

**AMERICAN ACADEMY OF FERTILITYCARE PROFESSIONALS**

**CODE OF ETHICS**

**Principles and Standards of Professional Conduct**

**for the**

**FertilityCare Provider**

The Code of Ethics of the American Academy of Natural Family Planning was officially adopted June 22, 1983 by the Board of Incorporators of the AANFP present:

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from John L. May  
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May 19, 1989

In 2001, the American Academy of Natural Family Planning became the American Academy of FertilityCare Professionals, and the Code of Ethics was revised accordingly.

Printed with Ecclesiastical Approbation  
Justin Rigali  
Archbishop of St. Louis  
June 18, 2003

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A member of the American Academy of FertilityCare Professionals, hereafter known as the Academy, accepts this Code of Ethics as the basis for the practice of the profession. Individually and collectively, the members of the Academy are responsible for promoting and maintaining the highest ethical moral standards.

Providers who fail to comply with the Principles and Standards listed within shall be denied membership in the Academy. There shall always be Standards of Professional Conduct to assist in the interpretation of the Code of Ethics.

Although the Principles will never change, the Standards of Professional Conduct shall be monitored and, if necessary, revised by the Academy's Ethics Committee, subject to the approval of the Board of Directors. Members who are thought to violate the Code of Ethics shall be reported for consideration of change in membership status to the Board of Directors in accordance with due process as established in the Academy Bylaws.

## **PRINCIPLES OF THE CODE OF ETHICS**

### **PRINCIPLE 1**

- 1.0 THE FERTILITYCARE PROFESSIONAL SHALL RESPECT THE DIGNITY AND WELFARE OF EACH INDIVIDUAL WITH WHOM HE/SHE IS ASSOCIATED IN THE PRACTICE OF THE PROFESSION.

### **PRINCIPLE 2**

- 2.0 THE FERTILITYCARE PROFESSIONAL SHALL DISPLAY A RESPECT FOR THE VALUE AND DIGNITY OF HUMAN LIFE FROM FERTILIZATION (CONCEPTION) THROUGH NATURAL DEATH.

### **PRINCIPLE 3**

- 3.0 THE FERTILITYCARE PROFESSIONAL SHALL COMPLY WITH ACADEMY POLICIES GOVERNING THE PRACTICE OF NATURAL FAMILY PLANNING, THE CREIGHTON MODEL FERTILITYCARE SYSTEM, AND NAPROTECHNOLOGY.

### **PRINCIPLE 4**

- 4.0 THE FERTILITYCARE PROFESSIONAL SHALL ACCEPT RESPONSIBILITY FOR THE EXERCISE OF PROFESSIONAL JUDGEMENT.

### **PRINCIPLE 5**

- 5.0 THE FERTILITYCARE PROFESSIONAL'S PRACTICE AND ADHERENCE TO THE ETHICAL PRINCIPLES OF THE ACADEMY SHALL TAKE PREFERENCE OVER CONFLICTING EMPLOYMENT OR BUSINESS PRACTICE.

### **PRINCIPLE 6**

- 6.0 THE FERTILITYCARE PROFESSIONAL MAY SEEK REASONABLE, DESERVED, AND FISCALLY SOUND RENUMERATION FOR SERVICES.

### **PRINCIPLE 7**

- 7.0 THE FERTILITYCARE PROFESSIONAL SHALL PROVIDE ACCUATE INFORMATION TO THE CONSUMER ABOUT THE PROFESSION AND THE SERVICES OFFERED.

### **PRINCIPLE 8**

- 8.0 THE FERTILITYCARE PROFESSIONAL'S CONDUCT IN ALL AFFAIRS SHALL BE SUCH AS TO AVOID DISCREDIT TO THE ACADEMY AND THE PROFESSION.

### **PRINCIPLE 9**

- 9.0 THE FERTILITYCARE PROFESSIONAL SHALL GIVE LOYALTY AND SUPPORT TO THE ACADEMY IN ITS EFFORTS TO ACIEVE ITS PURPOSES.

