



ETHICAL CODE OF CONDUCT

SUPPORTING WORKPLACE HEALTH AND WELLNESS PRACTITIONERS, PROVIDERS AND EMPLOYERS
ETHICALLY BUILD HEALTHY, HIGH PERFORMING WORK CULTURES

By becoming a member of Wellness Works Canada, you agree to the following ethical code of conductⁱ.

Do No Harm

As an individual or organization promoting employee well-being and organizational performance, I/we resolve to do no harm to employee health and well-being, corporate integrity or employee/employer finances. I/we will endeavor to support employee well-being for our customers, their employees, and all constituents of the strategy and/or program.

Employee Benefits and Harm Avoidance

I/we will ensure that the strategy is focused on creating a healthy, high performing sustainable culture through daily practices, policy and more rather than through programs alone.

I/we will recommend doing initiatives with/for employees rather than to them and will focus on promoting well-being.

Employees will not be singled out, fined, or embarrassed for their health status. Rather, our well-being strategy will aim to provide an inclusive atmosphere and respect employee diversity.

Respect for Corporate Integrity and Employee Data Privacy and Security

I/we will not share employee-identifiable data with employers without employee permission and we will adhere to applicable PIPA regulations and any other applicable provincial/territorial or federal laws, as well as adopt industry leading practices to protect employee health data.

Commitment to Valid Outcomes Measurement

Any contractual language and outcomes reporting will be transparent and plausible. All research limitations (e.g., “participants vs. non-participants” or the “natural flow of risk” or ignoring dropouts) and methodology will be fully disclosed, sourced, and readily available. Outcomes and/or contractual language need not be validated by the Validation Institute but if not, the program should describe why not (e.g., cost, small sample size).

ⁱ This ethical code of conduct has been adapted from <https://www.ethicalwellness.org/thecode>