

# Diabetes Educator 360

Continuing education. Anytime. Anywhere.™

## Learning Supplement

### Code of Ethics: Do It Right

#### Video Outline

- Section 1. Learning Objectives
- Section 2. All Encompassing
- Section 3: A Definition & Understanding
- Section 4: Structure & Organization
- Section 5: The Preamble. Paragraph 1
- Section 6: The Preamble. Paragraph 2
- Section 7: The Preamble. Paragraph 3
- Section 8: The Preamble. Paragraph 4
- Section 9: The Preamble. Summary
- Section 10: Principles & Standards
- Section 11: Principle #1: Non-Maleficence
- Section 12: Principle #2: Autonomy
- Section 13: Principle #3: Beneficence
- Section 14: Principle #4: Justice
- Section 15: Ethical Decision-Making
- Section 16: Individual vs. Organizational Ethics
- Section 17: Is It Really An Ethics Issue?
- Section 18: The Focus

#### Key References

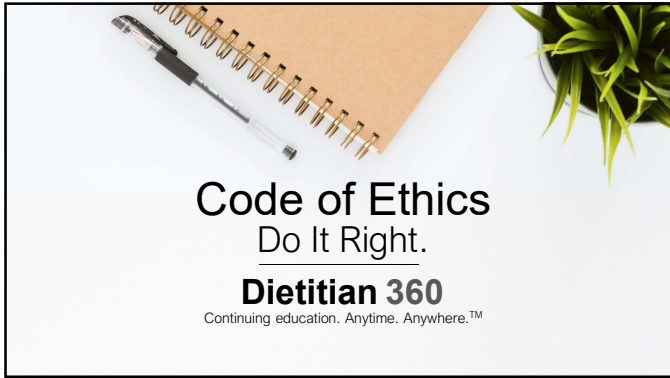
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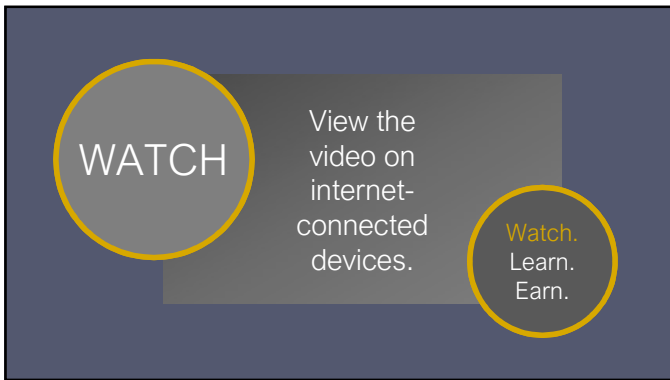
Academy of Nutrition and Dietetics “Diversity Philosophy Statement” (adopted by the House of Delegates and Board of Directors in 1995).



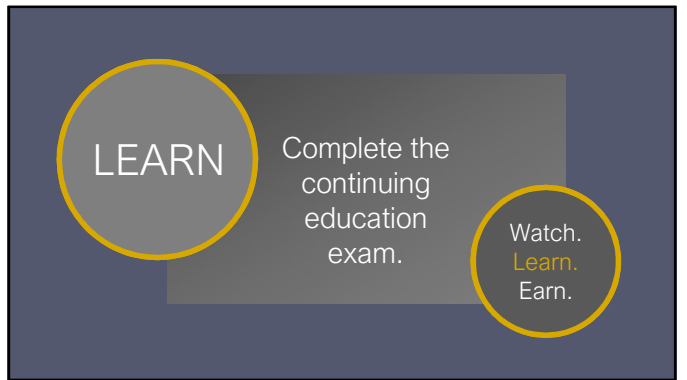
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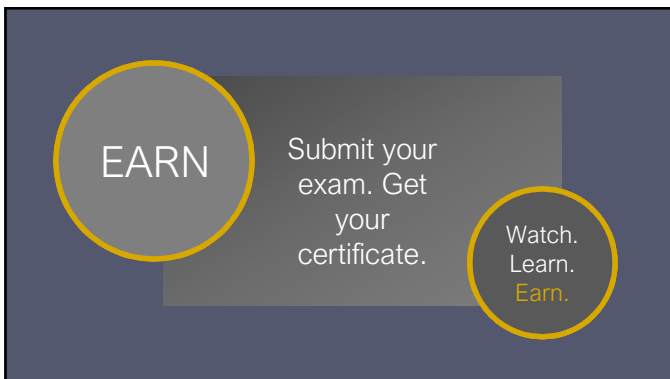
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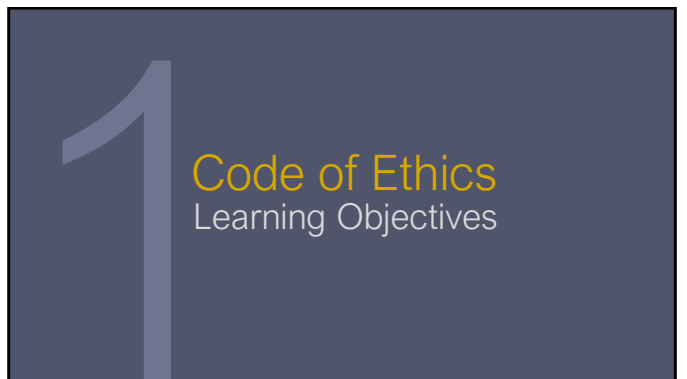
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5



