

Bounty Staff Code of Conduct

We are proud of our employees and we are committed to ensuring that every mum we meet experiences an excellent bedside service.

Bounty services are offered on the basis of choice. This 10-point Code ensures that ALL Bounty staff respect mums' freedom to choose and that privacy and dignity is respected at all times.

- 1 IDENTIFICATION & COURTESY** – Staff always wear Bounty branded blouse uniform and clearly visible name badge at all times. They must introduce themselves each day at the maternity ward reception, and ask the ward staff to confirm which mums they can or cannot visit.
- 2 HYGIENE/CROSS INFECTION** – All staff must use hospital provided hand sanitizer and/or wash hands between visiting each mum. Staff must not wear jewellery and hair longer than shoulder-length must be tied back and clothing kept above the elbow.
- 3 SLEEPING AND FEEDING** – Staff will not interrupt mums who are sleeping or eating. They will also not interrupt mums when they are feeding their baby or in skin-to-skin contact with them.
- 4 PERSONAL CONDUCT** – Staff will display warmth and compassion at all times and never pass comment or opinion that could be misinterpreted by parents.
- 5 UNICEF BABY FRIENDLY INITIATIVE (BFI) COMPLIANCE** – Staff will not volunteer advice relating to breast or formula feeding. We will always refer mum to ward staff to provide advice. Bounty fully supports BFI requirements.
- 6 PRIVACY & DIGNITY** – Staff must respect mums' personal space at the bedside, as well as the personal space of her partner and family. If the curtains are drawn, staff must never draw them back or peep around the curtain uninvited. They should first inform mum of their presence through the curtain and offer to come back later if mum would prefer.
- 7 JOINING BOUNTY & PERMISSION TO CONTACT** – In addition to giving all mums a free Bounty Newborn pack, staff ask mum if she also wishes to join Bounty (if she hasn't already) and check if she would like to give her permission to be contacted in future by Bounty and its carefully selected partners.

IMPORTANT – Choosing to become a Bounty Club member and giving permission to be contacted is NOT a condition for receiving the Bounty pack. Staff should never give the impression that mum must become a Bounty member in order to receive a pack. Staff should make clear that they only need mum's name and address only to record that a pack has been given.

- 8 CHILD BENEFIT FORM** – The provision of the HMRC Child Benefit form in Bounty Newborn packs allows parents to apply for Child Benefit as soon as their child is born. Staff should make clear that there is no requirement for mums to join Bounty in order to receive the free Bounty pack or the Child Benefit form. Should a mum decline to receive a Bounty pack, Bounty staff will offer to leave a separate Child Benefit form with her for her convenience, or direct her to its location online.

- 9 BOUNTY PHOTO** – In some hospitals our staff also offer mums the opportunity to have a professional newborn photo session. They must take pride in offering the highest quality portraits. Any mum who chooses to have her baby photographed can receive a free photo gift and the option to purchase photo packages. **IMPORTANT** - Mums are under no obligation to take up the service. Staff must make this fact clear, and also offer mums the option to wait until they get home before they make a purchase.

- 10 CONTACT WITH THE BABY** – Is only necessary where hospitals permit Bounty Photo services. Photographers must **ALWAYS** follow hospital policy and always seek permission from mum before positioning her baby to be photographed.

IMPORTANT

Employment at Bounty is dependent on adherence to this Code of Conduct at all times.

Complaints about staff are taken very seriously and will be fully investigated by HR with managers and any individuals concerned.

In the spirit of openness, any member of staff who believes they may have inadvertently breached this Code is encouraged to self-report directly to their manager as soon as possible.