
 <b>HKAAD</b> Hong Kong Academy of Accredited Dietitians 香港認可營養師學院	Professional Council	Document No.:	A-HKA-2019-006-V3
	Code of Ethics and Conduct of HKAAD Accredited Dietitians	Effective Date:	01 12 2022
		Next Review:	01 12 2025
		Page:	1 of 8

# Code of Ethics and Conduct of Accredited Dietitians of the HKAAD Accredited Dietitians

Version	Effective Date
1	29 04 2019
2	22 06 2021
3	01 12 2022


This document is only current as at the date of printing.  
Refer to HKAAD Website for current version.

Document Number	A-HKA-2019-006-V3
Custodian	Chairperson of the Professional Council
Approved by	Professional Council
Approval Date	01 12 2022

 Hong Kong Academy of Accredited Dietitians 香港認可營養師學院	Council	Document No.:	A-HKA-2019-006-V3
	Code of Ethics and Conduct of HKAAD Accredited Dietitians	Effective Date:	01 12 2022
		Next Review:	01 12 2025
		Page:	2 of 8

## Summary of Changes

	Location	Changes in version 3
1.	Appendix 1	Modified
2..	Appendix 2	Guideline for conducting educational activity

 <b>HKAAD</b> Hong Kong Academy of Accredited Dietitians 香港認可營養師學院	Professional Council	Document No.:	A-HKA-2019-006-V3
	Code of Ethics and Conduct of HKAAD Accredited Dietitians	Effective Date:	01 12 2022
		Next Review:	01 12 2025
		Page:	3 of 8

## Contents

	Page
1.0 Introduction	3
1.1 Objectives	
2.0 HKAAD Code of Ethics and Conduct	3
2.1 Accredited Dietitians must be honest and fair	
2.2 Accredited Dietitians must act with integrity	
2.3 Accredited Dietitians must practice safely and in the interest of service user	
3.0 Review	4
4.0 Management Endorsement	4
5.0 Appendix 1 Guidelines for Promotion and Advertising	5
Appendix 2 Guidelines for conducting educational activity	

 <b>HKAAD</b> Hong Kong Academy of Accredited Dietitians 香港認可營養師學院	Council	Document No.:	A-HKA-2019-006-V3
	Code of Ethics and Conduct of HKAAD Accredited Dietitians	Effective Date:	01 12 2022
		Next Review:	01 12 2025
		Page:	4 of 8

## 1.0 Introduction

Accredited Dietitians are required to comply with the HKAAD Code of Ethics. Failure to comply with the Code of Ethics will result in the Accredited Dietitian being struck off the register. Members of the public including other healthcare professionals and Accredited Dietitians may lodge a complaint about Accredited Dietitians who they consider have failed to adhere to the Code of Ethics.

### 1.1 Objectives

The Code of Ethics describes the acceptable professional behaviors of Accredited Dietitians. It provides a structure which enable Accredited Dietitians to transform his/her personal and professional values into actions. It also provides the public with assurance that Accredited Dietitians will maintain their professional competence and practice with honesty, integrity and fairness.

## 2.0 The HKAAD Code of Ethics and Conduct

The HKAAD Code of Ethics and Conduct for Accredited Dietitians encompasses the ethical principles of autonomy, non-maleficence, beneficence and justice.

### 2.1 Accredited Dietitians must be honest and fair


Accredited Dietitians must:

- 2.1.1 Provide accurate and truthful information in communicating with the public
- 2.1.2 Identify and manage conflicts of interest
- 2.1.3 Not use inaccurate or misleading ways to promote their services. (Detailed guidelines in Appendix 1)
- 2.1.4 Treat their colleagues and service users with fairness, honesty, courtesy, respect and good faith
- 2.1.5 Provide services within all laws and regulations applicable or related to the dietetic profession in Hong Kong.
- 2.1.6 Declare to HKAAD if they have been convicted of a criminal offence under the laws of Hong Kong

### 2.2 Accredited Dietitians must act with integrity

Accredited Dietitians will:

- 2.2.1 Act in the best interest of the service user
- 2.2.2 Avoid and report corruption, fraud or maladministration
- 2.2.3 Protect the health and safety of service users
- 2.2.4 Respect service users' rights, privacy and privileges
- 2.2.5 Treat individuals with courtesy and sensitivity
- 2.2.6 Respect the right of individual to make informed choices
- 2.2.7 Protect confidential information

 Hong Kong Academy of Accredited Dietitians 香港認可營養師學院	Council	Document No.:	A-HKA-2019-006-V2
	Code of Ethics and Conduct of HKAAD Accredited Dietitians	Effective Date:	22 06 2021
		Next Review:	01 04 2024
		Page:	5 of 8

- 2.2.8 Withdraw from professional practice when unable to fulfil his or her professional duties and responsibilities to service user and others; has engaged in abuse of substance which could affect his or her practice; been judged by court to be mentally incompetent or has a condition which substantially impairs his or her ability to provide effective service to others.

