

# Diabetes Educator

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**

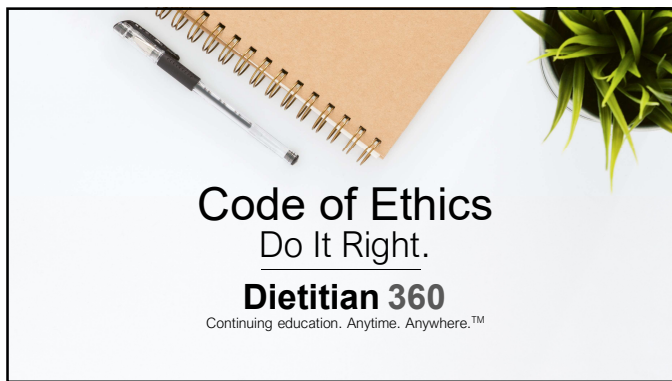
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Fornari A. Approaches to ethical decision-making. *J Acad Nutr Diet*. 2015;115(1):119-121.

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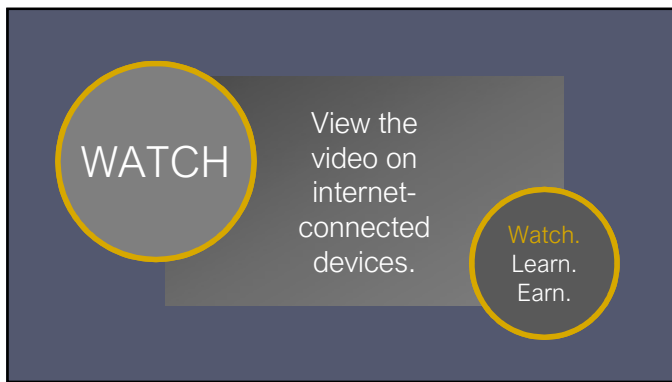
Academy of Nutrition and Dietetics "Diversity Philosophy Statement" (adopted by the House of Delegates and Board of Directors in 1995).



