

## CCHA Code of Ethics

revised april 2010, July 2013, Nov 20 2013 Ottawa

The Code of Ethics covering an herbal practitioner is the underlying value that influences and directs the behaviour and conduct of herbal practitioners. The Code of Ethics governing herbal practitioners involves such principles as, honour, integrity, conscientiousness, caring, confidentiality, respect, honesty, impeccability and excellence. These principles and values underlie the following rules:

### Clients

1. Professional herbalists will conduct their consultations with care and mindfulness of the clients' health needs.
2. Professional herbalists must behave with courtesy, respect, dignity, discretion, tact and empathy in their association with clients.
3. Professional herbalists shall not discriminate against any client on the basis of their religious, spiritual, political and social views; and will give the best care possible regardless of race, colour, creed, gender, sexual orientation, disability, age, economic or social status.
4. Professional herbalists have the right to refuse to accept an individual as a client for personal or professional reasons or limitations.
5. Professional herbalists will recognize that their clients have individual needs and will respect the client's right to make informed choices regarding their own health care.
6. Professional herbalists will acknowledge limits of their individual scope of practice and refer when appropriate.
7. Professional herbalists, with the permission of their client, shall cooperate with other health care professionals for the benefit and well-being of their client.
8. Professional herbalists will hold all personal information gathered during consultations in strict confidence unless legally required to do otherwise or directed by the client in writing.
9. Professional herbalists will ask the clients' permission before engaging in any form of practice that requires physical contact.
10. Professional herbalists will refrain from unscrupulous and/or exploitative behaviour towards clients.
11. Professional herbalists shall dress appropriately and professionally.

### Sexual Conduct

12. Professional herbalists will not use their professional position to seek sexual encounters with clients.

13. Where it appears that a client is making sexual advances, it is the duty of the professional herbalist not to encourage the client and to clarify the relationship.

### Herbs

14. Professional herbalists shall strive to obtain, use and administer herbs of the highest quality, which have been properly identified and prepared.

15. Whenever possible, professional herbalists shall strive to be well informed and ensure that herbal medicines used are grown and harvested using sustainable and ethical methods.

16. Whenever possible, professional herbalists should not knowingly recommend plant medicines derived from genetically modified organisms or other questionable processing or growing techniques.

### Conservation & Earth

17. Professional herbalists shall honour the Earth.

18. Professional herbalists should not use herbs or herbal products derived from any wild species known to be threatened or endangered and encourage the cultivation of these species when appropriate.

19. Whenever possible, professional herbalists should seriously consider the issue of animal research and testing in their choice of herbal products.

### Other Professionals

20. Professional herbalists shall respect other herbalists and practitioners of other disciplines.

21. Professional herbalists shall not denigrate or criticize other health professionals in public or to their clients.

22. Professional herbalists shall not solicit clients from another herbalist.

23. Professional herbalists are encouraged to exchange ideas and information with other herbalists for the purpose of enhancing understanding and knowledge within the field of herbalism.

24. Professional herbalists are encouraged to pass on their knowledge, experience and ethical principles and practices to future generations of herbalists.

### The Public

25. Professional herbalists, when representing their profession, will endeavour to conduct themselves in an appropriate manner.

26. Professional herbalists are encouraged to contribute to the advancement and awareness of herbal medicine.

27. Professional herbalists shall not promote their services in a manner which will negatively affect the reputation of herbal medicine.

28. Professional herbalists shall accurately represent their qualifications.

29. Upon request, professional herbalists shall provide full disclosure of their credentials.