

Code of Conduct - Annex

If you receive payments directly from families for services relating to pregnancy or early years you must keep this work separate from your work within BfN. These roles may include baby massage instructor, antenatal birth preparation, sling consultant, pilates instructor, yoga teacher, doula or private breastfeeding support.

This is because it can be very hard for new mothers, who may be feeling tired and vulnerable, to distinguish between different roles when combined by one person. It is a particular concern when one of these roles requires payment directly from a family as boundaries can become blurred resulting in conflicts of interest (COIs).

These COIs include conflicting roles involving money, personal interests or divided loyalties where individual integrity may be tested.

To help mitigate this risk you must notify your Supervisor of all your relevant additional volunteering or paid roles.

Keep your roles separate by:

- wearing your BfN badge and, if available, BfN clothing at all times when representing BfN to support mothers face-to-face.
- NOT wearing your BfN badge and/or BfN clothing when in your other role. It is important that your client is clear that the service they are receiving is not being offered by BfN.
- keeping your Supervisor informed of any changes to your roles, particularly those relating to doula or private breastfeeding support. Keeping clear boundaries is part of BfN supervision. Supervision should be sought for these additional roles within the relevant organisations..

You must keep your paid role separate from your BfN role on any advertising:

- Your BfN Registration must not be used in the promotion of any commercial products or services.
- BfN qualifications must not be used in your advertising material or on any websites relating to your paid role.
- Avoid advertising or talking about your other goods or services in any BfN newsletter, or other BfN related materials, or when working in your BfN role or at any BfN event or Breastfeeding Drop-In. This includes advertising or seeking business from mothers via BfN or social media sites (such as Facebook) where you are also known in your BfN role. You can talk about your other roles to BfN colleagues.
- Avoid using your business email address or signature line in an email or voicemail on a phone used for BfN activities. You may use your personal email or a separate non-commercial email.

Even if you can clearly separate your different roles in your own mind, it is important to avoid the possibility of parents or colleagues confusing which role you might be acting in. This is as much about the mothers' perceptions not your own ability to separate roles.