6

Learning Objectives

Articulate the Code of Ethics, its purpose, function and value.

7

Learning Objectives

Implement the four Code of Ethics principles and applicable standards into professional practice.

8

Learning Objectives

Utilize the Code of Ethics to determine whether violations have occurred.

9

2

Code of Ethics  
All Encompassing

10

Clinical practice  
Media consulting Management  
Entrepreneurship Public health  
Education Culinary arts

11

3

Code of Ethics  
A Definition & Understanding

12

## eth·ics /ˈeTHɪks/

the rules of conduct recognized in respect to a particular class of human actions or a particular group, culture, etc.

13

## Code of Ethics

General principles

Specific ethical standards

Situations of daily practice

14

## 4 Code of Ethics Structure & Organization

15

## Code of Ethics

Preamble

Principles (n=4)

Standards (n=32)

16

## pre·am·ble /ˈprē,ambəl/

Preamble derives from the Latin praeambulus which means "walking before."

An introductory statement.

17

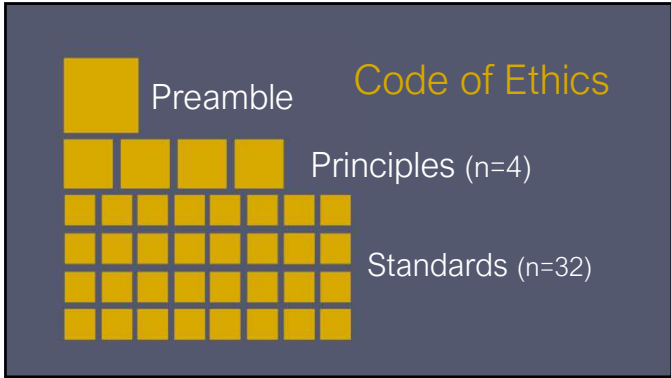
## Code of Ethics

Preamble

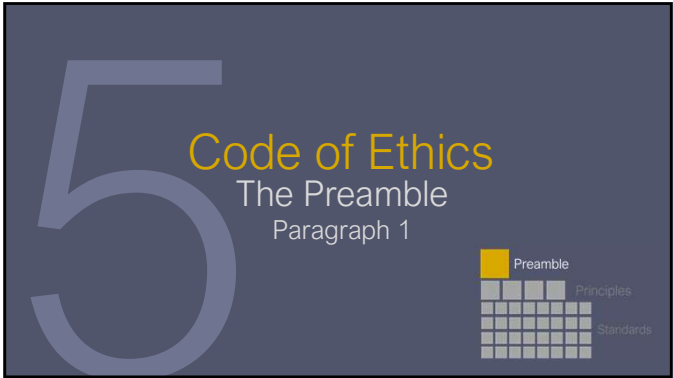
Principles (n=4)

Standards (n=32)

