



**THE DOULA**  
ASSOCIATION

# Code of Conduct

TDA Code of Conduct

Organisation	The Doula Association
Organisation Area	Business Operations
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## 2 Objective of this document

This document outlines the Code of Conduct of the members of The Doula Association (TDA) and the standards they uphold.

All members of TDA sign and agree to adhere to the Code of Conduct and uphold the Constitution (see appendix A).

Families and medical practitioners can feel assured that when working with a member of TDA, they will receive the highest standard of professionalism.

## 3 Key Contacts

[CEO@thedoulaassociation.org](mailto:CEO@thedoulaassociation.org)

[Operations@thedoulaassociation.org](mailto:Operations@thedoulaassociation.org)

## 4 Professional standards and Integrity

### 4.1 Accountability

Members of TDA are accountable for themselves and must work within the law and the Constitution of TDA. TDA does not accept any responsibility or liability for false or inaccurate information provided by a TDA doula either publicly or privately.

### 4.2 Competence and Professional Development

4.2.1 Members of TDA are responsible for maintaining and improving their professional practice and performance via continuous development, by regularly attending courses, workshops, study days and affiliation with related organisations, and associations.

4.2.2 Members of TDA will accurately represent their doula education and experience and will not mislead other members of TDA, clients, or other birth professionals, at any time.

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### 4.3 Evidence-based information

4.3.1 Members of TDA should strive to provide evidence-based and up-to-date information to their clients. Information and suggestions that are experience-based rather than evidence-based should be clearly noted to clients.

4.3.2 The aim of the members of TDA is to dispel myths about pregnancy, childbirth and the postnatal period and facilitate clients to learn everything they need to make informed choices about their care.

### 4.4 Professionalism

4.4.1 Members of TDA should, in their professional capacity, behave in an honest, professional, respectful, and ethical manner with their clients, colleagues and other birth professionals.

4.4.2 Rights and Prerogatives of Clients. The doula should make every effort to foster maximum self-determination on the part of their clients within whichever system, they find themselves.

4.4.3 Confidentiality and Privacy. The doula should respect the privacy of clients and hold in confidence all information obtained in the course of professional service. Unless the client gives specific authority to the contrary or a safeguarding issue is observed \*\* (*details to be added once Safeguarding is discussed*)

4.4.4 All Members of TDA must disclose to the CEO if they become subject to restrictions around working with children or vulnerable adults or if there is a mark on their advertised DBS.

## 5 Working Standards

### 5.1 Support

5.1.1 Members of TDA will support families emotionally and through practical means.

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5.1.2 Members of TDA will provide objective evidence-based information, and options, for families, so that they are equipped to make their own birth and postnatal choices and to support them in those choices.

5.1.3 Members of TDA do not give advice or make judgement. They offer practical and emotional support but not advice, to the mother and/or parents, empowering them in their own choices.

5.1.4 Members of TDA recognise that a family's choices are valid and that a woman or birthing person assumes responsibility for the birth, parenting style or feeding method that they feel is right for them and their baby. It is a doula's responsibility to adhere to these choices.

## 5.2 Client contract

5.2.1 Members of TDA are asked to use written contracts with the families hiring their services.

5.2.2 Members of TDA will give the families they work with details in writing about the services they offer, and clearly state their fees to the client, describe the services provided, terms of payment and refund policies.

## 5.3 Medical advice

5.3.1 Members of TDA do not take on a medical role or offer medical advice.

5.3.2 If a member of TDA has other qualifications that allow them to give medical recommendations they will not do so in their role as a doula.

5.3.3 If the doula does give recommendations of a medical nature, they will make it clear that they are no longer acting in their role as a doula.

## 5.4 Signposting

5.4.1 Members of TDA will signpost clients to other appropriate resources/professionals should the client have needs beyond the scope of their doula role.

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5.4.2 Members of TDA are free to offer other services or therapies, however it must be made clear that these are separate roles and information on how these are regulated, and insured should be supplied if appropriate.

## 6 Discrimination

6.1 The Doula Association does not tolerate discrimination, including age, sex, race, colour, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, marital status, or any other group.

6.2 The Grievance process will be invoked if any member of TDA is found to be discriminatory regarding any group under the Equality Act 2010. (see appendix C)

## 7 Social Media

7.1 Be Respectful - When posting or commenting in relation to the doula profession on social media platforms, members of TDA should extend respect, courtesy, fairness, and good faith towards others.

7.2 Opinions Your Own - When engaging on social media platforms, if you state that you are a member of The Doula Association, members should clarify that any opinions are their own in the account bio.

7.3 Respect Privacy - When sharing information about clients in either private or public forums, TDA members should either gain permission from the client in question or make the post general and unrecognisable.

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## Appendix A – The Doula Association Constitution

## Appendix B - Definitions and Acronyms

These definitions apply unless the context requires a different interpretation:

"TDA"	The Doula Association
"Member"	Any person who has paid for Membership of the Association.

## Appendix C – Equality Act 2010

[untitled \(legislation.gov.uk\)](https://www.legislation.gov.uk)

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