### 2.3 Accredited Dietitians must practice safely and in the interest of service user

Accredited Dietitians:

- 2.3.1 Practice must be founded on evidenced based principles and up to date information
- 2.3.2 Must communicate appropriately and effectively with service users, colleagues, and other professionals
- 2.3.3 Must present information without personal bias
- 2.3.4 Must recognize that difference of opinion exists
- 2.3.5 Must work within the limitations of their own knowledge and qualifications and should make referrals to other health professionals where appropriate
- 2.3.6 Must work in partnership with colleagues involved in the care, treatment or other services provided to the service user
- 2.3.7 Must assume lifelong responsibility and accountability for personal competence and practice and partake in continuing professional development
- 2.3.8 Must be alert to the occurrence of conflict of interest and make full disclosure of any real or perceived conflict of interest
- 2.3.9 Must not invite accept gifts, monetary incentives or other considerations that affect or may give an appearance of affecting his/her professional judgment
- 2.3.10 Must ensure that they are covered by professional indemnity insurance
- 2.3.11 Must keep accurate records and store them securely

### 3.0 Review

The Code of Ethics and Conduct as outlined in this document will be updated and reviewed by the Education and Training Committee, approved by the Professional Council every 3 years after taking into consideration stakeholder feedback, relevant research and evidence as well as development of the dietetics profession in Hong Kong. Updates will be disseminated to Accredited Dietitians by e-mail within 2-4 weeks and made available on the HKAAD website within 3 months of effective date.

### 4.0 Management Endorsement

This document has been approved by the Professional Council of HKAAD endorsed by the Board of Directors.

 Hong Kong Academy of Accredited Dietitians 香港認可營養師學院	Council	Document No.:	A-HKA-2019-006-V2
	Code of Ethics and Conduct of HKAAD Accredited Dietitians	Effective Date:	22 06 2021
		Next Review:	01 04 2024
		Page:	6 of 8

## Appendix 1

### Guidelines on Promotion and Advertising

HKAAD recognises and acknowledges that Accredited Dietitians must be visible and accessible to their service users to promote the nutritional health of the public through evidenced based nutrition practices. Accredited Dietitians may wish to advertise their services in order to provide information for potential service users to make informed decisions.

Promotion and advertising by Accredited Dietitians must be truthful, accurate, and verifiable and should not mislead the public. All forms of marketing and communications including blogs and social media should be guided by the fundamental principles of honesty, integrity and fairness.


Promotion and advertising by Accredited Dietitians **should not**:

1. Include/use individual patient/client testimonials or purported testimonials. Any example, case study or quote from people who have used a dietetic service that promote the dietitian providing or delivering the service are considered testimonials.
2. Guarantee, promote, or imply unjustified expectations about the results an Accredited Dietitian may achieved
3. Promote or imply that they are capable of achieving results not achievable by other Accredited Dietitians or by improper means
4. Endorse or recommend the exclusive use of a product or brand that maybe used or sold in their practice. HKAAD dietitian should offer at least one alternative (if available) to a specific product or brand. Including professional qualifications in an advertisement that also promotes the use of a therapeutic product may be interpreted as a professional endorsement.
5. Include services that do not fall within the HKAAD Scope of Practice of Accredited Dietitians or within their personal competence

Accredited Dietitians who use inaccurate or misleading ways to promote their services will be considered to have failed to comply with the HKAAD Code of Ethics Code and Conduct and will be subject to disciplinary action and possible removal from the register.