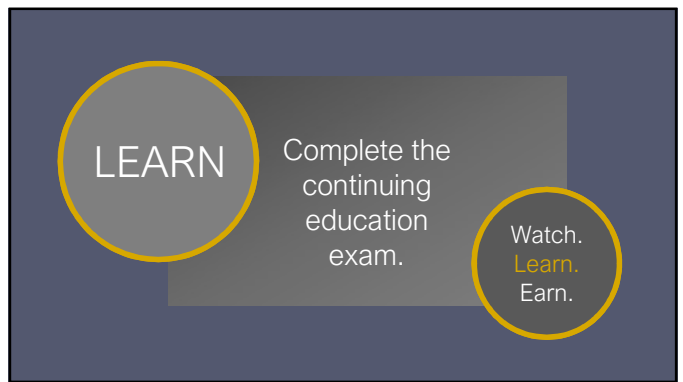
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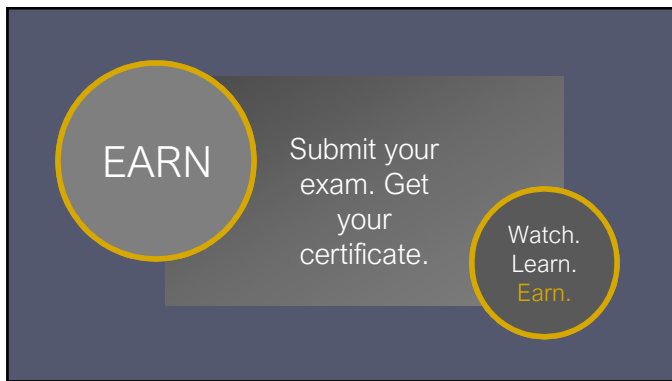
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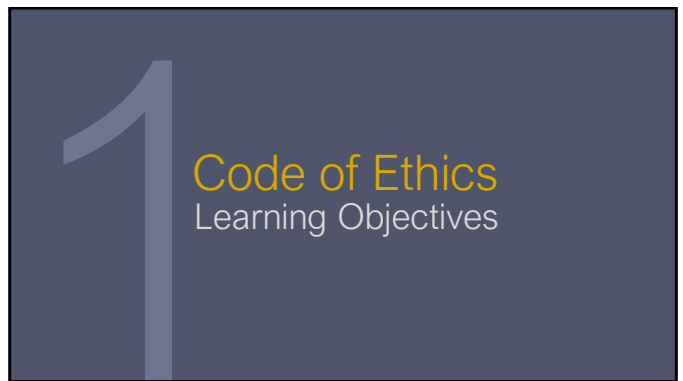
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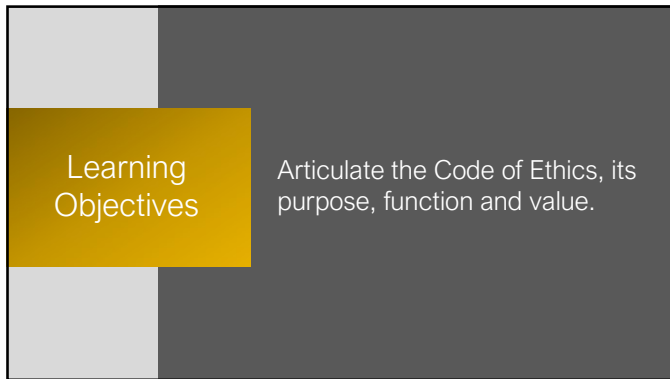
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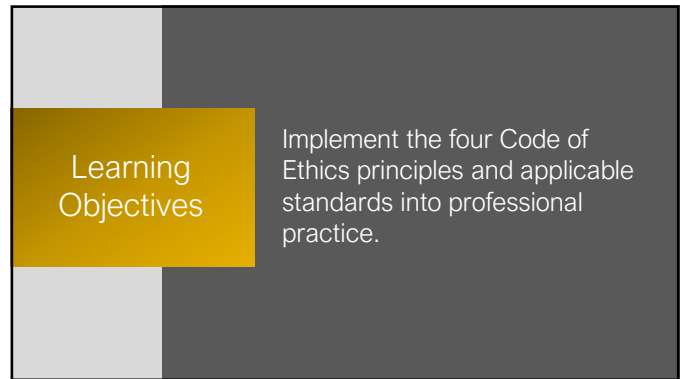
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A slide with a dark gray background. On the left, there is a vertical bar with a light gray top section and a yellow bottom section. The yellow section contains the text "Learning Objectives". To the right of this bar, the text "Articulate the Code of Ethics, its purpose, function and value." is displayed in white.

Learning Objectives

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

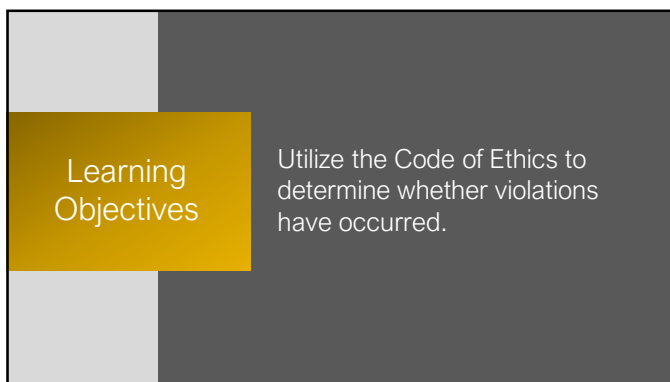
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A slide with a dark gray background. On the left, there is a vertical bar with a light gray top section and a yellow bottom section. The yellow section contains the text "Learning Objectives". To the right of this bar, the text "Implement the four Code of Ethics principles and applicable standards into professional practice." is displayed in white.

