



Alberta Herbalists Association Code of Ethics

The Code of Ethics covering an herbal practitioner is the underlying value that influences and directs the behaviour and conduct of that practitioner. 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 respect the religious, spiritual, political and social views of any client; and will give the best care possible regardless of race, color, creed, gender, sexual orientation, disability, age, economic or social status.
4. Professional herbalists will recognize that their clients have individual needs and will respect their right to make informed choices regarding their own health care.
5. Professional herbalists have the right to refuse to accept an individual as a client for personal or professional reasons or limitations.
6. Professional herbalists will acknowledge limits of their individual scope of practice & refer when appropriate.
7. Professional herbalists will hold all information gathered during consultations in strict confidence unless legally required to do otherwise or directed to do so, by client in writing.
8. Professional herbalists, with the permission of their client, shall cooperate with other health care professionals for the benefit and well-being of their client.
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.

Sexual Conduct

11. Professional herbalists should not use their professional position to seek sexual encounters with clients.
12. Where it appears that a client is making improper sexual advances, it is the duty of the professional herbalist not to encourage the client and to clarify the relationship.
13. Professional herbalists shall dress appropriately and professionally.



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Herbs

14. Professional herbalists shall strive to obtain, use and administer herbs of the highest quality, which have been properly identified and prepared.
15. Professional herbalists shall strive to be well-informed of how these herbs were grown and harvested, and that sustainable methods were used.
16. Wherever possible, professional herbalists should maintain communication with those responsible for supplying medicinal herbs (e.g. growers, wild crafters, indigenous communities and industry representatives).
17. Professional herbalists should not knowingly recommend plant medicines, supplements or foods derived from genetic engineering technology or other questionable processing or growing techniques.

Conservation & Earth

18. Professional herbalists shall honour the Earth and educate others regarding the importance of its preservation and renewal.
19. It is the responsibility of professional herbalists to have some awareness of the geographic, environmental, political and socio-cultural origins of the herbs used in their practice.
20. 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.
21. Professional herbalists should consider the issue of animal research and testing in their choice of herbal products.

Other Professionals

22. Professional herbalists shall show due respect to other herbalists and practitioners of other disciplines.
23. Professional herbalists shall exchange ideas and information with other herbalists for the purpose of enhancing understanding and knowledge of the field of herbalism.
24. Professional herbalists shall not denigrate or criticize other health professionals in public or to their clients.
25. Professional herbalists shall not solicit clients from another herbalist.
26. Professional herbalists are encouraged to pass on their knowledge, experience and ethical principles and practices to the future generation of herbalists.



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The Public

27. Professional herbalists will endeavour to conduct themselves in an appropriate manner in a public place, recognizing that failure to do so will reflect badly on the profession of herbal medicine.

28. Professional herbalists are encouraged to contribute to the advancement and awareness of herbalism and the profession of herbal medicine.

29. Professional herbalists shall not seek to attract clients in an unprofessional manner or in any way which will negatively affect the reputation of herbal practitioners and the practice of herbalism.

30. Professional herbalists shall accurately represent their qualifications and knowledge and provide full disclosure, upon request.