Acceptable advertising practices which protect the public and respect client's best interests include:

1. Use of public medium for advertising services such as poster, newspapers, magazines, websites, blogs, social media which do not include individual testimonials.
2. State factual, honest information that demonstrates examples of services provided and is relevant in helping the public choose dietetic service providers e.g. use of the FODMAP diet may reduce IBS symptoms
3. Use and state verifiable information which can be easily checked for accuracy and reliability. Examples include reference to aggregate results from publicly available surveys and reports; with consent, list companies using a particular Accredited Dietitian's services on website. These services should be able to be verified by individuals for example, by directly contacting the company. Should an Accredited Dietitian include scientific information in advertising, the information should be presented (a) in an accurate manner (b) use terminology understood

 Hong Kong Academy of Accredited Dietitians 香港認可營養師學院	Council	Document No.:	A-HKA-2019-006-V2
	Code of Ethics and Conduct of HKAAD Accredited Dietitians	Effective Date:	22 06 2021
		Next Review:	01 04 2024
		Page:	7 of 8

by the public (c) identify the relevant researchers, sponsors and academic publication and (d) should be from a reputable (peer reviewed) and verifiable source.

4. Use business directories to advertise
5. Accredited Dietitians should maintain a record of when and where advertisements are made and retain a copy of any advertisement for at least one year after date of publication or broadcast. Accredited Dietitians should be able to verify the information contained in any advertisement if requested by the Preliminary Investigation Committee.

## References

Dietitians Association of Australia: Professional Standards and Code of Conduct

<https://daa.asn.au/maintaining-professional-standards/professional-standards/>

Standards of Conduct Performance and Ethics

Health and Care Professions Council, UK

<https://www.hcpc-uk.org/standards/standards-of-conduct-performance-and-ethics/>

Guidelines for advertising regulated health services May 2014

Australian Health Practitioner Regulation Agency

<https://www.ahpra.gov.au/publications/advertising-resources/legislation-guidelines/advertising-guidelines.aspx>

Marketing, Sales and Conflict of Interest policy

College of Dietitians BC

<http://collegeofdietitiansofbc.org/home/documents/2018/QA/Qac-09-Marketing-Sale-COI-Oct-29-18.pdf>

Guidelines for self-employed dietitians and nutritionists


Nova Scotia Dietetic Association

[https://www.nsdassoc.ca/images/media/documents/EditedPrivate%20Practice%20Information%20Sheet NSDA May%202015%20\(1\).pdf](https://www.nsdassoc.ca/images/media/documents/EditedPrivate%20Practice%20Information%20Sheet%20NSDA%20May%202015%20(1).pdf)

Guidelines for Promotion and Advertising

College of Dietitians Alberta

<http://www.collegeofdietitians.ab.ca/wp-content/uploads/2018/11/Guidelines-for-Promotion-and-Advertising-October-2018.pdf>

 <b>HKAAD</b> Hong Kong Academy of Accredited Dietitians 香港認可營養師學院	Council	Document No.:	A-HKA-2019-006-V2
	Code of Ethics and Conduct of HKAAD Accredited Dietitians	Effective Date:	22 06 2021
		Next Review:	01 04 2024
		Page:	8 of 8

## Appendix 2

### Guidelines for conducting educational activities

Accredited dietitians provide nutrition education and will use a variety of educational activities to deliver nutrition messages and empower their service users to improve their nutritional health. Educational activities may include talks//lectures, cooking demonstration and supermarket tours. Accredited dietitians should be mindful of the need to comply with Code of Ethics and Conduct of Accredited Dietitians of the HKAAD Accredited Dietitians to protect themselves as well as their service users.

When implementing educational activities Accredited Dietitians should:

- not engage in false or misleading practices or communications
- ensure activities are based on evidence-based principles and current information
- be alert to the occurrence of a real or potential conflict of interest
- makes full disclosure of any real or perceived conflict of interest
- they do not invite, accept, or offer gifts, monetary incentives, that may give an appearance of affecting his/her professional judgment

Accredited dietitians can refer to the following checklist to avoid being seen as advertising a when conducting educational activities:

#### ***Cooking demonstrations***

When conducting a cooking demonstration, Accredited Dietitians are reminded to:

- Suggest brand alternatives when available
- Make full disclosure where ingredients/branded products are provided by a sponsor

#### ***Supermarket tours`***

When conducting supermarket tours, Accredited Dietitians are reminded to:

- Use multiple supermarkets/stores, if possible
- Demonstrate reading food label by using more than one brand of the food item where possible
- Make full disclosure when the event or part of event is sponsored

#### ***Talks/lectures***

When delivering talks/lectures, Accredited Dietitians should:

- Ensure content is evidenced based and up to date
- Avoid recommending the exclusive use of a product or brand of nutrition or dietary supplement and provide an alternative if available/applicable
- Make full disclosures where event is sponsored and be alert of any potential conflict of interest and take appropriate action when conflict arises
- Make full disclosure when the event or part of event is sponsored