



Dru Professional Network

Professional Code of Conduct

DRU AYURVEDA HEALTH COACH

Effective from: 1 December 2021

Replaces all previous documents relating to professional conduct

Abbreviations used in this document

CPD	Continuous Professional Development
DAHCD	Dru Ayurveda Health Coach Diploma
DPN	Dru Professional Network
DPN(AHC)	Member of the DPN who a graduate of the DAHCD
Dru Ayurveda	The type of Ayurveda taught by Dru (UK)
Dru (UK)	The company Dru UK Ltd

Introduction

Dru (UK) asserts its intellectual right as the creator and provider of the Dru Ayurveda Health Coach Diploma course (DAHCD).

The Dru Professional Network (DPN) is the professional body for fully qualified teachers and student teachers of Dru Yoga and for fully qualified teachers of Dru Meditation.

This Professional Code of Conduct applies to Dru Ayurveda Health Coaches. For Dru Yoga and Dru Meditation teachers, and Dru Yoga Student Teachers, please see their individual Codes of Professional Conduct.

Successful graduates of the DAHCD who pass their final assessment and join the DPN may describe themselves as a 'Registered Dru Ayurveda Health Coach' referred to in this Professional Code of Conduct as a 'Dru Ayurveda Health Coach'.

As a result, only graduates of the diploma course who are registered with the DPN may call themselves a Dru Ayurveda Health Coach. Graduates of other schools may exceptionally be

recognised and permitted to join the Dru Professional Network, at the discretion of the Course Director.

Dru Ayurveda health coaches are eligible to receive the benefits and support that membership of the DPN brings. They may use the abbreviation DPN (A) after their name to denote DPN membership.

The conduct of a Dru Ayurveda health coach may affect not only an individual student, but also the reputation or standing of the profession. It is therefore important that Dru Ayurveda health coaches uphold the following standards of ethical and professional conduct.

Dru Ayurveda health coaches must work within the legal framework of their country of residence. This code does not address in detail the range of general obligations that apply to practitioners such as those under privacy, child protection and anti-discrimination legislation. Dru Ayurveda health coaches should ensure that they are aware of their obligations under the general law and other legislation and act in accordance with them.

1. Scope of practice

Dru Ayurveda health coaches may carry out Ayurvedic health consultations to the extent that they have established and maintained their ability to work safely and competently and hold appropriate professional liability insurance cover for that practice.

The Dru Ayurveda Health Coach Diploma qualifies Dru Ayurveda health coaches to practise as coaches but does not qualify them to train others in Dru Ayurveda, other than in the course of their professional consultations.

Dru Ayurveda health coaches may teach seminars on Dru Ayurveda. However, they must clearly state that any seminars are organised and taught by them as an individual, rather than by Dru (UK).

2. Continuing professional development (CPD) training

To remain a member of the DPN, it is a requirement that full members update their skills by completing post graduate study to a minimum of 30 points over two years. A minimum of 16 points should come from Dru Ayurveda training, and the remainder may be made up from documented personal study and other relevant courses

In the event of extenuating circumstances or valid reasons for not completing CPD training, please contact DPN Member Services.

3. Professional indemnity insurance

It is the responsibility of individual Dru Ayurveda health coaches to arrange professional indemnity insurance. Where possible the DPN will endeavour to arrange competitive pricing

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deals with different insurance providers for its members. The DPN will not accept liability for any claims or losses arising from any of the Dru Ayurveda activities of any of its members.

4. Duty of care

Duty of care is enforceable in the civil courts in actions of negligence. Dru Ayurveda health coaches have a duty to act with reasonable skill, care and competence. Dru Ayurveda health coaches also have a responsibility to take all reasonable steps to ensure the safety and wellbeing of their clients. Any active negligence may result in termination of membership (see sections 14 – 17 of this document). Neither Dru (UK) nor the DPN and its Governing Board will accept or assume any liability resulting from an act of negligence by DPN members.

5. Confidentiality

Dru Ayurveda health coaches shall abide by professional standards of confidentiality with respect to information shared with them by their students, and they shall abide by the Data Protection Act of 2018 (GDPR) and any other relevant or subsequent data privacy legislation.

6. Equality and diversity

The DPN is committed to the promotion of equality and diversity and requires all Dru Ayurveda health coaches to consult with clients without prejudice regardless of the client's age, disability, marital status, race, colour, ethnicity, nationality, religion or belief, gender, gender identity, transgender, sexual orientation or socio economic status.

7. Differentiation and disability

Dru Ayurveda health coaches are trained to plan for differentiation in their practice and are expected to provide in consultations to clients with a diverse range of abilities. Dru Ayurveda health coaches are required to make a provision for clients with disabilities in accordance with the Equality Act 2010 and make reasonable adjustments where necessary.

8. Professional boundaries

Professional boundaries are integral to a good practitioner-client relationship. These boundaries refer to the clear separation that should exist between professional conduct and a health coach's personal views and feelings that are not relevant to the practitioner-client relationship.

