

# Maternity Ward Code of Conduct

As a Bounty colleague, you are in the privileged position of visiting maternity wards to distribute our much-valued Newborn packs and take beautiful portraits of newborn babies.

Following the guidance set out in this Code of Conduct gives you the reassurance that you are providing a safe and compassionate Bounty service to a high standard - in line with our STRIPE behaviour values that everyone at Bounty is expected to demonstrate:

Supportive Trusted Respectful Innovative Passionate Empathetic

## 1 IDENTIFICATION & COURTESY

RESPECTFUL

You must always wear your Bounty uniform and name badge at all times.

Every day, upon arrival, you must introduce yourself to the maternity ward reception, and ask which parents you may approach. This is to ensure that clinically vulnerable parents are not disturbed.

You are a privileged visitor on the ward, representing the public face of Bounty, and you must always respect the maternity ward professionals that you work alongside.

Clinical needs ALWAYS take priority over the services Bounty offers – so regardless of where you are in your bedside process, you must always pause proceedings if healthcare professionals need access to their patients.

## 2 HYGIENE/CROSS INFECTION

TRUSTED

As you would expect, and even before Covid-19, we scrupulously adhered to the highest hygiene and safety standards.

Established maternity ward protocols include sanitising your hands on entering the ward and also in-between visiting each parent. NHS “bare below the elbow” rules also apply, as well as cleaning and sanitising equipment before and after each use. Full details can be found in our Uniform Policy and Working Safely in a Hospital Environment during Covid-19 guidelines.

## 3 YOUR CHOICE TO SEE BOUNTY

EMPATHETIC

To ensure that all parents have the option to choose whether or not to receive our services, you will first distribute “YOUR CHOICE” cards to every bed on the ward.

Parents can choose which side of the Your Choice card to display, to indicate whether they want you to return with a free Newborn pack and/or a no-obligation portrait session.

## 4 INCLUSIVE

RESPECTFUL

When a parent does not speak English, YOUR CHOICE cards make it simple for our services to be offered to all.

## 5 PRIVACY & DIGNITY

EMPATHETIC

You must respectfully uphold the privacy, dignity and personal space of all the parents that you meet.

Before entering, you will always respectfully knock on doors/tap curtains to announce your arrival. If the curtains are drawn, you must never draw them back or peep around the curtain uninvited.

## 6 SLEEPING AND FEEDING

SUPPORTIVE

New parents need their rest, so you will NEVER wake a sleeping parent.

Likewise, you do not interrupt parents who are eating a meal or feeding their baby, always offering to return at a later time.

## 7 PERSONAL CONDUCT

EMPATHETIC

You will always show warmth and compassion. You must never pass comment or opinion, as it could be misinterpreted by parents or mistaken for advice.

You will respectfully observe that providing guidance to new parents is the specialist role of the dedicated health professionals.

## 8 BABY FRIENDLY INITIATIVE (BFI) COMPLIANCE

TRUSTED

You cannot offer advice relating to breast or formula feeding. You will always refer families to healthcare professionals for advice and support. Bounty fully supports BFI standards.

## 9 TECHNICAL EASE & MODERNISATION

INNOVATIVE

You will embrace our digital technology to make it easy for parents to confirm that they have received their free Bounty Newborn pack.

Using their mobile phones, parents can simply enter their email address on our web app as verification for having received a pack.

## 10 BOUNTY PHOTO

PASSIONATE

You will be passionate and proud about delighting parents with high quality newborn photos.

Our no-obligation portrait session gives ALL parents who choose to have their baby photographed a choice of free gift and option to purchase photo packages.

You promise that our passion will NEVER be mistaken for pressure, and you will never rush parents to make decisions.

You will give parents time and space to make up their minds, which includes allowing them to wait until they get home before making a purchase decision.

You will always respect their choices, and as such, any pressurised sales will not be tolerated.

## 11 CONTACT WITH THE BABY

RESPECTFUL

You are in the privileged position of being one of baby's first ever visitors, so if you are invited by parents to take photographs, you will always seek their permission before moving or re-positioning their precious baby.