**PRINCIPLES AND STANDARDS OF PROFESSIONAL CONDUCT  
FOR THE  
FERTILITYCARE PROVIDER**

**PRINCIPLE 1**

- 1.0 THE FERTILITYCARE PROFESSIONAL SHALL RESPECT THE DIGNITY AND WELFARE OF EACH INDIVIDUAL WITH WHOM HE/SHE IS ASSOCIATED IN THE PRACTICE OF THE PROFESSION.
- 1.1 Concern for the dignity and welfare of the client.
- 1.1.1 The FertilityCare professional shall recognize that each individual is unique and that this uniqueness shall be accepted in a manner that is consistent with the Code of Ethics of the Academy.
  - 1.1.2 The FertilityCare professional has the right to refuse service to an individual based on irreconcilable conflicts with regard to moral issues.
  - 1.1.3 The FertilityCare professional, while rejecting certain actions or behavior, shall accept the individual and encourage the educational process to nurture personal growth and development.
  - 1.1.4 The FertilityCare professionals shall strive for the highest standards in teaching skills and continuing education to the benefit of the client.
  - 1.1.5 The FertilityCare professional, to be in the best possible position to support couples in the use of the Creighton Model FertilityCare System, shall be personally using the Creighton Model FertilityCare System, or, if unable to do so (e.g. celibate, menopausal), the provider shall be a philosophical acceptor of the Creighton Model FertilityCare System.

**PRINCIPLE 2**

- 2.0 THE FERTILITYCARE PROFESSIONAL SHALL DISPLAY A RESPECT FOR THE VALUE AND DIGNITY OF HUMAN LIFE FROM FERTILIZATION (CONCEPTION) THROUGH NATURAL DEATH.
- 2.1 Respect for the dignity of each human life, born or unborn.
- 2.1.1 The FertilityCare professional shall give support and encouragement to each couple who achieves a pregnancy.
- 2.2 Awareness and appreciation of fertility
- 2.2.1 The FertilityCare professional shall respect and support each individual who wishes to learn about his or her personal fertility.
  - 2.2.2 The FertilityCare professional shall respect and promote the ideal of each couple living in harmony and appreciation of their combined fertility.
  - 2.2.3 The FertilityCare professional shall respect the value and dignity of the unitive and procreative aspects of the marital coital union and reject any action(s) contrary to this.
  - 2.2.4 The FertilityCare professional shall reject the use of contraception, contraceptive sterilization, artificial

insemination, in vitro fertilization, abortion, and abortifacients.

2.2.5 The FertilityCare professional shall discourage the use of contraceptives and abortifacients in combination with knowledge of fertility and infertility, and shall recognize that such practice is not natural family planning.

2.2.6 The FertilityCare professional shall not promote, advise, condone, or refer for use of contraception, contraceptive sterilization, artificial insemination, in vitro fertilization, abortion, or abortifacients.

### **PRINCIPLE 3**

3.0 THE FERTILITYCARE PROFESSIONAL SHALL COMPLY WITH ACADEMY POLICIES GOVERNING THE PRACTICE OF NATURAL FAMILY PLANNING, THE CREIGHTON MODEL FERTILITYCARE™ SYSTEM, AND NAPROTECHNOLOGY®.

3.1 Professional practice.

3.1.1 The FertilityCare professional who is not a physician shall not diagnose a client's condition, but shall be professionally responsible for providing any information (with permission from the client) that will assist in the diagnosis.

3.2 Respect of confidential information

3.2.1 The FertilityCare professional shall recognize all provider-client communication as privileged and confidential.

3.2.1.1 Information regarding the client's case shall be given only with consent from the client.

3.2.1.2 Records of the client shall only be released with written consent of the client.

3.2.1.3 Information regarding the client's case which is used for peer review or as part of an accredited Creighton Model FertilityCare System education program may be used without written permission. All such information shall be held strictly confidential.

3.2.1.4 Information regarding the client's case obtained for presentation and discussion at professional meetings shall be held confidential within the group unless written permission to publicize is obtained. Client's names will not be included with such information.

3.3 Member responsibility

3.3.1 The FertilityCare professional shall accept the responsibility for reporting alleged incompetence and/or unethical conduct of any member or candidate for membership in the Academy to the Board of directors of the Academy.