Learning Objectives

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

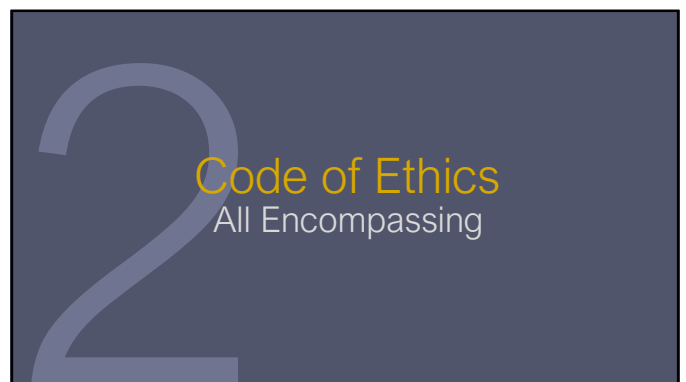
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A slide with a dark gray background. On the left, there is a vertical bar with a light gray top section and a yellow bottom section. The yellow section contains the text "Learning Objectives". To the right of this bar, the text "Utilize the Code of Ethics to determine whether violations have occurred." is displayed in white.

Learning Objectives

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

9

A slide with a dark blue background. A large, light blue number "2" is on the left. To the right of the number, the text "Code of Ethics" is in yellow, and "All Encompassing" is in white below it.

2

Code of Ethics

All Encompassing

10

A slide with a dark blue background. The text is arranged in a list-like format. "Clinical practice" is in white. "Media consulting" is in yellow, followed by "Management" in white. "Entrepreneurship" is in white, followed by "Public health" in yellow. "Education" is in yellow, followed by "Culinary arts" in white.

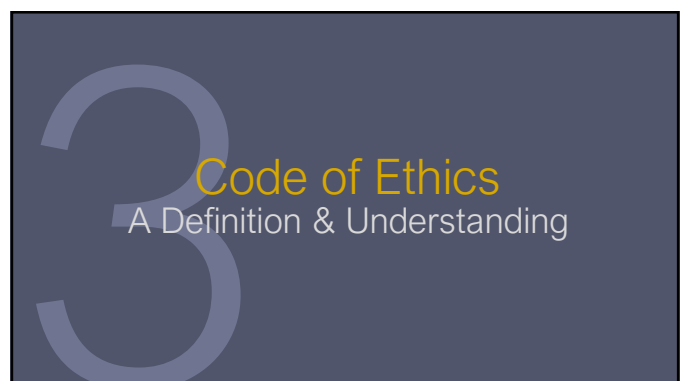
Clinical practice

Media consulting Management

Entrepreneurship Public health

Education Culinary arts

11

A slide with a dark blue background. A large, light blue number "3" is on the left. To the right of the number, the text "Code of Ethics" is in yellow, and "A Definition & Understanding" is in white below it.

3

Code of Ethics

A Definition & Understanding

12

## eth·ics /'eTHiks/

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



Preamble

## Code of Ethics



Principles (n=4)

Standards (n=32)

16

## pre·am·ble /'prē,ambəl/

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

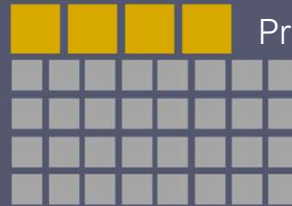
An introductory statement.

