Why the Need for Ethics Hours?

- Nearly all major health professions have a code of ethics.
- Even attorneys require 3 ethics hours a year.
- We were one of the first professional associations to formalize our Code of Ethics.
- Separates us from the quacks.
- Assures our members practice ethically.
- Code provides guidance to dietetics practitioners in their professional practice and conduct.

Do you know about the "Gut Check"?
The differences and similarities between personal and professional ethics can be hard to assess. Some people define personal ethics as conscience and professional ethics as a standardized code.

Others define ethics, in general, as moral guidelines and say that personal and professional ethics are just different ways to apply a single moral code.

Read more: http://www.ehow.com/info_8341694_differences-similarities-personal-professional-ethics.html

Personal Ethics Vary

What would you do if you found $500.00 on the ground?

Would you ever hurt someone's feelings by telling the truth?

Would you tell a lie to protect someone's feelings?

If your boss asked you to do something you felt was wrong, would you do it to keep your job?

Personal ethics can be gray

• Situational ethics, or situation ethics, takes into account the particular context of an act when evaluating it ethically, rather than judging it according to absolute moral standards.

• In situation ethics, within each context, it is not always a universal law that is to be followed, but dependent on that event.
What are Ethics?

- Ethics are standards of behavior you ought to live by
- Integrity is how consistent you are at following your ethical standards
- Ethics are influenced by: Your values, your understanding of the roles you play; and your understanding of the obligations and dilemmas of those roles
- Integrity is influenced by your skills, knowledge and your character

Ethics is . . .

- Ethics is the sometimes defined as the study of morality
- Central principles of ethics:
  - Reversibility – Would you want someone to do this to you?
  - Universality – Would you want everyone to do this?
  - Other questions:
    - Am I treating others with respect?
    - Am I treating others only as a means to my own ends?
    - Am I being honest with myself and others?

Ethics is . . .

- Not necessarily Right vs. Wrong
- Sometimes defined as your conscience
- Usually a spontaneous decision
- Who you are when no one is looking
- If your mom was watching, would you still do it?
- Brainstorm exercise – list of absolute wrongs for you

Ethics is . . .
• Ethics vs. Morals
• Ethics and morals are NOT always the same
• Morals = personal views of values
  o Beliefs related to moral issues such as drinking, sex, gambling
  o Can reflect influence of religion, culture, family and friends
  o Ethics transcend cultural, religious and ethnic differences

Ethics is not...

• Ethics is not about “getting caught”
  o Even if you get away with something, it may still be unethical
  o Ethics is not defined by what happens to you, but more by your thoughts and actions
• Ethics is not about placing blame
  o Do not judge other people based on their “personal” ethical beliefs

Ethics is not...

• The first code of ethics adopted by the HOD in October 1982; enforcement began in 1985. Applied to members of the American Dietetic Association only.
• A second code adopted by the HOD in October 1987 and applied to all members and Commission on Dietetic Registration credentialed practitioners
• A third revision of the code adopted by the HOD on October 18, 1998, and enforced as of June 1, 1999, for all members and CDR credentialed practitioners

History of Our Code
Current Code of Ethics


http://www.eatrightpro.org/resources/career/code-of-ethics

Everyone should have a copy – download or purchase the code from the Academy’s website.

Academy and CDR Code of Ethics

- Reflects values and ethical principles that guide our profession
- Students also included in our Code
- Sets forth commitments and obligations of the dietetics practitioner to the
  - Public
  - Clients
  - Profession
  - Colleagues and other Professionals

How is our code set up?

19 principles divided into categories to assist use and understanding

Fundamental Principles
#1-2

Responsibilities to the Public
#3-7

Responsibilities to Clients
#8-11

Responsibilities to the Profession
#12-18

Responsibilities to Colleagues and Other Professionals
#19
FUNDAMENTAL PRINCIPLES
1. Conducts self with honesty and integrity
2. Supports and promotes high standards of professional practice. Accepts obligation to protect clients, public and profession by adhering to code and reporting violations

RESPONSIBILITIES TO THE PUBLIC
3. Considers the health, safety and welfare of the public at all times
4. Complies with all laws and regulations related to profession or to practitioners ethical obligations under code
5. Provides professional services with objectivity and with respect for unique needs and values of individuals
6. Does not engage in false or misleading practices or communications
7. Withdraws from practice when unable to fulfill professional duties and responsibilities to clients and others

RESPONSIBILITIES TO CLIENTS
8. Recognizes and exercises professional judgment within the limits of his/her qualifications and collaborates with others, seeks counsel, or makes referrals as appropriate
9. Treats clients and patients with respect and consideration
10. Protects confidential information and makes full disclosure about any limitations on his ability to guarantee full confidentiality
11. Complies with the same principles set forth above in principles 3-7
RESPONSIBILITIES TO THE PROFESSION

