



THE BirthBliss DOULA ACADEMY

Code of Ethics

This Code of Ethics sets out the principles that guide our work as doulas and birth professionals within The BirthBliss Doula Academy.

It exists to support ethical work, professional integrity, and respectful relationships, while honouring individual beliefs, values, and perspectives.

Professional responsibility

- We act with honesty, reliability, and accountability.
- We communicate clearly, respect time and agreements, and take responsibility for our actions and behaviour.

Presence and support

- We offer calm, attentive, non-judgemental support.
- We listen deeply, respond with compassion, and recognise the value of steady presence.

Trust and confidentiality

- We treat personal information with care and discretion.
- We hold conversations and experiences in confidence and do not share personal stories without consent.

Respect for autonomy

- We respect each person's right to make their own choices.
- We do not direct, persuade, pressure, or impose our views, beliefs, or preferences.
- We support decision-making that is led by the individual, in their own time and context.

Inclusion and non-discrimination

- We treat all people with dignity and respect.
- We do not discriminate based on sex, gender identity, belief including gender-critical belief, race, ethnicity, disability, age, religion, sexual orientation, family structure, or any other protected or personal characteristic.
- Holding a belief does not override the responsibility to act with respect and care towards others.
- We remain attentive to how bias may show up and take responsibility for addressing it.

Information sharing

- We share accurate, evidence-informed information with care and transparency.
- We do not give medical advice or present opinion as fact.
- We acknowledge uncertainty and signpost to appropriate professional or evidence-based resources when needed.

Boundaries and scope

- We work within the scope of the doula role.
- We do not speak on behalf of others, make decisions for them, or present ourselves as experts over their lived experience.

Learning and reflection

- We commit to ongoing learning, reflection, and personal responsibility.
- We remain open to feedback, aware of our limitations, and willing to grow.

Ethical neutrality

- The BirthBliss Doula Academy holds no organisational position on moral, political, religious, or social issues.
- This includes but is not limited to birth choices, feeding, vaccination, parenting approaches, family structures, identity beliefs, and personal values.
- Our role is to support informed choice, not to advocate for particular outcomes.

This Code of Ethics provides a shared ethical framework, not a uniform belief system. It is intended to create a culture of trust, safety, and mutual respect, while allowing individuals to work with integrity in line with their own conscience and values.

It remains open to reflection as our work, and the world around it, continues to unfold.