17



Preamble

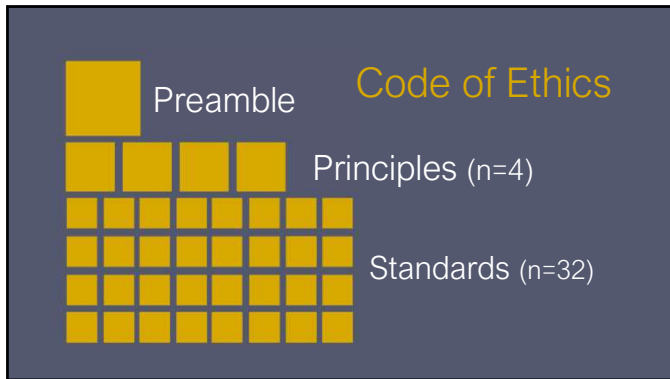
## Code of Ethics



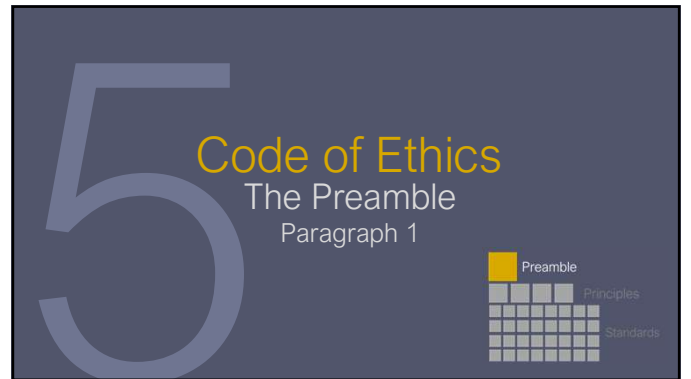
Principles (n=4)

Standards (n=32)

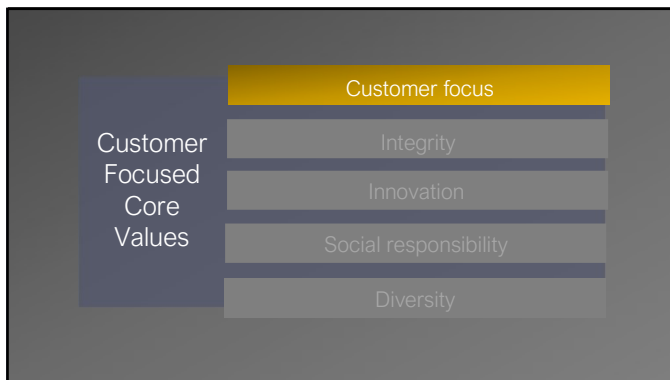
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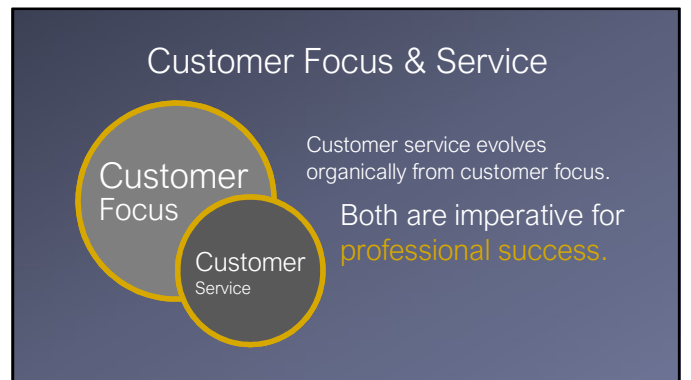
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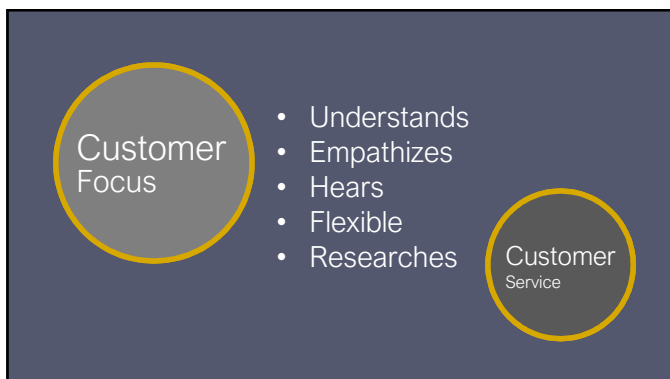
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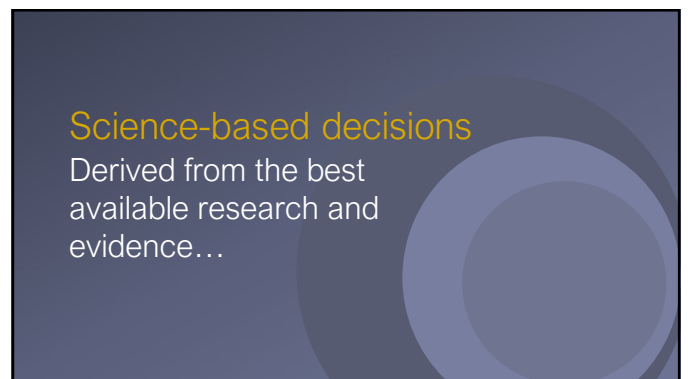
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22