3.3.2 Failure to report alleged incompetence and/or unethical conduct is a violation of the ethical standards of the Academy.

## **PRINCIPLE 4**

### **4.0 THE FERTILITYCARE PROFESSIONAL SHALL ACCEPT RESPONSIBILITY FOR THE EXERCISE OF PROFESSIONAL JUDGEMENT.**

#### **4.1 Accepting responsibility**

4.1.1 The FertilityCare professional, upon beginning to teach a couple, shall assume responsibility for planning the couple's program of education, as well as implementing, supervising, evaluating, and adapting that program, so that competent case management shall be accomplished and adequate records shall be maintained.

4.1.2 When a FertilityCare professional does not possess the skill to teach a couple the Creighton Model FertilityCare System, the provider is obligated to assist in identifying a professional person qualified to provide the service.

#### **4.2 Delegating responsibility**

4.2.1 The FertilityCare professional shall not delegate responsibility for teaching a couple the Creighton Model FertilityCare System™ to a person who does not possess the qualifications for such teaching.

#### **4.3 Referral to other providers**

4.3.1 When a client requests referral to another FertilityCare professional, referral shall be made to a FertilityCare professional with the qualifications necessary to manage the case.

#### **4.4 Referral to other professionals**

4.4.1 It is the responsibility of the FertilityCare professional to inform the couple when it is thought that a situation outside of the provider's professional competence.

4.4.2 Transfer of client records to another FertilityCare professional or other professional with whom a client seeks consultation shall be made only with written consent of the client.

## **PRINCIPLE 5**

### **5.0 THE FERTILITYCARE PROFESSIONAL'S PRACTICE AND ADHERENCE TO THE ETHICAL PRINCIPLES OF THE ACADEMY SHALL TAKE PREFERENCE OVER CONFLICTING EMPLOYMENT OR BUSINESS PRACTICE.**

#### **5.1 Observation of ethical principles of the Academy, regardless of employment status.**

5.1.1 The uniting into business, partnership, corporation, or other form of organization does not exempt the individual FertilityCare professional, whether employer or partner, either individually or collectively, from obligation of promoting, maintaining, and adhering to ethical standards of practice.

5.1.2 As an employer or partner, the FertilityCare professional shall not permit any employee to engage in any activity which is contrary to the Academy's Code of Ethics.

5.1.3 The FertilityCare professional who is an employee is obligated to

advise the employer(s) of any practice of the employer(s) which causes the provider to be in conflict with the ethical principles of the Academy.

5.1.4 The FertilityCare professional who is an employee shall also attempt to rectify those aspects of employment which are in conflict with the ethical principles of the Academy.

5.1.5 A FertilityCare professional who is an employee shall neither agree, not be obliged to perform any action which is contrary to the Academy's Code of Ethics.

## **PRINCIPLE 6**

6.0 THE FERTILITYCARE PROFESSIONAL MAY SEEK REASONABLE, DESERVED, AND FISCALLY SOUND RENUMERATION FOR SERVICES.

### 6.1 Financial Considerations

6.1.1 The judgment of what constitutes reasonable, deserved, and fiscally sound remuneration for services shall take into account the professional training of the FertilityCare professional and the necessity of receiving a just income in accord with the amount of services rendered.

6.1.2 The FertilityCare professional shall not place financial interest above the welfare of the client.

## **PRINCIPLE 7**

7.0 THE FERTILITYCARE PROFESSIONAL SHALL PROVIDE ACCURATE INFORMATION TO THE CONSUMER ABOUT THE PROFESSION AND THE SERVICES OFFERED.

### 7.1 Information about the profession

7.1.1 The FertilityCare professional shall endeavor to educate the public to an awareness of natural family planning, the Creighton Model FertilityCare System™, NaProTechnology®, and their benefits.

7.1.2 Preparation of professional articles for medical and nonmedical publications and participation on seminars, lectures, and civic programs shall be motivated by a desire to educate the public to an awareness of natural family planning and the Creighton Model FertilityCare System™, NaProTechnology®, and their benefits, and the services offered.