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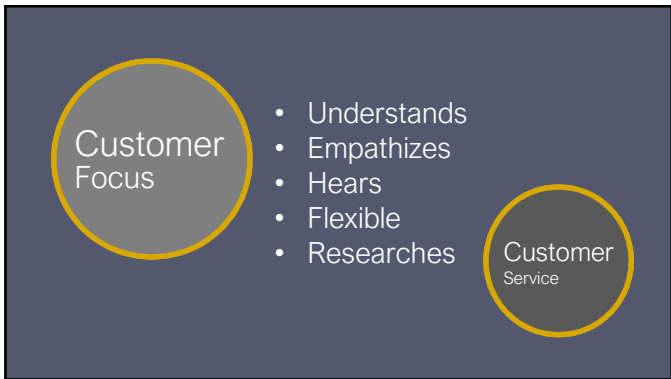
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21



22




23



24

Science-based decisions  
...are the underpinnings  
of ethical conduct  
and practice.



25

Customer Focus Exceed client expectations Customer Service



26

Customer Focused Core Values	Customer focus
	Integrity
	Innovation
	Social responsibility
	Diversity

27

Integrity in ethics is regarded as honesty and truthfulness or accuracy of one's actions.



28

Do you cut corners and neglect workplace regulations?  
In healthcare, ignoring policies can lead to mistakes, noncompliance, and potentially life-threatening situations for patients.

Advancing the Business of Healthcare  
<http://bit.ly/33AeYTI>



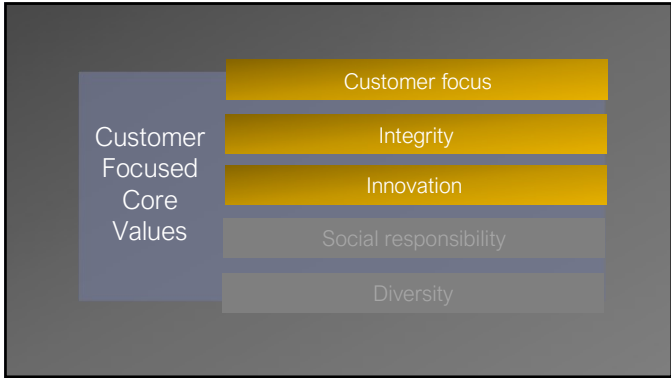
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Do you treat co-workers with respect?  
A person with integrity looks beyond his or her own interests and pursues team-centered goals.

Advancing the Business of Healthcare  
<http://bit.ly/33AeYTI>



30

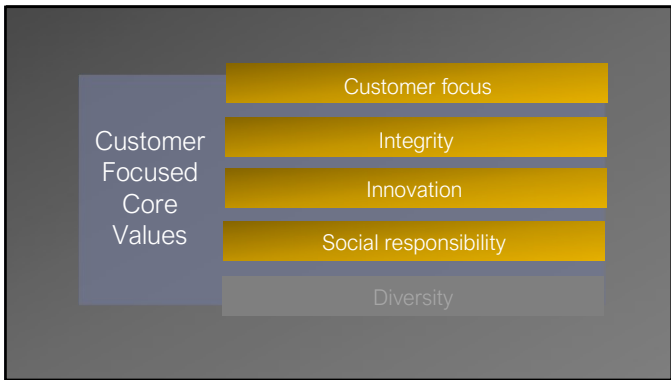


31

INNOVATE through research...

- Interprets evidence-based data.
- Applies evidence-based information.
- Participates in or generates research.

32



33

SOCIAL RESPONSIBILITY  
for local, regional,  
national & global  
nutritional well-being.

34



35

Diversity  
“The Academy values and respects the diverse viewpoints and individual differences of all people...”

36

## Diversity

“...The Academy’s mission and vision are most effectively realized through the promotion of a diverse membership that reflects cultural, ethnic, gender, racial, religious, sexual orientation, socioeconomic, geographical, political, educational, experiential and philosophical characteristics of the public it services.”

37

## Diversity

“...The Academy actively identifies and offers opportunities to individuals with varied skills, talents, abilities, ideas, disabilities, backgrounds and practice expertise.”

Academy of Nutrition and Dietetics “Diversity Philosophy Statement”  
(adopted by the Hqs of Delegates and Board of Directors in 1995).