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>

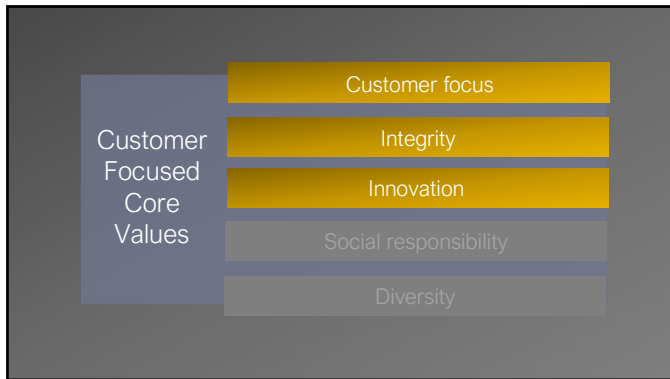
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## Do you treat co-workers with respect?

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>

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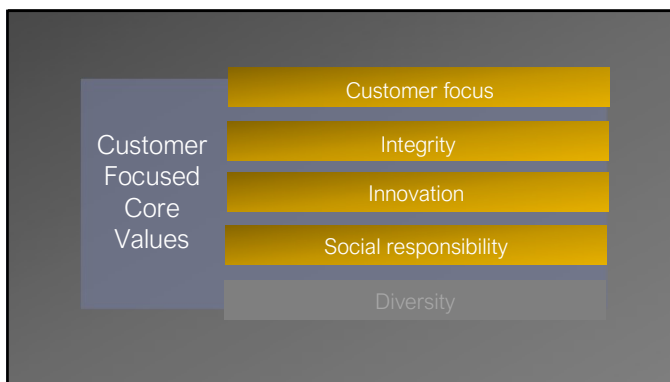


31

## INNOVATE through research...

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

32



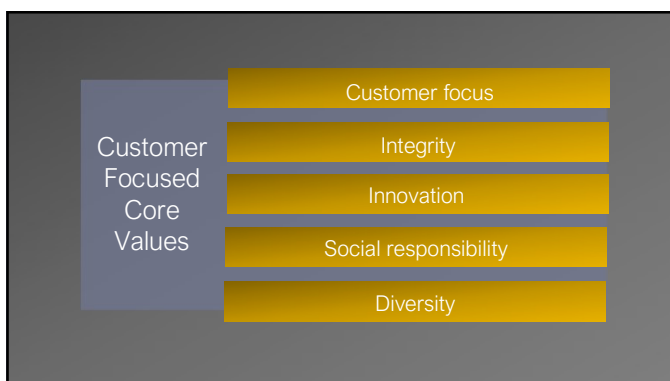
33

## SOCIAL RESPONSIBILITY

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

A row of stylized human figures in various colors (blue, green, yellow, orange, red, purple, pink, brown, grey, black) holding hands, representing diversity.

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 House 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

