

OBS Facilitator Code Of Conduct

The provision of, and compliance with, policies and procedures are very important in any organisation. OBS has a constitution, mission statement, set of policies and procedures which it believes provides a clear framework for the provision of feeding support. The Code of Conduct is designed to protect OBS trustees, facilitators, volunteers and service users.

All policies are held on the OBS website and Google Drive. Everyone working for OBS, in a paid or voluntary capacity should ensure they have knowledge of and are compliant with these policies and procedures. OBS's Code of Conduct should be read in conjunction with:

- OBS Constitution
- OBS Safeguarding Policy
- OBS Complaints and Allegations Procedure
- OBS Privacy Policy
- OBS Equity and Diversity Policy
- OBS Conflict of Interest Policy
- OBS Commercial Activities Policy
- OBS Financial Controls Policy

This list may increase in the future. In addition reference would be made to [the International Code of Marketing of Breastmilk Substitutes and subsequent relevant World Health Assembly resolutions](#).

These documents provide the overarching framework for the expected standards of conduct, behaviour and working practice. The Code of Conduct contains the professional standards that must be upheld. Facilitators must act in line with the Code of Conduct, whether they are providing direct support in person or online to individuals and/or groups, providing training, involved in fundraising activities or any other role or activity whilst representing OBS.

The Code of Conduct is here to help everyone fulfil their role and understand what is expected of them. Failure to adhere to the Code of Conduct may result in disciplinary action being taken or the termination of a contract.

The Code is a series of statements to explain what good practice looks like and the standards and values that OBS facilitators are expected to uphold.

- 1) Be responsible and accountable for personal conduct and practice. Act as a role model of professional behaviour, being respectful, kind and upholding service user dignity. Uphold the reputation of OBS, and do not bring OBS into disrepute.
- 2) Act with honesty and integrity, treating people fairly and without discrimination, bullying or harassment. Treat all service users equitably, and meet individuals' needs with support and advice that is culturally appropriate, evidence-based and in line with best practice. All work should be carried out with regard for the OBS Equity and Diversity Policy.
- 3) Provide information and support with the aim of increasing breastfeeding, provision of breastmilk and responsive feeding for babies in Oxfordshire, by educating and empowering Oxfordshire families to define and achieve their feeding goals. Respect the beliefs and opinions of service users, recognising diversity of background, experience and individual choice, even where they may differ from your own. Do not allow your personal views to unduly influence the support you offer.
- 4) Work in partnership with service users. Listen and respond to service users' preferences and concerns. Respond with compassion when people are anxious or distressed. Concerns about a service user's mental health should be raised and reported in accordance with the OBS Safeguarding policy.
- 5) Acknowledge and act on all concerns raised to you by OBS service users, volunteers and facilitators, investigating, escalating or dealing with those concerns where it is appropriate. OBS has a Safeguarding Policy that provides full details of the Whistleblowing process. You must raise issues that cause concern without delay.
- 6) Respect people's right to privacy and confidentiality, in accordance with OBS's Safeguarding and Privacy policies seeking guidance from the Designated Safeguarding Lead as required. Receive a service users' consent before initiating breastfeeding support, or sharing their information. Information about service users should be shared on a need to know basis only.
- 7) Do not photograph, record or video a service user or child unless the service user has given advance written consent.
- 8) Provide information and support within the scope of your training and practice. No medical or other advice may be given that is beyond the scope of your competence. Make referrals to healthcare services or other professionals as required. As an individual you must ensure that you do nothing in the name of OBS that you are not insured to do. If you have any doubt about your ability to perform a task or give support, you should raise this with the Project Lead.
- 9) Arrange and organise supervisions or clinical observations in line with best practice and/or professional registration requirements.
- 10) Fulfil all registration requirements to practice as a Facilitator. Obey all applicable laws, including those regulating the activities of lactation specialists. Complete any necessary training required for your role. Keep your knowledge and skills up to date, taking part in learning and professional development opportunities to maintain

and develop your competence to carry out your role safely and effectively. Ensure adequate indemnity arrangements/ insurance cover is in place for the scope of practice within OBS.

