

# **SPA WELLNESS ASSOCIATION KENYA – (SWAK)**



## **CODE OF CONDUCT AND ETHICS**

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# PART I – SWAK MEMBERS

## CODE OF ETHICS

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*As members of Spa Wellness Association Kenya, all members, therapists and specialists working in the spa professional hereby MUST abide by the Code of Ethics as outlined below. Adherence to the Code is a prerequisite for admission to and continued membership in the Spa Wellness Kenya Association.*

### **(A) Professionalism:**

- (i) Shall demonstrate and maintain the highest standards of professional conduct, providing services in an ethical and professional manner in relation to their clientele, business associates, fellow therapists professionals, and the general public.
- (ii) Acknowledge the inherent worth and individuality of each person by not discriminating or behaving in any prejudicial manner with clients and/or colleagues.
- (iii) Shall refrain from the use of any mind-altering drugs, alcohol, or intoxicants prior to or during professional sessions.
- (iv) Shall always dress in a professional manner, proper dress being defined as attire suitable and consistent with accepted business and professional practice.
- (v) Shall not be affiliated with or employed by any business that utilizes any form of sexual suggestiveness or explicit sexuality in its advertising or promotion of services, or in the actual practice of its services.

## **(B) Client Relationships**

- (i) Shall endeavor to serve the best interests of their clients at all times and to provide the highest quality service possible.
- (ii) Shall acknowledge the confidential nature of the professional relationship with clients and respect each client's right to privacy within the constraints of the law.
- (iii) Shall acknowledge the limitations of their skills and, when necessary, refer clients to the appropriate qualified health care professional.
- (iv) Shall in no way instigate or tolerate any kind of sexual advance while acting in the capacity of a massage therapist or esthetic practitioner.

## **(C) Scope of Practice / Appropriate Techniques**

- (i) Shall provide services within the scope of the definition of massage, body treatments, therapies and skin care, and the limits of training. And will NOT employ those massage, body treatments or skin care techniques for which they have not had adequate training and shall represent their education, training, qualifications and abilities honestly.
- (ii) Shall be conscious of the intent of the services that are being provided and shall be aware of and practice good judgment regarding the application of massage, body treatment techniques utilized.
- (iii) Shall not perform manipulations or adjustments of the human skeletal structure, diagnose, prescribe or provide any other service, procedure or therapy which requires a license to practice chiropractic, osteopathy, physical therapy, podiatry, orthopedics, psychotherapy, acupuncture, dermatology, cosmetology, or any other profession or branch of medicine unless specifically licensed to do so.

- (iv) Shall be thoroughly educated and understand the physiological effects of the specific massage, body treatments, or skin care techniques utilized in order to determine whether such application is contraindicated and/or to determine the most beneficial techniques to apply to a given individual.
- (v) Shall not apply massage, body treatment, or skin care techniques in those cases where they may be contraindicated without a written referral from the client's primary care provider.

#### **(D ) Image / Advertising Claims**

- (i) Shall strive to project a professional image of self, business or place of employment, and the profession in general.
- (ii) Shall actively participate in educating the public regarding the actual benefits of massage, body treatment, therapies and skin care.
- (iii) Shall practice honesty in advertising, promoting services ethically and in good taste, and practice and/or advertise only those techniques for which they have received adequate training and/or certification.
- (iv) Shall not make false claims regarding the potential benefits of the techniques rendered.

# PART II-SCHOOL MEMBERS

## CODE OF ETHICS

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*This a summary statement by which a massage education institution agrees to conduct itself and is a declaration of the general principles of acceptable, ethical, professional behavior.*

**School members shall:**

- (i) Behave with integrity, honesty, and competence in all professional relationships with other schools, faculty, staff, students, society and the massage therapy profession.
- (ii) Honestly represent the school and programs in all forms of communication.
- (iii) Educate students to represent themselves honestly and to provide only those services for which they are qualified to provide.
- (iv) Provide a positive focused learning environment that addresses a variety of learning styles and includes a physical space conducive to learning, including but not limited to appropriate lighting, heat/air, cleanliness, and equipment.
- (v) Conduct the program/school in a manner which respects and teaches the students boundaries and privacy on all levels, including appropriate draping, physical privacy and matters of confidentiality. Any sexual misconduct will be considered a violation of this code of ethics.
- (vi) Uphold principles and standards which value the dignity and worth of all persons regardless of age, race, ethnicity, religion, creed, sexual orientation, gender, general disability and/or health status.

