

Breastfeeding Together has very clear expectations regarding our members' behaviour and conduct towards families, other members, their colleagues, supervisors and Breastfeeding Together as an organisation.

Our values, ethics, mission statement and Infant Feeding Policy should be reflected in all of our practices, and by all of our members.

The actions of our members reflect the integrity and reputation of our organisation. We promote freedom of expression and open communication, but we expect that our members ensure that their conduct always:

- Provides all parents with access to non-judgemental, up to date and evidence-based pregnancy, parenting and infant feeding information and support.
- Respect parents' right to make informed pregnancy, parenting and infant feeding choices and support them in these decisions (where there are no specific safeguarding concerns).
- Promote and protect breastfeeding and optimal infant feeding practices.
- Promote optimal parenting practices and encourage and support parents in building secure attachments and close, loving parent-infant relationships.

Breastfeeding Together's Code of Conduct is built on the following foundations, which are at the very heart of our organisation and reflect our vision, beliefs and objectives:

- 1. Promote optimal infant feeding practices.**
- 2. Promote optimal parenting practices, and support parents in building secure attachments and close and loving relationships with their babies.**
- 3. Offer caring and non-judgemental pregnancy, parenting and infant feeding support.**
- 4. Provide independent, relevant and evidence-based information which is free from commercial and financial interest and bias.**
- 5. Be trustworthy, honest and act with integrity.**
- 6. Treat everyone - service users, other members and professionals with respect.**
- 7. Take responsibility for your own capabilities, knowledge and conduct.**
- 8. Maintain personal and professional boundaries and act in a professional manner at all times.**
- 9. Treat personal information in the strictest of confidence and follow all Data Protection and GDPR guidelines.**

Breastfeeding Together have a more detailed Code of Conduct Policy, if you would like a copy of the full policy please email enquiries@breastfeedingtogether.co.uk