38

## Code of Ethics

The Preamble  
Paragraph 2



39

## Nutrition & Dietetic Practitioners

Who act in a wide variety of capacities

- Provide general principles
- Apply specific ethical standards

40

## CODE OF ETHICS

The primary purpose is to protect the public.

- Individuals
- Communities
- Organizations
- Population groups



41

## Code of Ethics

The Preamble  
Paragraph 3



42



## The Ethical Practitioner

**PROMOTES  
HIGH  
STANDARDS**  
of professional  
practice

**ACCEPTS THE  
OBLIGATION**  
to protect

- Clients
- Public
- Profession

**UPHOLDS  
THE CODE  
OF ETHICS**

The Professional shall report perceived violations of the Code through established processes.

43

# 8

## Code of Ethics

### The Preamble

#### Paragraph 4

Preamble  
Principles  
Standards

44

## CODE OF ETHICS

### applies to

- Nutrition & dietetics practitioners
- AND members
- CDR credentialed

45

# 9

## Code of Ethics

### The Preamble.

#### Summary

Preamble  
Principles  
Standards

46

The  
Preamble  
Summary

- Core values
- Protects
- Supports, upholds, reports
- Applicable to practitioners

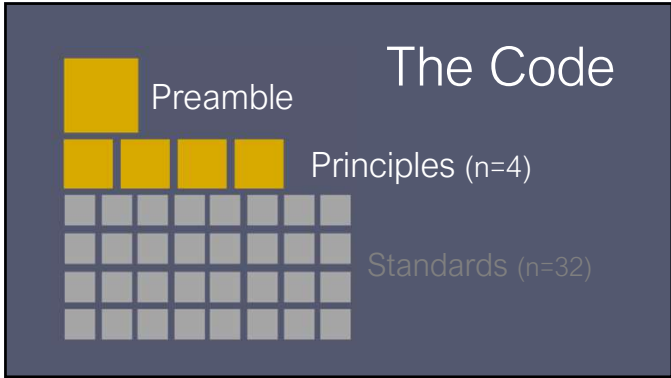
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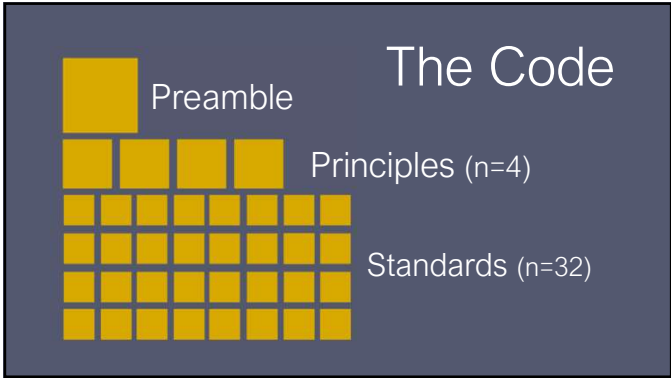
## Code of Ethics

### Principles & Standards

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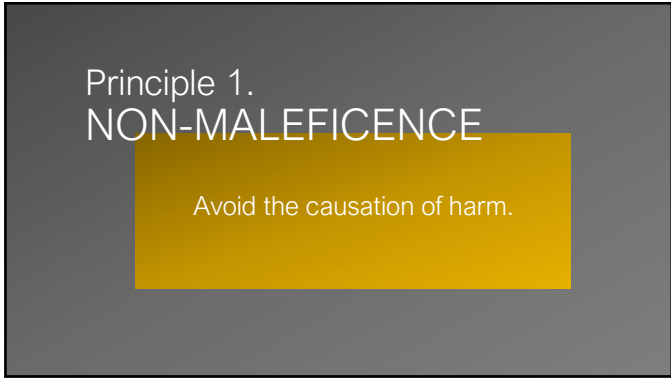
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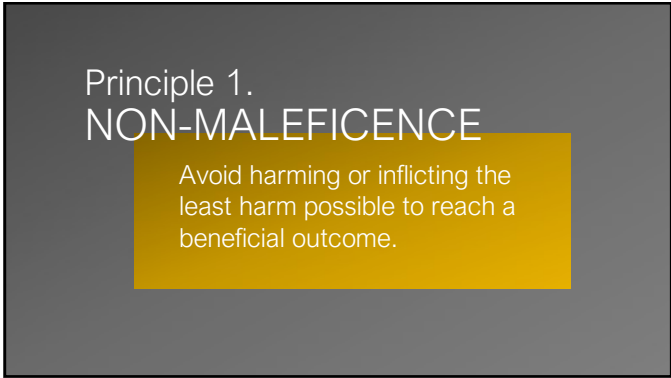
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52



