

Zulazu Center Beit Daniel

Ethical Standards for Conduct for Mother Support Counsellor

Preamble

Zulazu center is a parenting support center located in the Beit Daniel Community Center. Zulazu was founded to support parents in the greater Tel Aviv area, and above all to give mothers support pre- and post-birth. This is also implied by the name Zulazu – which means in Hebrew “one woman standing by another.”

Ethical Standards for Conduct for Mother Support Counsellor at Zulazu Required Codes of Conduct

Zulazu MSCs are bound by the [Code of Professional Conduct for IBCLC's](#) in all aspects that apply to their work at Zulazu.

Zulazu MSCs is required to abide by the [WHO code of marketing breast-milk substitutes](#). This code will be upheld by the center in all events, advertising and partnerships.

Zulazu Ethical Standard for Conduct Principles:

1. Breastfeeding promotion: MSCs will provide services that promote and support breastfeeding as detailed in the IBLCE code of professional conduct.
2. Ethical responsibilities: MSCs respect the worth and dignity of all people regardless of race, religion, or gender and promote this value in their work.
3. Confidentiality: MSCs respect the privacy of parents seeking support or attending any of Zulazu's activities and preserve the confidentiality of information acquired in the course of their work.
4. Professional conduct: MSCs will abide by the guidelines for professional conduct set forth in this code.
5. Supervision and reporting: MSCs work under direct supervision and must report accurately and completely too supervising staff.

1. Breastfeeding Promotion

- 1.1 MSCs will use their professional training and knowledge to support and promote breastfeeding and help mothers achieve their breastfeeding goals.
- 1.2 MSCs will provide accurate evidence-based information to clients.
- 1.3 MSCs will work within the Zulazu community of parents to create awareness of breastfeeding benefits.

2. Ethical Responsibilities

- 2.1 MSCs recognize and respect diversity among people and oppose discrimination and oppressive behavior.
- 2.2 MSCs treat all clients equitably without regard to ability/disability, gender identity, sexual orientation, sex, ethnicity, race, national origin, political persuasion, marital status, geographic location or religion, as stated in the IBLCE code of professional conduct.
- 2.3 MSCs consider the social context of their clients and their connections to others.
- 2.4 MSCs promote client autonomy and encourage clients to make responsible decisions on their own behalf.

3. Confidentiality

- 3.1 MSCs treat any personal information about clients as confidential, whether obtained directly or by inference. This applies to all verbal, written, recorded or computer-stored material. All records, whether in written or any other form, will be protected with the strictest of confidence.
- 3.2 MSCs will not engage in any form of audio or visual transmission or recording of counseling sessions unless given specific authorization by the Zulazu center and the parent seeking counsel.
- 3.3 MSCs and supervisors are responsible for protecting the parents' rights to confidentiality in the supervisory context by ensuring that information is shared appropriately in private guidance sessions.

4. Professional Conduct

- 4.1 MSCs take all reasonable steps to do no harm in the context of the counseling.

- 4.2 MSCs faced with situations that extend the boundary of their competence, seek supervision from their supervising counselor at Zulazu and consider referral to other professionals.
- 4.3 MSCs are responsible for setting and maintaining professional boundaries within the counselling relationship, under the supervision and guidance of the supervising counselor.
- 4.4 MSCs will abide by the law of the State of Israel in all situations.

5. Supervision and Reporting

- 5.1 MSCs will receive the client's consent for supervision of their work by a certified staff member during consultation (i.e., having another person listen to the counselling session).
- 5.2 MSCs will submit a written report of each consultation detailing the session their recommended course of action.