12. Practices based on evidence-based principles
13. Presents reliable and substantiated information and interprets controversial information without personal bias, recognizing legitimate difference of opinion exists
14. Assumes lifelong responsibility for personal competence in practice
15. Alert to real or potential conflicts of interest and takes appropriate action whenever a conflict arises
16. Permits use of your name only for purpose of certifying that dietetics services have been rendered & only if she has provided or supervised those services
17. Accurately presents professional qualifications/credentials
18. Does not invite, accept or offer gifts

Principles 12-18

RESPONSIBILITIES TO COLLEAGUES AND OTHER PROFESSIONALS

19. Dietetics practitioner demonstrates respect for the values, rights, knowledge and skills of colleagues and other professionals

Principle 19

How to report an ethical violation?

- Must be in writing
- Must contain details of the activities complained of; and
  - The basis for complainant’s knowledge of these activities,
  - Names, address and phone numbers of all people with knowledge of activities and
  - Whether it has been submitted to another court, licensure board or administrative body
  - Must include principles of Code violated
  - Signed

How to report an ethical violation?
Licensure Board Action or Final Judicial or Administrative Action

- If state licensure body revokes or suspends a member’s license the ethics committee may take disciplinary action without a formal hearing
- If person is adjudged or admits to committing a misdemeanor or felony, the committee may take action without a formal hearing

Decisions of Ethical Committee

- Ethics Committee will render a written decision with reasons and citing provisions of the Code that were violated. Committee will decide whether:
  - Respondent is acquitted
  - Educational opportunities will need to be pursued
  - Respondent should be censured, placed on probation, suspended, or expelled from Academy
  - Credential is suspended or revoked by the CDR

Academy Resources

The Commission on Dietetic Registration (CDR) has over 50 external ethics-related CPE activities that can be found on the CPE Online Database

Go to: http://www.cdrnet.org/go/and/cdr/cpe_search.cfm
In Title or Description, type "ethics"
Select Learning Needs Code: 1050
Ethics Education Toolkit
This "Facilitators' Guide" was created to assist dietetics educators and practitioners in providing information to current and future members and credentialed practitioners about the Code of Ethics for the Profession of Dietetics.

Ethical Dilemmas in Dietetics Practice Video Series
Use the case studies and discussion questions to engage members to discuss the cases described in each video.

Case Studies
Case studies to assist in the understanding and implementation of the Code of Ethics.

More Resources

Ethics in Action Columns
The articles have been published in the Journal of the Academy of Nutrition and Dietetics to educate members on ethical practice related to the Code of Ethics for the Profession of Dietetics.

Ethics Opinions
An ethics opinion reflects the interpretation or application of the Academy and CDA's Code of Ethics for the Profession of Dietetics by the Ethics Committee in response to a specific issue or situation.

Ethics Reading List
This further ethics reading List is a resource that can be used by educators in the area of ethics and ethical behaviors as a professional in dietetics.

http://www.eatrightpro.org/resource/career/code-of-ethics/ethics-education-resources/ethics-education-toolkit

Few More

Opinion Paper Topics
- RDNs and NDTRs Are Ethically Obligated to Maintain Personal Competence in Practice May 2015 Journal of the Academy of Nutrition and Dietetics
- The Impact of Social Media on Business and Ethical Practices in Dietetics November 2013 Journal of the Academy of Nutrition and Dietetics.
Ethics refers to well-based standards of right and wrong that prescribe what humans ought to do, usually in terms of rights, obligations, benefits to society, fairness, or specific virtues.

Ethics also means, the continuous effort of studying our own moral beliefs and our moral conduct, and striving to ensure that we, and the institutions we help to shape, live up to standards that are reasonable and solidly-based.

Social Media Concerns

"I don’t know which doctor to choose. One has more friends on Facebook, but the other one just retweeted my message."
Law is Evolving

- Despite the risks associated with using social media as a professional, the unprecedented opportunities this revolutionary technology brings to our profession include:
  - promote greater competency and responsibility,
  - foster community,
  - and educate the public about good nutrition.
- E-mail technology likely had its early detractors and, yet, virtually all of us are now highly dependent on e-mail in our daily practice.
- Ten years from now, we may similarly view social media as an essential tool for our practices.

Risky Business

- In a content-driven environment like social media where users are accustomed to casually commenting on day-to-day activities, including work-related activities,
- Must be especially careful to avoid posting any information that could conceivably violate confidentiality obligations.
- This includes the casual use of geo-tagging in social media posts or photos that may inadvertently reveal your geographic location when traveling on confidential client business.