Professional boundaries promote good consulting practice and protect both parties. Good practice involves:

- a) maintaining professional boundaries and objectivity with clients
- b) never using a professional position to establish or pursue a sexual, exploitative or inappropriate relationship with a client
- c) avoiding the expression of personal beliefs to clients in ways that exploit their vulnerability or is likely to cause them distress

9. Personal and professional standards

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Dru Ayurveda health coaches always adhere to personal and professional standards of conduct, which reflect credit on Dru Ayurveda, the DPN, and Dru (UK). Dru Ayurveda health coaches act in a manner that maintains the standard of the profession by:

- a) using only titles that correctly describe their professional status
- b) applying fair, honest, and reasonable business principles and not bringing discredit to the profession by fraud, forgery, theft or dishonesty
- c) acting in the best interest of clients when consulting, making referrals, or arranging other care
- d) diagnosing medically only if qualified to do so
- e) informing clients when introducing non-Dru Ayurveda practices or techniques
- f) refraining from engaging in or attempting to engage in consultations whilst under the influence of alcohol or drugs, or affected by serious illness
- g) not denigrating professional colleagues
- h) respecting the policies, skills, practices and responsibilities of other professions, institutions and organisations that constitute their working environment
- i) maintaining clear and accurate records of consultations and treatment regimes

10. Content and nature of a Dru Ayurveda Health Coach consultation

A Dru Ayurveda Health Coach consultation employs the techniques of:

- interview-style questioning to obtain an understanding of the client's full health history and presenting health issues
- review of the client's typical daily diet and lifestyle patterns
- visual examination of hair, skin, nails, etc. and general physical presentation
- ayurvedic tongue diagnosis and
- ayurvedic pulse diagnosis.

These techniques enable the health coach to draw conclusions about the client's Ayurvedic constitution, determine what might be out of balance and provide input to a treatment plan to address any perceived imbalances.

A typical treatment plan may include:

- dietary advice
- proposed yoga practices
- lifestyle recommendations
- recommendations for manual therapies and treatments from qualified practitioners
- recommendations for Ayurvedic herbs and supplements

Unless the health coach holds suitable qualifications, she or he shall not provide or offer to provide manual therapies or treatments.

The Dru Ayurveda Health Coach Diploma course does not qualify health coaches to administer Ayurvedic treatments.

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11. Advertising and media publicity

Dru Ayurveda health coaches shall ensure that advertising in respect of their professional activities is accurate and conforms to The British Code of Advertising, Sales Promotion and Direct Marketing, which can be viewed on www.asa.org.uk.

12. Use of the term Dru Ayurveda

Dru Ayurveda health coaches have permission to use the term Dru Ayurveda to describe and promote any part of their Dru Ayurveda practice and personal consultations. These full members may use the term Dru Ayurveda in their company names, website names and email addresses for as long as they are full members of the DPN. If these full members use the term Dru Ayurveda as stated above, they must use a logo approved for that purpose and no other Dru logos.

Any person who is not a member of the DPN (graduating from the (DAHCD or with discretionary permission from the Course Director) needs written permission from Dru (UK) to use the trade-marked term Dru Ayurveda. This applies to logos, company names, websites, email addresses and other marketing material.

Any person wishing to produce a saleable product (eg book, CD, DVD, online resource etc) using the term Dru Ayurveda must have written permission from Dru (UK).

Full members wishing to produce free online resources using the term Dru Ayurveda must include:

- a) a statement, either verbally or in writing, that additional resources and information about Dru Ayurveda can be found at druyoga.com.
- b) a statement, either verbally or in writing, that the online content being presented is their interpretation of a Dru Ayurveda practice

Any use of the term Dru Ayurveda must not create the impression of representing the Dru Professional Network, Dru (UK), Dru (UK) trainers or Dru (UK) events.

13. Websites

Full members of the DPN are encouraged to create professional websites with their own photographs to promote their Ayurvedic Health Coaching business. They may use text from publicly accessible pages within druyoga.com or druyoga.com/professional-network to describe Dru Ayurveda or associated activities, provided that an active link is established to the Dru website where the text was originally found.

Other resources may also be found on the Dru professional network webpages.

14. Governing Board

The DPN is directed by a Governing Board made up of directors of Dru (UK) and appointed senior Dru trainers.

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15. Complaint's procedure for matters pertaining to the DPN

This clause applies in the event of a complaint about the conduct of a Full Member of the DPN.

Complaints must be provided in writing to the DPN, with the sender's name and full address and telephone numbers. Thereafter, the DPN's Governing Board may, at its own discretion, discuss the complaint with any Dru Ayurveda health coaches involved.

If the Governing Board decides to terminate a Dru Yoga teacher's membership of the DPN, the teacher will be informed of the decision. The teacher may make an appeal to the Governing Board within one month requesting reinstatement of their DPN membership. Decisions about the reinstatement made by the Governing Board will be final.

16. Disclaimer

Dru (UK) is the implementing organisation of the DPN and the Dru Ayurveda Health Coach Diploma course. Neither Dru (UK) nor the DPN and its Governing Board accept or assume any liability resulting from the activities of DPN members.

17. Termination of membership

Membership of the DPN will be terminated when:

- a) membership fees are not paid
- b) the Governing Board, after a reasonable investigation, finds that a member of the DPN is in breach of any clause in this document.

Members of the DPN may end their membership by giving one month's notice. The remaining subscription, after that month, will be refunded.

When membership is terminated, members are no longer entitled to receive membership benefits.

18. Amendments

Dru (UK) reserves the right to make amendments to the structure, costs and administration of the DPN without notice. Changes affecting membership will be communicated to all members of the DPN.

Please keep one copy of this code of conduct for your records

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