



THE BirthBliss ACADEMY

Code of Conduct

This Code of Conduct sets out what's expected of doulas and what families can count on when hiring one. It's here to guide good practice and help build trust all round.

Working as a Doula

- Doulas continue learning throughout their work. That might include attending courses, workshops, or study days
 - Staying informed on evidence-based research helps doulas offer reliable, up-to-date information
 - Doulas will share clear written information with clients about the services they offer, fees, payment terms, and refund policies
 - A written agreement or contract should be used when hired
 - Doulas act with honesty, respect, and professionalism towards clients, colleagues, and other professionals
 - Client information must be handled with care and kept confidential. This includes storing notes securely and following UK data protection laws (GDPR)
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The Role of a Doula

- Doulas provide emotional and practical support
 - They offer balanced information so parents can make informed decisions that feel right for them
 - Doulas do not give medical advice or carry out clinical tasks
 - If a doula has other qualifications, they should make it clear when they're not acting in their doula role
 - Doulas aim to be impartial, open, and non-judgemental when exploring options with families
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Commitment and Conduct

- When a doula agrees to support a family, that agreement matters whether it's written or verbal
 - If a change needs to be made, the doula will do their best to help the family find ongoing support if needed
 - Doulas are strongly encouraged to have valid insurance that covers their work.
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Working with Others

- Doulas are part of a wider team that includes midwives, doctors, and other professionals
 - It's important to work in ways that promote collaboration and trust
 - Respect for all clients is at the heart of the work. There's no place for discrimination of any kind, including on the grounds of race, gender identity, age, disability, religion, or sexuality
 - If recommending services or products, doulas should be open if there's any personal connection or financial link
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Safeguarding

- Doulas have a duty to be aware of possible signs of harm or neglect
 - Where there are concerns, they should seek advice or follow safeguarding guidance to make sure everyone stays safe
 - Relationships with clients are built on care, consent, and clear boundaries
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Support and Accountability

- If a doula feels unsure about something, they're encouraged to seek support or supervision
 - If concerns arise around conduct or boundaries, they will be handled in a fair and respectful way
 - The aim is always to learn, resolve and move forward
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