7.1.3 The FertilityCare professional shall avoid giving the impression that general information is adequate in learning the Creighton Model FertilityCare System™. Clients cannot be taught adequately without individualized education, evaluation, and management.

7.1.4 All public statements and publications shall reflect the ethical code upheld by the Academy.

### 7.2 Information about services offered

7.2.1 The FertilityCare professional shall not use or participate in the use of any form of communication containing a false, fraudulent, misleading, deceptive, self-laudatory, or unfair statement or claim.

7.2.2 The FertilityCare professional may provide the consumer, through

printed material or radio or television broadcast, the following information.

- 7.2.2.1 Accurate information about natural family planning, the Creighton Model FertilityCare System™, NaProTechnology®, and the services offered.
- 7.2.2.2 Name, including name of firm and names of professional associates, addresses, and telephone numbers.
- 7.2.2.3 Dates and places of certification.
- 7.2.2.4 Schools attended, with dates of graduation, degrees, scholastic distinctions and source of training.
  - 7.2.2.4.1 It shall be unethical for a member who has not been awarded a legitimately conferred degree or certificate to use the abbreviation or title thereof.
  - 7.2.2.4.2 Members are advised, however, that in accordance with the existing laws of some states, the use of the title “doctor” or any abbreviation thereof in the conduct of any health profession by anyone other than a licensed physician may constitute a fraudulent act unless the specific professional title is also included.
- 7.2.2.5 Memberships, offices and committee assignments in natural family planning or other allied health associations;
- 7.2.2.6 Memberships, offices and committee assignments in the Academy;
- 7.2.2.7 Foreign Language ability (personal or available in office);
- 7.2.2.8 Whether credit cards or other credit arrangements are accepted;
- 7.2.2.9 Office and telephone answering service hours;
- 7.2.2.10 Charges for routine FertilityCare service:
  - 7.2.2.10.1 If the FertilityCare professional advertises a fee for service, the service must be rendered for no more than the fee advertised.
- 7.2.3 The FertilityCare professional shall not compensate or give anything of value to a representative of any communication media in anticipation of, or in return for, professional publicity in a news item. A paid advertisement must be identified as such unless it is apparent from the context that it is a paid advertisement.
- 7.2.4 The FertilityCare professional shall not compensate or give anything of value to a third party for the purposes of client referral except the payment for public communications otherwise permitted by this principle.

## **PRINCIPLE 8**

8.0 THE FERTILITYCARE PROFESSIONAL’S CONDUCT IN ALL AFFAIRS SHALL BE SUCH AS TO AVOID DISCREDIT TO THE ACADEMY AND THE PROFESSION.

8.1 Personal conduct

8.1.1 The FertilityCare professional shall be constantly aware that the



natural family planning profession is judged partly by the social and business conduct of its members. Members shall not cause scandal, but shall conduct themselves in a manner befitting their professional status.

## **PRINCIPLE 9**

### **9.0 THE FERTILITYCARE PROFESSIONAL SHALL GIVE LOYALTY AND SUPPORT TO THE ACADEMY IN ITS EFFORTS TO ACHIEVE ITS PURPOSES.**

#### **9.1 Academy relationships.**

- 9.1.1 Support and loyalty to the Academy imply an obligation to cooperate with official representatives of the Academy, to reply promptly to official requests, and to furnish accurate information.
- 9.1.2 Only those persons designated by the Board of Directors can speak on behalf of the Academy.
- 9.1.3 The Academy logo is a registered trademark and the property of the Academy. It can be used only as designated and approved by the Academy. Any display of the logo in advertisement of services or endorsement of equipment is prohibited unless specific permission is obtained for such use from the Board of Directors.

#### **9.2 Membership in other organizations**

- 9.2.1 Membership in any organization or group shall not place the FertilityCare professional in a position where that profession shall violate the ethical standards of the Academy.

#### **9.3 Profession or occupation other than FertilityCare professional**

- 9.3.1 Conduct in a profession or occupation other than FertilityCare professional shall not place the FertilityCare professional in a position where the provider shall violate ethical standards of the Academy.