## Code of Ethics The Preamble Paragraph 4



44

## CODE OF ETHICS applies to

- Nutrition & dietetics practitioners
- AND members
- CDR credentialed



45

## Code of Ethics The Preamble. Summary



46

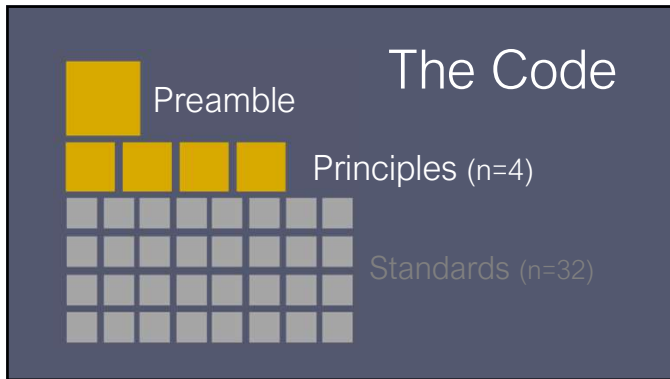
### The Preamble Summary

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

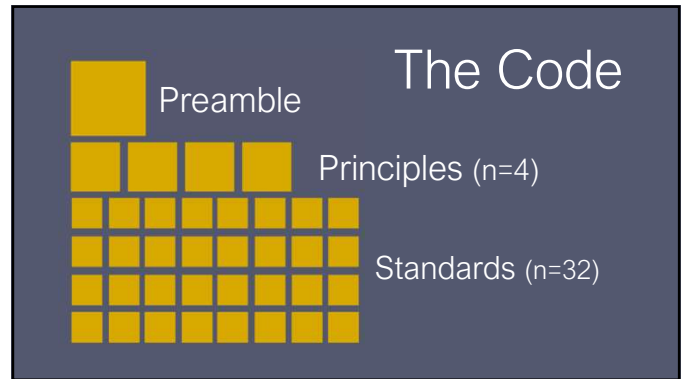
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## Code of Ethics Principles & Standards

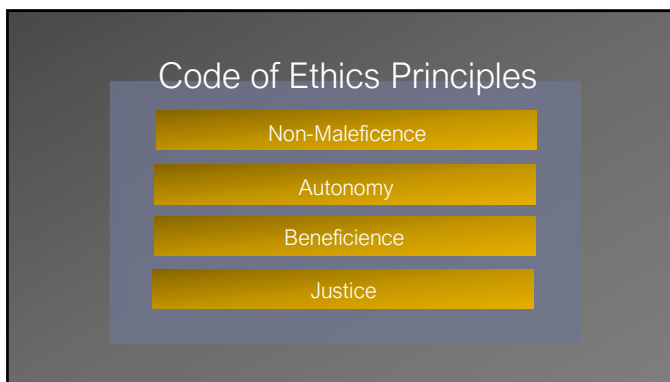
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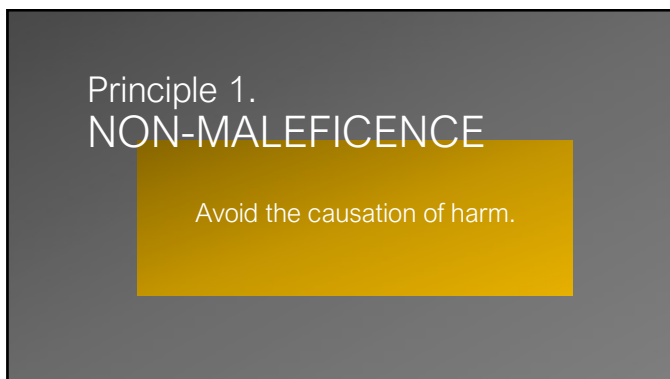
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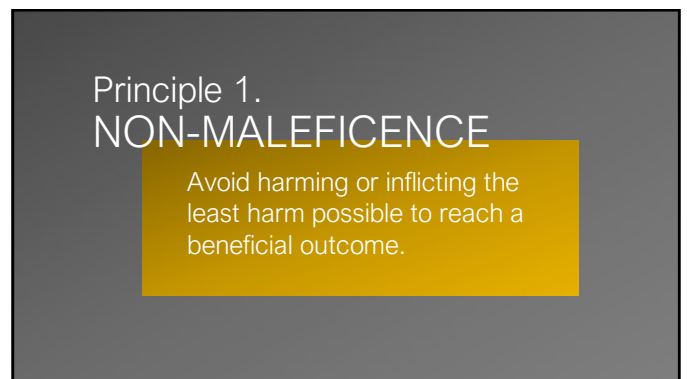
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52



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

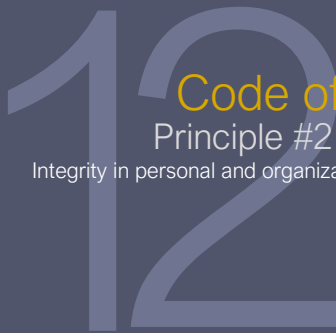


Non-Maleficence  
Standards  
Summary

Respectful of differences

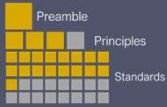
- Individuals
- Cultures
- Ethnicities

67



Code of Ethics  
Principle #2: Autonomy

Integrity in personal and organizational behaviors and practices.