53



54

Principle 1.  
**NON-MALEFICENCE**

vs. Beneficence  
Balancing the benefits of  
treatment against risks and costs.

55

Non-  
maleficence  
Standard 1

Practice using an evidence-  
based approach within areas of  
competence, continuously  
develop and enhance expertise,  
and recognize limitations.

56

Non-  
maleficence  
Standard 2

Demonstrate in depth scientific  
knowledge of food, human  
nutrition and behavior.

57

Non-  
maleficence  
Standard 3

Assess the validity and  
applicability of scientific  
evidence without personal bias.

58

Non-  
maleficence  
Standard 4

Interpret, apply, participate in  
and/or generate research to  
enhance practice, innovation,  
and discovery.

59

Non-  
maleficence  
Standard 5

Make evidence-based practice  
decisions, taking into account  
the unique values and  
circumstances of the  
patient/client and community...

60

Non-maleficence  
Standard 5

...in combination with the practitioner's expertise and judgment.

61

Non-maleficence  
Standard 6

Recognize and exercise professional judgment within the limits of individual qualifications...

62

Non-maleficence  
Standard 6

...and collaborate with others, seek counsel, and make referrals as appropriate.

63

Non-maleficence  
Standard 7

Act in a caring and respectful manner, mindful of individual differences, cultural, and ethnic diversity.

64

Non-maleficence  
Standard 8

Practice within the limits of their scope and collaborate with the inter-professional team.

65

Non-Maleficence  
Standards  
Summary

- Evidence-based research
- Unbiased
- Collaboration & referrals
- Scope of practice

66

Non-Maleficence Standards Summary

- Respectful of differences
  - Individuals
  - Cultures
  - Ethnicities

67

# Code of Ethics

## Principle #2: Autonomy

Integrity in personal and organizational behaviors and practices.

68

### Principle 2. AUTONOMY

The quality or state of being independent and self-directing, especially in making decisions,...

69

### Principle 2. AUTONOMY

...enabling **professionals** to exercise judgment as they see fit during the performance of their jobs.

70

### Patient autonomy

The **right of patients** to make decisions about their medical care without their health care provider trying to influence the decision.

71

### Patient autonomy

Allows for **health care providers to educate** but does not allow the health care provider to make the decision for the patient.

72

Autonomy  
Standard 1

Disclose any conflicts of interest. Refrain from accepting gifts or services which potentially influence or give the appearance of influencing professional judgment.

73

Autonomy  
Standard

Comply with all applicable laws and regulations, including obtaining/maintaining a state license or certification...

74

Autonomy  
Standard 2

...if engaged in practice governed by nutrition and dietetics statutes.

75

Autonomy  
Standard 3

Maintain and appropriately use credentials.

76

Autonomy  
Standard 4

Respect intellectual property rights, including citation and recognition of the ideas and work of others, regardless of the medium.

77

Autonomy  
Standard 5

Provide accurate and truthful information in all communications.

78

Autonomy  
Standard 6

Report inappropriate behavior or treatment of a patient/client by another nutrition and dietetics practitioner or other professionals.

79

Autonomy  
Standard 7

Document, code and bill to most accurately reflect the character and extent of delivered services.

80

Autonomy  
Standard 8

Respect patient/client's autonomy. Safeguard patient/client confidentiality according to current regulations and laws.

81

Autonomy  
Standard 9

Implement appropriate measures to protect personal health information using appropriate techniques.

82

Autonomy  
Standards  
Summary

Ensures a patient, client or professional has the capacity and self-determination to engage in individual decision-making specific to personal health or practice.

83

Code of Ethics  
Principle #3: Beneficence  
Professionalism

84

### Principle 3. BENEFACTANCE

Favor the well-being and interest of the patient/client through high standards and the greater good.

