



Statement of Principles

Day 1 Coach (Karen Cairnduff)

Effective Date: 25th April 2026

1. Introduction

Day 1 Coach is committed to upholding the highest standards of integrity, quality, and fairness in all its activities. This Statement of Principles provides a guiding framework for all services, ensuring that coaching practice is ethical, professional, and aligned with recognised standards.

Day 1 Coach provides non-clinical alcohol-free wellbeing coaching, supporting professionals to explore and sustain lifestyle change. This work is conducted independently of any employed healthcare role.

The practitioner (Karen Cairnduff) is a registered nurse with the Nursing and Midwifery Council and remains accountable to the NMC professional standards and Code of Conduct at all times. However, all services delivered through Day 1 Coach are provided in a non-clinical coaching capacity.

Day 1 Coach also aligns with the principles of the Sober Code, a voluntary code of ethics guiding safe and responsible sobriety coaching practice.

2. Principles

2.1 Integrity and Transparency

Operate with honesty, fairness, and accountability in all activities. Provide clear, accurate, and timely information to all stakeholders.

Day 1 Coach clearly communicates the distinction between coaching and clinical care, ensuring clients understand that services do not constitute medical advice, diagnosis, or treatment.





2.2 Fair and Impartial Evaluation

Conduct thorough, unbiased assessments of programs, services, or activities. Consider all relevant factors without prejudice.

Clients are treated with dignity and respect at all times. Coaching is delivered in a non-judgemental, client-centred manner, supporting autonomy and informed decision-making.

2.3 Continuous Improvement

Encourage a culture of ongoing development and enhancement. Support the improvement of programs, methods, and services in line with best practices.

The practitioner maintains ongoing professional development in coaching, behaviour change, and alcohol awareness, alongside continued adherence to the expectations of the Nursing and Midwifery Council.

2.4 Inclusivity and Diversity

Value and respect diverse perspectives, backgrounds, and experiences. Ensure processes are inclusive and accessible to all qualified individuals or programs.

Day 1 Coach provides a psychologically safe and inclusive space for professionals from all backgrounds exploring alcohol-free wellbeing.

2.5 Collaboration and Engagement

Foster engagement among stakeholders, including staff, clients, learners, and partners. Promote dialogue, share best practices, and support continuous improvement.

Where appropriate, clients are supported to engage with healthcare professionals or specialist services when their needs extend beyond the scope of coaching.

2.6 Compliance with Standards

Adhere to established standards, guidelines, and regulations. Regularly review and update practices to reflect current research, industry trends, and stakeholder feedback.

Day 1 Coach is committed to protecting individuals who may be vulnerable due to alcohol dependence.





Where there is a concern regarding potential physical dependence, appropriate qualifying questions may be used to explore risk, including recognised tools such as the AUDIT screening approach.

Individuals identified as potentially physically dependent will be informed that alcohol withdrawal can be clinically serious and, in some cases, fatal if unmanaged.

Clients will be directed to seek specialist medical support (e.g. GP or appropriate services) where indicated.

2.7 Confidentiality and Data Security

Maintain strict protocols to protect sensitive information. Respect the privacy rights of individuals and organisations involved.

Confidentiality is upheld at all times, with clearly defined limits relating to safeguarding, risk of harm, or legal obligations.

2.8 Accountability and Compliance

Take responsibility for adhering to these principles. Address concerns, complaints, or violations promptly, ensuring corrective actions are implemented.

The practitioner remains accountable for:

- Practising within defined scope
- Recognising and acting on professional limitations
- Escalating concerns where client safety is at risk

2.9 Public Trust and Confidence

Communicate openly and transparently with stakeholders. Provide accurate information to maintain confidence in Day 1 Coach's activities.

All services are clearly positioned as non-clinical coaching, ensuring that public trust is maintained and that the integrity of the nursing profession is upheld.

2.10 Professionalism and Ethical Conduct

Conduct all activities with professionalism and ethical integrity. Avoid conflicts of interest and maintain independence, objectivity, and impartiality.





- The welfare and needs of the client are prioritised at all times
 - Coaching is delivered independently of any NHS or employing organisation
 - No coaching is provided to current colleagues, patients, or individuals within a clinical relationship
 - Dual relationships are avoided and professional boundaries maintained
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3. Commitment

By adhering to these principles, Day 1 Coach reaffirms its commitment to:

- Promoting excellence, integrity, and innovation, ultimately contributing to the advancement of individuals, organisations, and society.
 - Ethical, safe, and professional non-clinical coaching
 - Protecting individuals who may be vulnerable due to alcohol use
 - Maintaining clear boundaries between coaching and regulated healthcare practice
 - Upholding both IPHM accreditation standards and the expectations of the Nursing and Midwifery Council
 - Embedding the principles of the Sober Code, including dignity, safety, and client-first practice.
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4. Contact Information

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Adapted from Statement of Principles Provided by IPHM Accreditation | International Practitioners of Holistic Medicine | iphm.co.uk

