



Code of Conduct

Date of issue:	01.03.2020	Next review date:	28.02.2022
Version:	1	Last review date:	13.12.2021 31.05.2016
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Approval Route:	Board		
Approved By:	Date Approved:		
Links or overlaps with other strategies/policies:			
Volunteer Handbook Staff Handbook Conflict Of Interest Policy			

This document sets out the standard of conduct expected if you work for the Breastfeeding Network in a voluntary or paid capacity

By agreeing to the Code of Conduct you agree to work to the best of your ability in order to fulfil the decisions and policies of the organisation and the objectives of the Breastfeeding Network. <https://www.breastfeedingnetwork.org.uk/charitable-objectives/>

This is achieved by:

1. Being trustworthy: acting openly, honestly and with integrity

- Behaving in a way that upholds the reputation of BfN.
- Offering all help and support free of charge to parents.
- Clearly identifying yourself and the role in which you are working.
- Being sensitive to alternative viewpoints, and avoiding judgment, when expressing your personal beliefs, in person and on social media (including political, religious or moral beliefs).
- Treating others fairly and without discrimination [see BfN's Equality and Diversity Policy].
- Protecting confidential information and understanding when confidentiality does not apply (by working within BfN's Information Governance and Safeguarding Policies) and speaking up when you see poor practice (duty of candour).
- Avoiding conflicts of interest with infant feeding companies as explained in the WHO International Code of Marketing of Breast-milk Substitutes and subsequent relevant World Health Assembly Resolutions and the BfN Conflict of Interest policy.
- Disclosing any other conflicts of interest to families you support and to your line manager, supervisor, tutor or volunteer coordinator – see Conflict of Interest Policy

In essence, this means your BfN role should not be used to reach families for your own personal gain or advantage.

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2. Being respectful of the families we support

- Respecting and supporting families however they are structured and however they decide to feed or parent their babies.
- Offering a personal and friendly approach.
- If you work with a mother, offering information and practical suggestions to help increase a mother's confidence in her own abilities to make informed decisions.
- If you work with a mother, helping in a 'hands off' way. If the need arises and a mother gives her permission, you may put your hands over her hands to help guide her in positioning her baby.
- If you work with a mother and she is unable to lift her baby herself, with her permission, you can lift and pass her baby to her.
- Encouraging families to maintain good and open relationships with their healthcare professionals. Responsibility for the health of the mother and baby remains with the mother and her healthcare professionals.
- Respecting and protecting information a mother shares with you.

3. Valuing yourself and understanding your limitations and boundaries

You are responsible for your actions and omissions, regardless of what anyone else asks you to do. Your work is valued and you should feel you can cope with your work and do it well by:

- Working within the standards set out in this Code of Conduct.
- Maintaining and updating your knowledge, skills and understanding; if you are registered, this includes ensuring you have sufficient supervision as set out in the supervision guidance.
- If you are registered, you must keep your registration up-to-date and wear your badge at all times when supporting mothers or when representing BfN.
- Being aware of, and abiding by all BfN policies, completing your induction training, and annual updates.
- Working within your competences and signposting families to colleagues or other agencies for further support or information.
- Sharing any feedback you receive with your line manager or supervisor. Should you receive a complaint your line manager or supervisor will help you follow BfN's Complaints Policy.

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4. Being respectful of colleagues and treating them fairly

- Colleagues may be within BfN, the local multidisciplinary team, on the National Breastfeeding Helpline or wherever you work. If local hospitals/health professionals/BfN have an unhelpful policy, or unhealthy behaviour please discuss this with your line manager or supervisor.

5. Maintaining personal and professional boundaries to protect good practice and avoid doing harm

- You must not give medical advice or any drug recommendation, unless you are a Drugs in Breastmilk (DIBM) volunteer pharmacist. You may give clearly labelled, evidence based information (including information written by Wendy Jones and the (DIBM) team and published by BfN about drugs in breastmilk) so the mother knows where it comes from and who published it
- You must not recommend any goods or services. You may give information about relevant services which are available free of charge. You may discuss relevant products (e.g. bras, pumps, creams, formula etc.) but you must not recommend or champion any particular brand, model or supplier of such products.
- When appropriate you may signpost mothers to other agencies or independent evidence based information including NHS information for example the Department of Health's bottle feeding leaflet. If you are unsure if a resource is reliable seek support from your Supervisor, volunteer coordinator or line manager
- Any contact with or enquiries from the media or commercial concerns should be passed on to the local project lead or BfN media team.

See website www.breastfeedingnetwork.org.uk/governance for other relevant policies

For further clarification please contact CEO@breastfeedingnetwork.org.uk