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PROFESSIONAL CODE OF CONDUCT & ETHICS

for BOWEN STUDENTS, THERAPISTS & TUTORS

# **PURPOSE**

This policy is primarily designed to protect members of the public. In addition it aims to further build the reputation of the Bowen Technique and all those who practice it, within the healthcare industry. Compliance with this code is voluntary. Healthcare providers and members of the public are urged to choose with confidence, Bowen Therapists who demonstrate adherence to the code, by displaying the “Bowen Code of Ethics Compliance” logo. The creator of this document (College of Bowen Studies Ltd.) may unilaterally introduce, vary, remove or replace this policy at any time.

# **OVERVIEW**

All Tutors, Students and qualified Therapists (“representatives” of the Bowen Technique) must conduct themselves according to the highest standards of ethics, integrity, and behaviour when dealing with clients, members of the public, medical professionals, tutors and fellow practitioners (whether Bowen or otherwise). This includes, but is not necessarily limited to, full compliance with all legal obligations.

This Code establishes the standards of behaviour that must be met by all representatives. Where these standards are not met, appropriate action will be taken. In cases where the breach involves serious or repeated misconduct, this may result in any or all of the following: removal of the “Ethics Logo”, being reported to professional bodies/associations and removal from professional registers. In cases where a breach of the policy involves a breach of any law, then the relevant government authorities or the police may be notified.

# **STANDARDS OF CONDUCT**

The standards expected of all representatives include:

**3.1) Legal Requirements**

1. Compliance with all laws;
2. To work in a safe and compliant manner, and to observe all workplace health and safety rules and responsibilities;
3. To not share in any format, Bowen training materials or resources with anyone else, including competitors, without prior written consent as this infringes copyright and/or trademark laws;
4. To not work while affected by use of prohibited drugs or alcohol;

**3.2) Training Standards**

1. In addition to their Bowen qualification, therapists must be trained in ‘Red Flags’, hold a current ‘First Aid’ certificate, ensure that all their professional activities are covered by professional insurance, and maintain the necessary post-qualification training (PQT) and/or continuing professional development (CPD);
2. Therapists are encouraged to voluntarily join Professional Associations and registers;
3. Therapists must work within their area of qualification and competence, and refer cases responsibly;

**3.3) Responsibility to Clients**

1. To be honest, patient and fair in dealings with clients, treating them to the best of your ability, with integrity, courtesy and respect, referring on to other healthcare and/or medical practitioners when necessary;
2. Client confidentiality and trust; Do not share in any format, any personal details/information/data, or personal comments about clients or case studies to third parties, including photographic images and video’s, without the prior express permission of the individual involved;
3. Therapists must keep accurate and complete client records, and hold these in accordance with data protection laws;
4. Therapists must respond to client complaints promptly and courteously;
5. Therapists should dress appropriately for Bowen work, ensuring both their appearance, and the therapy room, are presentable, clean, neat and tidy wherever practical;

**3.4) Communication**

1. To be honest and fair in dealings with clients, co-workers, tutors and the general public, treating them with integrity, courtesy and respect. This includes (but is not limited to) emails, website, advertising, marketing and social media content;
2. Refrain from any discriminatory, bullying or harassing behaviour toward clients, fellow therapists, co-workers, tutors, and the general public;
3. To not make any statements about Bowen on social media, or any other public platform, that may harm it’s reputation;
4. To not discriminate on the basis of personal characteristics including (but not limited to) sex, race, disability, pregnancy, age, marital status or sexual orientation;

# **ETHICS**

**4.1) Be inclusive**. Bowen Therapists welcome and support people of all backgrounds and identities. This includes, but is not limited to members of any sexual orientation, gender identity and expression, race, ethnicity, culture, national origin, social and economic class, educational level, colour, immigration status, sex, age, size, family status, political belief, religion, and mental and physical ability.

**4.2) Be considerate**. We depend on one other to be the best we can possibly be. Poor decisions may affect fellow therapists, students, clients, tutors and colleagues, as well as the reputation of Bowen. These consequences should be taken into account when making decisions.

**4.3) Be respectful**. Choose your words carefully. Always conduct yourself professionally. Be kind. Do not insult or put others down. Harassment and exclusionary behaviour aren't acceptable. This includes, but is not limited to:

1. Threats of, or actual violence.
2. Discriminatory jokes and language.
3. Sharing a fellow therapist, student, tutor or client’s personal information or images via electronic devices or other means, without prior consent.
4. Personal insults, especially those using discriminatory terms.
5. Unwelcome sexual attention and/or inappropriate sexual comments.
6. Advocating or encouraging, any of the above behaviour.

**4.4) Repeated harassment**. In general, if someone asks you to stop something, then stop. When disagreements arise, try to understand why. Where differences of opinion and disagreements are unavoidable, the aim should be to resolve disagreements and differing views constructively. Focus on resolving issues, learning from mistakes, supporting one another and driving the reputation of Bowen therapy forward.

**4.5) Reporting**. You are encouraged to report the conduct of therapists, students or tutors, which is in breach of any of the above, or potentially in breach of any of the above, without delay. Therapists displaying the “Code of Ethics” logo, who are in breach of this document, should be reported to [info@collegeofbowenstudies.co.uk](mailto:info@collegeofbowenstudies.co.uk) in the first instance. Information will be assessed and where necessary, forwarded to other relevant parties, for action.

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