# PART III-RULES OF ETHICS

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The Rules of Ethics are mandatory and direct specific standards of minimally acceptable professional conduct for all members of the association. The Rules of Ethics are enforceable for all association members, and any members who violate this Code shall be subject to disciplinary action.

- (i) Conduct all business and professional activities within their scope of practice and all applicable legal and regulatory requirements.
- (ii) Refrain from engaging in any sexual conduct or sexual activities involving their clients in the course of a massage therapy session.
- (iii) Be truthful in advertising and marketing, and refrain from misrepresenting his or her services, charges for services, credentials, training, experience, ability or results.
- (iv) Refrain from using SWAK membership, including the SWAK name, logo or other intellectual property, or the member's position, in any way that is unauthorized, improper or misleading.
- (v) Refrain from engaging in any activity which would violate confidentiality commitments and/or proprietary rights of SWAK or any other person or organization.

# PART IV - SPA CODE OF CONDUCT

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*The Code of Conduct is the spa industry's commitment to assuring clients that their spa experience will be of the utmost professionalism as it relates to communication, confidentiality, privacy and spa treatments.*

## **(A) WHY USE THE CODE OF CONDUCT**

- (i) As the spa industry grows, and more people are employed in the business of wellness, it is imperative from a risk management standpoint for there to be guidelines both for the guest and for the professional about what to expect from each other.
- (ii) The Code of Conduct is important to have as an industry-wide platform from which our guests are granted the freedom to express their expectations, voice their concerns and feel safe in the process.
- (iii) It directs the behavior of both the guest and staff in a mutually dignified and respectful manner.
- (iv) The Code of Conduct is valuable because it communicates to the spa guest that he or she is important.
- (v) It empowers spa staff to evoke the highest level of service and keenly understand the importance of clear and compassionate communication.
- (vi) For guests new to the spa, it describes spa etiquette and helps manage guests' expectations.



## **(B) HOW DOES A SPA USE THE CODE OF CONDUCT**

**Post it in visible places for spa guests such as:**

- (i) locker rooms
- (ii) elevators
- (iii) bulletin boards
- (iv) meeting rooms
- (v) Web site
- (vi) spa menus and brochures
- (vii) spa policies
- (viii) front desk

**Include it in communications such as:**

- (i) guest orientation
- (ii) group-booking process
- (iii) vendor communications
- (iv) newsletters

**The Code should also be communicated to employees and in visible places such as:**

- (i) posters in the break room or cafeteria
- (ii) orientation and training tools
- (iii) employee manual

## **( C ) YOUR RIGHTS AND RESPONSIBILITIES AS A SPA GUEST**

- (i) Although there are many spas around the world, each offering a unique experience, they are all devoted to enhancing overall well-being through a variety of professional services that encourage the renewal of mind, body and spirit.
- (ii) To enjoy your spa experience to the fullest, observe the Code of Conduct, act responsibly and be aware that common sense and personal awareness can help ensure your satisfaction, comfort and safety, as well as that of others.

## **( D ) A SPA GUEST, IT IS YOUR RESPONSIBILITY TO:**

- (i) Communicate your preferences, expectations and concerns
- (ii) Communicate complete and accurate health information and reasons for your visit
- (iii) Treat staff and other guests with courtesy and respect
- (iv) Use products, equipment and therapies as directed
- (v) Engage in efforts to preserve the environment
- (vi) Adhere to the spa's published policies and procedures.

## **( E ) AS A SPA GUEST, YOU HAVE THE RIGHT TO:**

- (i) A clean, safe and comfortable environment
- (ii) Stop a treatment at any time, for any reason
- (iii) Be treated with consideration, dignity and respect
- (iv) Confidential treatment of your disclosed health information
- (v) Trained staff who respectfully conduct treatments according to treatment protocols and the spa's policies and procedures
- (vi) Ask questions about your spa experience Information regarding staff training, licensing and certification.

## **REFERENCES:**

- (i) *International Spa Association – Best practices (ISPA)*
- (ii) *American Massage Therapy Association (AMTA)*