- 11) Provide honest and constructive feedback to colleagues. Use feedback to improve your practice and performance. Deal with differences of professional opinion with colleagues by discussion and informed debate, respecting their views and opinions.
- 12) Keep clear, complete and accurate records relevant to your practice. Identify risks and the steps taken to reduce them. Take all steps to ensure records are kept securely.
- 13) Be aware of, and reduce as far as possible, any potential for harm associated with your practice. Keep to and promote recommended practice in relation to health and safety, controlling and preventing infection. Take all reasonable personal precautions necessary to avoid any potential health risks to colleagues, people receiving support and the public.
- 14) Be open and candid with all service users about the support they have been given, including when any mistakes have been made. Act immediately to rectify mistakes or misinformation that could cause potential harm. Document all complaints or mistakes formally and escalate if appropriate so they can be dealt with in a timely manner. Mistakes should be reported and discussed in team meetings, to promote self-reflective practice and a culture of continuous learning and improvement.
- 15) Problems or complaints will be dealt with as set out in the Complaints and Allegations Procedure. Respond to any complaints made against you professionally. Do not allow someone's complaint to affect the support that is provided to them. Use complaints as feedback and an opportunity for reflection and learning.
- 16) Communicate clearly and effectively, using terms service users and professionals can understand. Share with service users information they want or need to know sensitively in a way they can understand. Take reasonable measures to meet people's language and communication needs, including using non-verbal communication methods.
- 17) Ensure you are mentally and physically fit for work. It is not permitted to be under the influence of alcohol, drugs or medication that may adversely affect behaviour or performance whilst supporting families or representing OBS in public, online or via video or phone. Withdraw voluntarily if you feel you are not fit, or your state may be detrimental to service users. If you have any concerns you should speak to the Project Lead or Chair of the Board of Trustees.
- 18) OBS requires the disclosure of any criminal convictions, as part of the recruitment process. You must inform the Project Lead or Chair of the Board as soon as possible if you are arrested or are the subject of a police investigation.

- 19) Do not accept monetary gifts, personal favours or hospitality from service users. Never ask for or accept loans from anyone using the service. Be responsible for money, equipment and property belonging to OBS if required. Act with honesty and integrity in any financial dealings you have in your role.
- 20) You should not make direct contact with the media or respond to media enquiries where you will be identified as an OBS facilitator unless it has been agreed in advance with the Project Lead or Chair of Trustees. If writing, giving an interview or speaking publicly on any matter which could be seen as representing OBS; you should reflect the policies and stance of OBS.
- 21) You should take care when discussing any potentially controversial topic (whether or not it is directly relevant to infant feeding) and be mindful of representing OBS. This includes on social networking sites if you have named OBS as the organisation you work for, or have a social media profile/account that can be viewed by service users.
- Practice professional boundaries: do not accept friend requests from service users or supporters/families of service users while you are supporting them.
 - You are responsible for any information you make available on social media. Content uploaded or opinions expressed on social media must be considered in the public domain, privacy cannot be guaranteed, regardless of privacy settings applied to personal accounts.
 - Do not post anything confidential, offensive, discriminatory, illegal or threatening.
 - Make the Project Lead or Chair of Trustees aware if there has been any inappropriate material on your social media accounts.

You are accountable and responsible for your own actions and omissions, whilst representing OBS. This ensures consistency of delivery, the safety and wellbeing of service users and that OBS standards are upheld across services.

Declaration

I understand that breach of any standards outlined in this Code of Conduct may result in a meeting with the Chair of the Board to assess suitability for the role. Should this happen I will be given the opportunity to be heard. Consistent or a substantial breach of the Code of Conduct may result in procedures to terminate my contract.

Signed

Name

Date

Policy revised: September 2022
 Due for revision: September 2025