85

#### Benefactance Standard 1

Participate in and contribute to decisions that affect the well-being of patients/clients.

86

#### Benefactance Standard 2

Respect the values, rights, knowledge, and skills of colleagues and other professionals.

87

#### Benefactance Standard 3

Demonstrate respect, constructive dialogue, civility and professionalism in all communications, including social media.

88

#### Benefactance Standard 4

Refrain from communicating false, fraudulent, deceptive, misleading, disparaging or unfair statements or claims.

89

#### Benefactance Standard 5

Uphold professional boundaries and refrain from romantic relationships with any patients/clients, surrogates, supervisees, or students.

90



Beneficence  
Standard 6

Refrain from verbal, physical, emotional and sexual harassment.

91

Beneficence  
Standard 7

Provide objective evaluations of performance for employees, coworkers, and students and candidates...

92

Beneficence  
Standard 7

...for employment, professional association memberships, awards, or scholarships...

93

Beneficence  
Standard 7

...making all reasonable efforts to avoid bias in the professional evaluation of others.

94

Beneficence  
Standard 8

Communicate at an appropriate level to promote health literacy.

95

Beneficence  
Standard 9

Contribute to the advancement and competence of others, including colleagues, students, and the public.

96

**Beneficence Standards Summary**

Involves behaving and projecting oneself in a professional manner, in all aspects of interaction.

97

# 14

## Code of Ethics

### Principle #4: Justice

Social responsibility for local, regional, national, global nutrition and well-being.

Preamble  
Principles  
Standards

98

## Principle 4. JUSTICE

Conformity to truth, fact, or reason.

99

Justice Standard 1

Collaborate with others to reduce health disparities and protect human rights.

100

Justice Standard 2

Promote fairness and objectivity with fair and equitable treatment.

101

Justice Standard 3

Contribute time and expertise to activities that promote respect, integrity, and competence of the profession.

102

Justice Standard 4

Promote the unique role of nutrition and dietetics practitioners.

103

Justice Standard 5

Engage in service that benefits the community and to enhance the public's trust in the profession.

104

Justice Standard 6

Seek leadership opportunities in professional, community, and service organizations to enhance health and nutritional status while protecting the public.

105

Justice Standards Summary

- Reduce health disparities
- Protect human rights
- Promote fairness & objectivity

106

Justice Standards Summary

Promote

- Respect
- Integrity
- Competence of the profession

107

Justice Standards Summary

- Engage in services that benefit communities
- Enhance the public's trust
- Engage in leadership

108

# 15

## Code of Ethics

### Ethical Decision-Making

Implement. Act. Six Steps.

109

Ethical Decision-Making

State an ethical dilemma.

Step 1

110

Ethical Decision Making

Step 1

State an ethical dilemma.

Identify components of potential ethical dilemma.

- Objectively identify the issue
- Who are key participants?
- Identify your perceptions/values

111

Ethical Decision Making

Step 1

State an ethical dilemma.

Identify components of potential ethical dilemma.

- What further information is needed?

112

Ethical Decision-Making

Connect ethical theory to the dilemma in practice.

Step 2

113

Ethical Decision Making

Step 2

Connect ethical theory to the dilemma in practice.

Employ four key principles of ethical theory.

- Non-Maleficence
- Autonomy
- Beneficence
- Justice

114

**Ethical Decision-Making**

Apply the Code to the issue and your ethical decision-making.

Step 3

115

**Ethical Decision Making**

Apply the Code of Ethics to the issue.

Reference the four principles.

- Competence & professional development
- Integrity in behaviors & practice
- Professionalism
- Social responsibility

Step 3

116

**Ethical Decision-Making**

Select the best alternative & justify your decision.

Step 4

117

**Ethical Decision Making**

Select the best alternative & justify your decision.

Identify possible alternatives to resolve the dilemma.

- How cultural influences affect.
- How alternative solutions track with your/institution's values.

Step 4

118

**Ethical Decision Making**

Select the best alternative & justify your decision.

Identify possible alternatives to resolve the dilemma.

- Confidence in and ability to defend the ultimate decision.
- Alignment with the Code of Ethics.

