals as part of a wider support network
- Collaboration, respect and clear communication are central to this role
- All clients are treated with dignity and respect, regardless of personal characteristics, background or beliefs
- Where services or products are recommended, any personal or financial connection is disclosed openly

Safeguarding and Boundaries

- Doulas remain attentive to possible signs of harm or neglect
- Where concerns arise, appropriate guidance or advice is sought to support safety
- Relationships with clients are based on consent, care and clear boundaries
- Doulas do not speak on behalf of clients or make decisions for them

Support and Accountability

- Doulas are encouraged to seek support, supervision or guidance when unsure
- Concerns about conduct or boundaries are handled fairly, respectfully and proportionately
- The aim is learning, repair and moving forward, rather than blame

This Code of Conduct describes how BirthBliss doulas work in the world.

Alongside the Code of Ethics, it helps ensure that families experience care that is respectful, grounded and trustworthy, and that doulas are supported to work with clarity and integrity.
