

Nursing and Midwifery Regulation
on
Code of Professional Conduct
(B.E. 2550)

Based on the Regulation of the Nursing and Midwifery Council on the Observance of Ethics of Nursing and Midwifery Profession B.E. 2550 (2007). Notified on June 7th B.E. 2550 (2007) and appeared on the Government Gazette, Volume 124, Part 83 e dated 11th July B.E. 2550 (2007)

The guidelines on observance of ethics of nursing and midwifery profession are as follows:

1. General Principles

1.1 “Professional practitioner” means a practitioner of nursing profession, a practitioner of midwifery profession, and a practitioner of nursing and midwifery profession.

1.2 A professional practitioner shall properly conduct (behave) himself/herself fairly and equitably in the society and respect/adhere to the nation’s laws and regulations.

1.3 A professional practitioner shall perform his/her professional practices with goodwill gesture regardless of the multicultural dimension (economic status, race or ethnicity, nationality, religion, society, or political doctrine)

1.4 A professional practitioner shall not behave or conduct in a way that may impair, harm or injure dignity of the profession.

2. Nursing and Midwifery Professional Practices Ethical Guidelines

2.1 Conduct Towards Patients or Clients

- (1) A professional practitioner must uphold professional standards as specified in the Notification of the Nursing and Midwifery Council without asking for any special gratuity other than normal service fee (s)he deserves.
- (2) A professional practitioner must not convince or persuade any client to use//receive nursing or midwifery services for his/her personal benefits.
- (3) A professional practitioner must not ask for any benefits in return due to picking up or sending a patient or client to receive nursing or midwifery services.
- (4) A professional practitioner must treat a patient or client politely and without any duress.

- (5) A professional practitioner must not deceive or mislead or client for private gain.
- (6) A professional practitioner must not perform his/her professional practice without taking into account the safety and unnecessary expenses of a patient or client.
- (7) A professional practitioner must not order/prescribe or encourage the use of drugs with secret ingredients including unidentified medical equipment.
- (8) A professional practitioner must not intentionally issue a false certificate or give/voice insincere opinion(s) on any matter related to his/her profession.
- (9) A professional practitioner must not disclose a patient's or client's information and records which(s)he has obtained in his/her professional capacity except obtaining prior consent of the patient or client, or as required by law or under a duty.
- (10) A professional practitioner must not refuse to help/assist any critically ill person upon being requested and within his/her capacity to do so.
- (11) A professional practitioner must not perform his/her practices in public or public settings except in emergency first aid or on duty for other ministries, agencies/bureaus, departments, Bangkok Metropolitan Administration (BMA), Pattaya City, provincial administrative organizations (PAOs), municipalities, local administrative organizations (LAOs) as proclaimed by the Minister in the Government Gazette or the Thai Red Cross Society.
- (12) A professional practitioner must not illegally perform or encourage anyone to illegally perform nursing and midwifery professional practices, professional practice in medical or public health, or professional practice of healing arts.

2.2 Conduct towards Professional colleagues

- (1) A professional practitioner shall recognize, honor and respect the dignity of one another.
- (2) A professional practitioner must not accuse/ defame or persecute one another.
- (3) A professional practitioner must not convince or persuade others'

patient or client to become one of his/her own.

2.3 Conduct Towards Colleagues

- (1) A professional practitioner shall recognize, honor and respect the dignity of his/her colleagues.
- (2) A Professional practitioner must not accuse/defame or persecute his/her colleagues.
- (3) A professional practitioner shall promote and support professional practice of his/her colleagues.

2.4 Research Study and Medical Experiments on Human Beings

- (1) A professional practitioner who conducts medical experiments on human being must obtain prior consent of the human subject and be ready/prepared to protect him/her from any danger/ injury that may result from the experiment.
- (2) A professional practitioner must treat a human subject in the same manner as (s)he treats a patients or clients in his/her nursing and midwifery professional practices as defined under Part 1 mutatis mutandis.
- (3) A professional practitioner must be accountable for any danger/injury or damage occurring to a human subject during the experiment provided that such injury or damage was not incurred by the subject's fault.
- (4) A professional practitioner shall be able to conduct the research only after such research project or experimentation has been approved by concerned Ethics Committee.
- (5) A professional practitioner must adhere to ethical guidelines of research study and human experimentation, and researchers' code of conduct.

3. Advertisement of Nursing and Midwifery Professional Practices

3.1 A professional practitioner must not advertise, use, hire or allow others to advertise his/her own or others' nursing and midwifery professional practices and/ or expertise in professional practice.

3.2 The advertisement as defined under 3.1 may be undertaken under the following circumstances:

- (1) Presentation of his/her work in academic journals or academic conferences;

(2) Presentation of his/her work on duty or for public interest;
(3) Presentation of his/her work or academic progress for mass education; and
(4) Official announcement of honor by academic institutions, Associations or foundations.

However, seeking private gain from professional practice of the nursing and midwifery must be refrained.

3.3 A professional practitioner may display//present only the following particular information pertaining to his/her own professional practice of nursing and midwifery in his/her workplace or office.

(1) First name, surname or family name, and affiliation which can only be classification title, academic rank, Royal Title, rank, and title.

(2) Names of academics degrees, diplomas/certificates or documents of approval or other academic qualifications obtained accurately in accordance with criteria specified by the Nursing and Midwifery Council or the accredited institution issuing such documents;

(3) The Field of his/her professional expertise in nursing and midwifery (profession); and

(4) Working hours//Office hours.

3.4 A professional practitioner may release information pertaining to nursing and midwifery professional practices only the address and location of the office, telephone number and/or the information permitted under 3.3

3.5 If/In the event that a professional practitioner who disseminates medical information or answers to medical problems through mass media identifies himself/herself as a professional practitioner,(s)he must not simultaneously in that place reveal or inform his/her privately-owned workplace in an advertising manner including the information defined under 3.4

3.6 A professional practitioner must be cautious as normal practice not to disseminate information pertaining to his/her own nursing and midwifery professional practices through mass media in a manner of advertising knowledge and competence.

Notified on this 7th day of June, B.E. 2550 (2007)