Preamble Principles Standards

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.

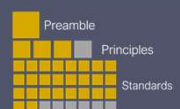
82

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. BENEFICENCE

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

85

#### Beneficence Standard 1

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

86

#### Beneficence Standard 2

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

87

#### Beneficence Standard 3

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

88

#### Beneficence Standard 4

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

89

#### Beneficence 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

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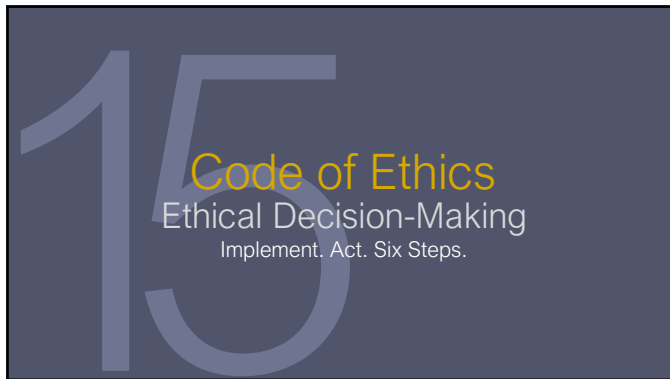
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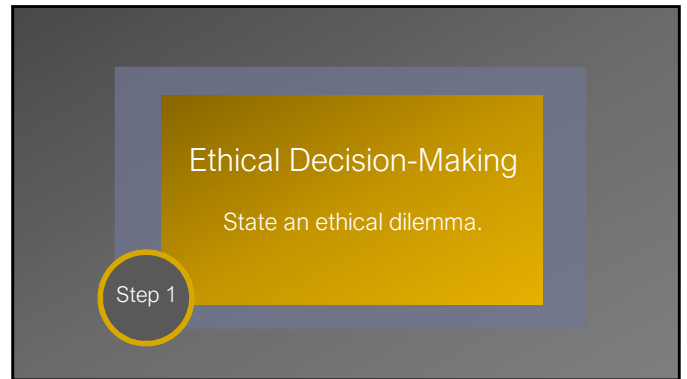
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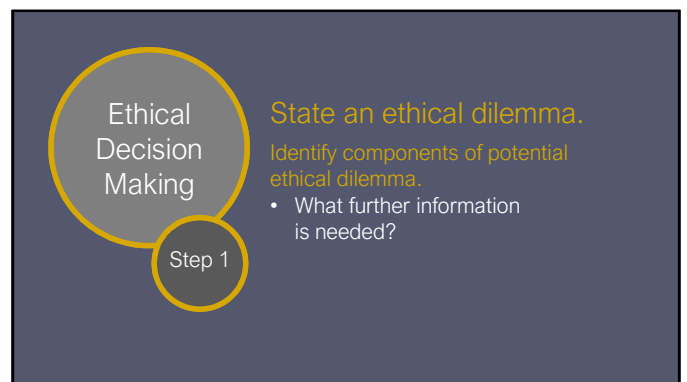
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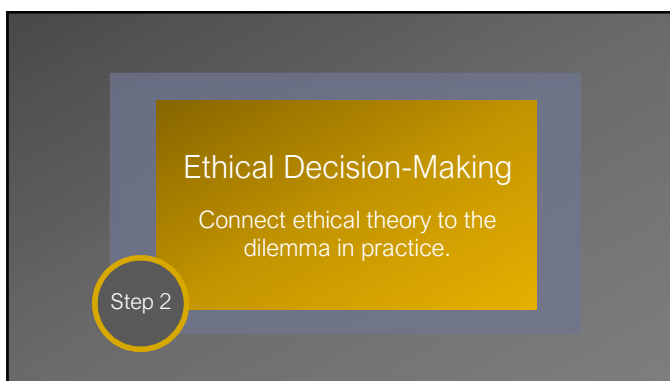
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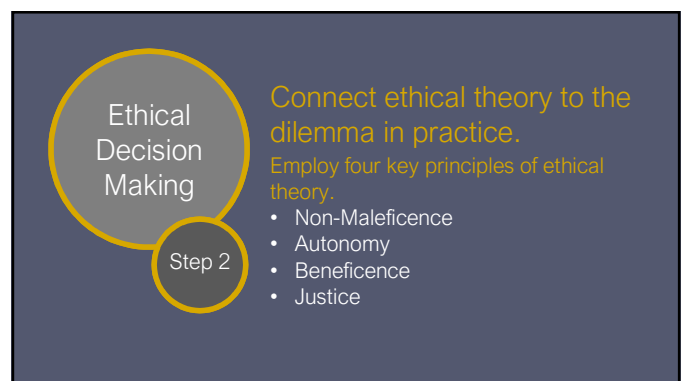
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112



