



# Code of Ethics

At Sunflowers Healing and Wellness, our Blissful Bellies® doulas are committed to providing exceptional, compassionate care to all families. To uphold the highest standards of professionalism and integrity, we have established a set of comprehensive standards and ethical guidelines. These principles guide our practice, ensuring that every client receives respectful, personalized support throughout their pregnancy, birth, and postpartum journey. By adhering to these guidelines, our doulas embody the core values of Blissful Bellies®, fostering trust, respect, and empowerment in every interaction.

## 1. Client Centered Care

- **Respect and Autonomy:** Doulas respect each client's autonomy, providing information and support that empowers them to make their own informed decisions.
- **Non-Judgmental Support:** Doulas offer unbiased, compassionate support, respecting the diverse choices, cultures, and lifestyles of their clients.

## 2. Confidentiality

- **Privacy:** Doulas keep all client information, including personal, medical, and emotional details, strictly confidential unless explicit permission is given by the client to share.
- **Professional Boundaries:** Doulas maintain clear professional boundaries to protect client confidentiality and trust.

## 3. Professional Conduct

- **Punctuality and Reliability:** Doulas are punctual, reliable, and prepared for all scheduled meetings, births, and postpartum visits.
- **Communication:** Doulas maintain open, honest, and timely communication with clients, colleagues, and healthcare providers.
- **Continuous Learning:** Doulas pursue continuing education, training, and certifications to stay updated on best practices in birth work.

## 4. Collaboration and Respect for Other Professionals

- **Teamwork:** Doulas work collaboratively with healthcare providers, respecting their roles and expertise while advocating for the client's wishes.
- **Referrals:** Doulas refer the client to an appropriate healthcare professional or specialist when a situation is beyond their scope of practice.

## 5. Integrity and Accountability

- **Honesty:** Doulas are honest in all dealings with clients, team members, and other professionals, including clear communication about their qualifications and scope of practice.

- **Accountability:** Doulas take responsibility for their actions, promptly addressing any issues or conflicts that may arise in their practice.

## 6. Cultural Competency and Inclusivity

- **Cultural Humility:** Doulas strive to understand and respect the cultural, spiritual, and personal beliefs of all clients, providing care that is inclusive and sensitive to these differences. When providing such care is not possible, Doulas refer to culturally competent colleagues.
- **Inclusivity:** Doulas use language that is inclusive and respectful of all, including but not limited to gender identities, family structures, and ethnic backgrounds.

## 7. Ethical Marketing

- **Truthful Representation:** Doulas accurately represent their services, qualifications, and experience in all marketing and promotional materials.
- **Client Privacy:** Doulas obtain client's explicit written consent before use of client testimonials, photos, or identifiable personal details in marketing, including on social media.

## 8. Self-Care and Wellbeing

- **Truthful Representation:** Doulas prioritize their own physical, emotional, and mental well-being to ensure they can provide the highest level of care to their clients.
- **Burnout Prevention:** Doulas recognize signs of burnout and take appropriate steps, such as seeking support, taking breaks, or reducing workload, to maintain a sustainable practice.

## 9. Commitment to Professional Advancement

- **Advocacy:** Doulas advocate for the doula profession, promoting its value and role in supporting healthy, empowered birth and postpartum experiences.
- **Professional Development:** Doulas engage in activities that promote the growth and recognition of the doula profession, such as participating in professional organizations or mentoring newer doulas.

## 10. Legal and Ethical Compliance

- **Adherence to Laws:** Doulas comply with all relevant local, state, and federal laws and regulations related to their scope of work.
- **Ethical Standards:** Doulas uphold the highest ethical standards in all aspects of their practice, seeking guidance when faced with ethical dilemmas.