Gut check?
Copyright laws

- This should be a no-brainer,
- Always give people proper credit for their work, and make sure you have the right to use something with attribution before you publish.
- This also means you need to disclose if you are getting paid by a company to endorse their products.
- Your disclosure needs to be clear and visible.

AMA Medical Ethical Code

- Provide competent medical care, with compassion and respect for human dignity and rights
- Uphold the standards of professionalism, be honest in all interactions and report physicians deficient in character or competence, or engaging in fraud or deception
- Respect the law
- Respect the rights of patients, colleagues and other health professionals and safeguard privacy of patients
- Continue to study and advance scientific knowledge

AMA Code continued

- Free to choose whom to serve except during emergencies
- Recognize a responsibility to participate in activities contributing to the improvements of the community and public health
- Responsibility to the patient is paramount
- Shall support access to medical care for all people
Tips for avoiding ethical violations online:

- Avoid making false or misleading statements
- Do Not Disclose Privileged or Confidential Information
- Disclose needed conflicts
- Be sure your computer is encrypted
- Do not accept gifts for posting information unless it is possibly your form of employment
- Don’t do anything online that you wouldn’t do in person

Case Study 1:

You are working for a large indigent hospital. You have been asked by administrator of the hospital to write an article on importance of eating only organic foods. Do you write the article?


Let’s look at some fun and thought provoking case studies.
Case Study 1

- Writing an article on organic foods for indigent hospital?
- Is this an ethics, legal or business dispute issue?
- Which part of code relates?
- Key Issues
- What is a procedural way to handle the issue?

Case Study 2

- You are serving on the FCP EC. Your employer has agreed to pay for your time when you are at the board meeting. How does this affect what you have to disclose vs. conflict of interest?


Case Study Question

- Affiliate Board do you need to disclose
- Is this an ethics, legal or business dispute issue?
- Which part of code relates?
- Key Issues
- What is a procedural way to handle the issue?
Case Study 3

A new vendor wants your business. He offers to give your dietitians and head chef several nice lobsters to try to see if they could be used in the cafeteria. Do you accept them?

Case Study 3

Take lobster from vendor to give to RD and chef to sample for future use in cafeteria.

- Is this an ethics, legal or business dispute issue?
- Which part of code relates?
- Key Issues
- What is a procedural way to handle the issue?

Case Study 3

A registered dietitian (RD) is reading blogs posted by colleagues in dietetics. He finds nutrition misinformation written by an RD; her posting is not in agreement with current scientific evidence. He is familiar with the topic because he consults for a food company that relies on the information to support their brand messages. He knows that the RD is incorrect and perpetuating myths, but he worries that it could also be considered a conflict of interest for him to correct the RD on the site.
Case Study 4

Nutrition blogger with possible incorrect information. RD may have a business bias or conflict?

- Is this an ethics or business dispute issue?
- Which part of code relates?
- Key Issues
- What is a procedural way to handle the issue?

Case Study 5

After interviewing a potential RDN for a position, you discover she has lied on her application about a misdemeanor conviction she had eight years ago?

- Is this an ethics or business dispute issue?
- Which part of code relates?
- Key Issues
- What is a procedural way to handle the issue?

RD lied on her application about a misdemeanor eight years ago.

- Is this an ethics or business dispute issue?
- Which part of code relates?
- Key Issues
- What is a procedural way to handle the issue?
Case Study #6

An RDN on your staff is on Facebook and comes across a posting from an intern that is currently working in a clinical setting. The intern includes information about a patient and what the physician had said to her at the facility without using names.

- Is this an ethics or business dispute issue?
- Which part of code relates?
- Key Issues
- What is a procedural way to handle the issue?

Case Study 6

Case Study #7

- A group of RDs/DTRs, who are friends and co-workers have decided it will be easier (and less expensive) to meet CPE requirements if as a group, they decide on a plan with minor variations for each person to submit as their own.
- Further, the attendance at the CPE events will be split among the group with designated members taking responsibility for attending, taking notes, taping speakers and duplicating any handouts, and CPE proof.
Case Study 7

Group of RDN's sharing continuing education activities and portfolio.

- Is this an ethics or business dispute issue?
- Which part of code relates?
- Key Issues
- What is a procedural way to handle the issue?

Case Study 8

A Didactic Program in Dietetics (DPD) student, who is a student member of Academy, is in a computer lab at the university taking an online examination for one of his courses. The course syllabus specifically states that the exam is to be taken without the use of the textbook or class notes. One of the student's classmates observes the student referring to the text and class notes while completing the online exam. What should be done in this situation?

Case Study 8

Student taking an online exam using texts.

- Is this an ethics or business dispute issue?
- Which part of code relates?
- Key Issues
- What is a procedural way to handle the issue?
If in a quandary, remember to ask yourself, “Is this something my gut is comfortable with?”

Thank You!
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