113



114

Ethical Decision-Making

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

Step 3

115

Ethical Decision-Making

Step 3

Apply the Code of Ethics to the issue.

Reference the four principles.

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

116

Ethical Decision-Making

Select the best alternative & justify your decision.

Step 4

117

Ethical Decision-Making

Step 4

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.

118

Ethical Decision-Making

Step 4

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.

119

Ethical Decision-Making

Step 4

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.

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

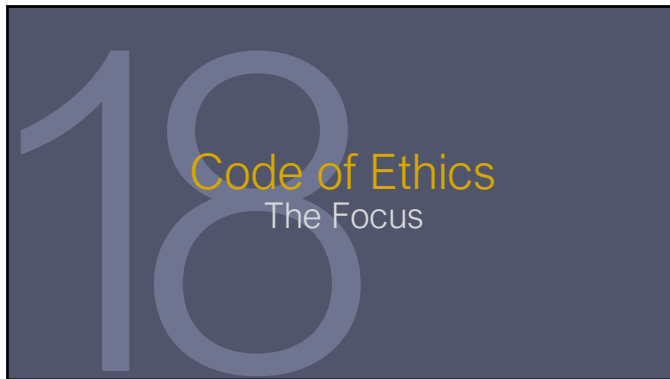
Is it an  
ethical issue?  
Summary

What is the issue...

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

138

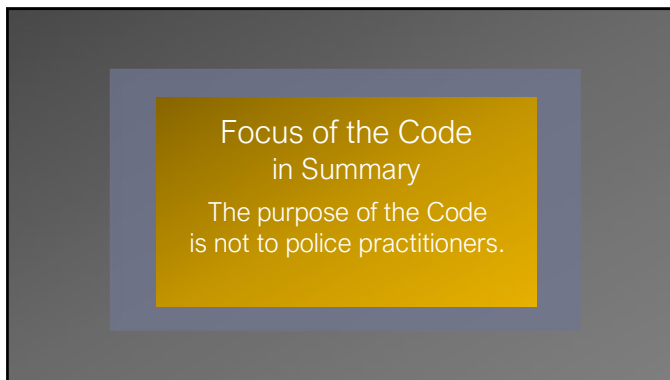




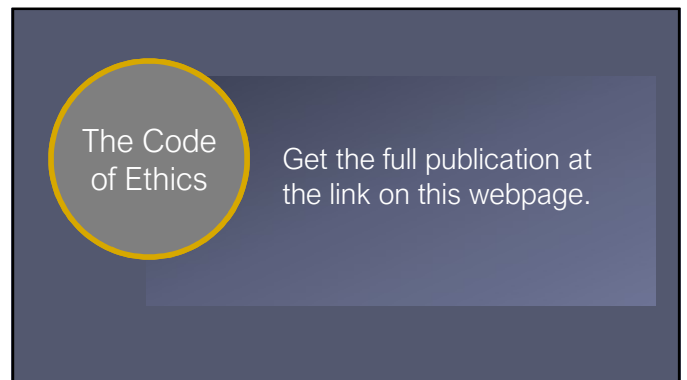
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