



**Midwifery Council of New Brunswick**

**Conseil de l'Ordre des sages-femmes  
du Nouveau-Brunswick**

## **Code of Ethics**

Each midwife shall act, above all, to safeguard the interests of individual clients at all times, and in such a manner as to justify public trust and confidence, to uphold and enhance the good standing and reputation of the profession, and to serve the interest of society.

Each midwife is accountable for their practice, and, in the exercise of professional accountability, shall:

1. Act in a way that promotes and safeguards the physical, emotional, and spiritual well-being of clients and advocate for their interests to be heard.
2. Clearly inform and educate clients and the public as to the scope, role, function, standards and philosophy of midwifery practice, as well as with respect to any limitations of midwifery.
3. Respect clients' right to informed choice and right to ongoing participation in decisions about their body and care.
4. Provide care which respects individuals' needs, values and dignity, and does not discriminate on the basis of race, ancestry, place of origin, colour, ethnic origin, citizenship, spiritual beliefs, sex, sexual orientation, gender identity, gender expression, age, marital status, family status or disability.
5. Avoid any abuse of the privileged relationship that exists with clients. Such a relationship allows privileged access to the person, property or residence of the client as well as to personal practices or customs of the client.
6. Refrain from disclosing confidential information about a client without the consent of the client or the client's authorized representative, except where disclosure is required or authorized by law.
7. Ensure that no action or omission on their part or within their sphere of influence is detrimental to the condition or safety of clients. A midwife will never engage in the practice of midwifery while the ability to perform any professional service is impaired.
8. Openly acknowledge to clients and health care practitioners any conscientious objection or conflict of interest, which may affect professional practice or the client's right to informed choice.



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9. Interact professionally, collaboratively, respectfully and honestly with other health care professionals.
10. Consult or transfer care in accordance with the standards of practice of the profession
11. Assist clients to find appropriate alternate care if for any reason the midwife is unable to provide care.
12. Attempt to provide the best possible care under any circumstance. A midwife may not refuse to attend or abandon a client in active labour or in an emergency.
13. Respect birth as a normal life process. The midwife understands, promotes and facilitates the physiological processes of pregnancy and childbirth.
14. Build a professional reputation based upon the midwife's ability and integrity. Advertise professional services only in a manner that upholds the dignity of the profession.
15. Avoid the use of professional qualifications in the promotion of commercial products, in order to maintain the independence of professional judgment.
16. Refuse to accept any gift, favour or hospitality, which might reasonably be seen to create conflict of interest.
17. Assume responsibility for complying with the mandatory reporting requirements of the *Regulated Health Professions Act*.
18. Strive to maintain and improve professional knowledge and competence.
19. Facilitate ethical research in midwifery practice.
20. Assist health care practitioners and students to develop and maintain professional competence.
21. Actively promote equal access to health care that meets the needs of childbearing women.