



THE BirthBliss ACADEMY

Code of Ethics

This Code of Ethics reflects what we stand for at The BirthBliss Academy.

It sets out the values and principles that guide us as doulas and birth professionals.

Professionalism

- We do what we say we will do
- We act with honesty and integrity in our words, actions and agreements
- We take responsibility for our work and behaviour
- We show up on time, communicate clearly and follow through

Support and Presence

- We are mindful of the emotional, physical and spiritual needs of others
- We listen without judgement and respond with compassion
- We offer calm, grounded support that helps others feel seen and heard
- We recognise that simply being present can be powerful

Trust and Confidentiality

- We aim to be trustworthy through consistent and respectful actions
- We hold private conversations in confidence
- We don't share personal stories or client experiences without permission
- We honour the trust placed in us by the families we support

Respect for Autonomy and Personal Choice

- We support people to make their own choices, in their own time, on their own terms
- We do not impose our beliefs, opinions or preferences on others
- We offer space, information and encouragement so others can lead their own journey
- Every individual has the right to be respected in the choices they make

Inclusion and Equality

- We treat every person with dignity, care and respect
- We are committed to inclusive practice and do not discriminate on the grounds of race, gender identity, age, disability, sexual orientation, religion or family structure
- We remain open and reflective about how bias can show up, and we work to unlearn it

Knowledge and Information Sharing

- We share accurate, evidence-based information to support informed decision-making
- We don't offer medical advice or present opinion as fact
- We acknowledge when we don't know something and signpost to reliable resources
- We trust that parents are the experts in their own lives

Commitment to Growth

- We are always learning, from study, experience and reflection
- We recognise that growth includes emotional and spiritual awareness
- We stay curious, open and willing to evolve
- We value feedback, learning from others and staying humble in our work

Empowerment over Authority

- We believe in walking alongside, not ahead of, the people we support
- We offer information, presence and encouragement, not instruction
- We do not speak on behalf of others or make decisions for them
- We celebrate the power that already exists within each person

Ethical Neutrality on Personal Choices

- As an organisation, The BirthBliss Academy holds no agenda on moral or social issues
- We remain neutral on topics such as birth methods, baby feeding, vaccination, parenting style, family structure, and medical interventions
- We provide facts, context, options and risks so families can make informed decisions based on their own values and needs
- Our work is grounded in respect, not persuasion

This Code of Ethics is here to guide how we work, connect and grow together.

It supports a culture of trust, care and shared purpose, so that every doula and every family can feel safe and valued.