Step 4

119

**Ethical Decision Making**

Select the best alternative & justify your decision.

Identify possible alternatives to resolve the dilemma.

- How the decision might affect others & whether they will support it.
- Make a final decision.

Step 4

120

Ethical Decision-Making

Develop strategies to successfully implement the chosen decision.

Step 5

121

Ethical Decision Making

Step 5

Develop strategies to successfully implement the chosen decision.

Strategies to successfully implement

- Seek additional knowledge to clarify or contextualize the situation as needed.
- Implement chosen resolution.

122

Ethical Decision-Making

Evaluate the outcomes & how to prevent a similar occurrence.

Step 6

123

Ethical Decision Making

Step 6

Evaluate the outcomes & how to prevent a similar occurrence.

- Monitor outcomes ensuring intended outcome(s) are achieved.
- What are the strategies to prevent a similar issue in the future?

124

Complaints against other practitioners

Contact the professional organization that represents that profession or their state department of professional regulation...

125

...if your concern relates to a non-CDR credentialed nutrition & dietetics practitioner that is not an Academy member.

126

# 16

## Code of Ethics

Individual vs. Organizational Ethics

127

The Code of Ethics pertains to individual practitioners, not organizations.

128

### Who to Contact

<b>For-profit &amp; Non-profit Organizations</b> Consider: Governing Board or Board of Directors	<b>Hospital or Healthcare System</b> Consider: American Hospital Association	<b>Health Insurer</b> Consider: America's Health Insurance Plans
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129

# 17

## Code of Ethics

Is it really an ethics issue?

130

Is it an **ETHICAL ISSUE?**

The violation of established rules or standards governing the conduct of a person or members of a profession.

Specific to one of the four principles and 32 standards of the Code.

131

Is it a **LEGAL ISSUE?**

Many state and federal laws apply to our profession.

If a law has been violated, the issue could result in action by the Ethics Committee...

132

Is it a  
LEGAL  
ISSUE?

However, not every violation of the law is a breach of the Code of Ethics.

133

Is it a  
BUSINESS  
ISSUE?

An issue may be a business issue, but not an ethical issue, if it arises from a **business dispute** or **breach of a contractual obligation**, or a **failure to provide** products or services of an expected quality.

134

Is it a  
BUSINESS  
ISSUE?

Do not use the Code to resolve business disputes between practitioners, other health care providers or consumers.

135

Is it an  
EMPLOYMENT  
ISSUE?

Employment issues can be addressed by an **employer's policy/policies** or workplace structure, or federal or state **employment laws...**

136

Is it an  
EMPLOYMENT  
ISSUE?

...An employment issue may not be an ethical issue, such as a **disagreement with a supervisor or other employee.**

137

Is it an  
ethical issue?  
Summary

What is the issue...

- Ethics?
- Legal?
- Business?
- Employment?

138



# 18

## Code of Ethics

### The Focus

139

### Focus of The Code



Code of Ethics for the  
Nutrition and Dietetics  
Profession

- Education 
- Remediation 
- Self-Regulation 

140

Focus of the Code  
in Summary

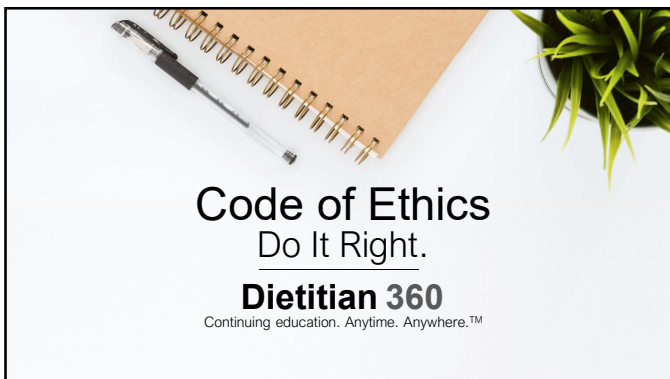
The purpose of the Code  
is not to police practitioners.

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The Code  
of Ethics

Get the full publication at  
the link on this webpage.

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## Code of Ethics

### Do It Right.

### Dietitian 360

Continuing education. Anytime. Anywhere.™

143