

CCMPE501: PROFESSIONAL ETHICS

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INTRODUCTION

- **Definition: Professional ethics** are principles that govern the behaviour of a person or group in a business environment. Like values, professional ethics provide rules on how a person should act towards other people and institutions in such an environment.

Ethics is about the values that should be respected by all healthcare workers while interacting with individuals, families and communities

. Ethics is a system of moral principles governing the appropriate conduct of a person or a group. Maintaining good ethics is being consistent with the principles of correct moral conduct constantly.

It is also the branch of philosophy (Box 7.1), which takes a systematic approach to define *social* and *individual morality* – the fundamental standards of right and wrong that a whole society, as well as individuals, learn from their culture and peers

Philosophy is the study of general and fundamental problems, such as existence, knowledge, values, reason, mind and language.

- **A code of ethics** outlines the ethical principles that govern decisions and behavior at a company or organization. They give general outlines of how employees should behave, as well as specific guidance for handling issues like harassment, safety, and conflicts of interest

EXAMPLES OF PROFESSIONAL ETHICS

Some of the important components of professional ethics that professional organizations necessarily include in their **code of conduct** are **integrity, honesty, transparency, respectfulness towards the job, confidentiality, objectivity**

5 PRINCIPLES OF ETHICS

The five main principles of ethics are usually considered to be:

- Truthfulness and confidentiality
- Autonomy
- Beneficence
- Nonmaleficence
- Justice.

1. Truthfulness and confidentiality

Two concepts that you may commonly face in your day-to-day practice are truthfulness and confidentiality. **Truthfulness** is about telling the truth to someone who has the right to know the truth. For example, if you have been informed about the result of an HIV test taken by someone in your community who then asks to know his/her result, you should tell the person the truth even though this might be very upsetting to that person. The concept of *truthfulness* urges the professional not to lie.

On the other hand, the concept of **confidentiality** urges you to keep a secret – by which we mean knowledge or information that a person has the right or obligation to conceal (Figure1). For example, if the family of a person who has had an HIV test demands that you give them the result, you must not tell them. You must keep the result *confidential* unless your client gives you permission to tell their family.



Figure 1 If the client knows that the healthworker is always going to work with the ethical principle of confidentiality in mind, then they will be able to talk freely about sensitive issues. (Photo: UNICEF/Indrias Getachew)

The professional obligation to keep a secret arises from the fact that harm will almost certainly follow if the information is revealed. There are three types of secrets:

- *Natural secret*: information which, if revealed, is harmful by its nature.
- *Promised secret*: information that we have promised to conceal which, if broken, leads to public mistrust.
- *Professional secret*: knowledge which, if revealed, will harm the client, the profession and the society that obtain services from the profession. A professional secret is the most serious of all secrets, because its violation can cause the greatest harm.

2. Autonomy

Autonomy the term refers to every individual's right of self-determination, independence and freedom to make their own choices. In the context of healthcare, the concept of autonomy is most concerned with the ethical obligation of the practitioner to respect their clients' right to make decisions about their own health. Autonomy must be respected even if you, as the healthcare provider, do not agree with the client's decision.

There are conditions in which that personal choice or autonomy may be restricted because of concern for the wellbeing of the community. For instance, if a communicable disease, such as

tuberculosis, is diagnosed, clients can be required to take prescribed medication and may have to be isolated to prevent the spread of the infectious agent to others.

3. Beneficence

Beneficence is pronounced ‘be-neffi-sens’.

The term **beneficence** tells you about ‘doing good’ for your client, for instance by providing immunization.

From your own experience of receiving or witnessing health services at community level, can you suggest some examples of health interventions that demonstrate beneficence by health workers?

4. nonmaleficence

Nonmaleficence is pronounced ‘nonma-leffi-sens’.

The concept of **nonmaleficence** tells you to ‘do no harm’ either intentionally or unintentionally to your clients, for instance, not abandoning a client who is in need of your services

However, there are circumstances in which it is impossible to ‘do good’ and ‘avoid doing harm’ all at the same time. For instance, you may plan to provide birth control to all the women in your locality who are in need of it, but resource availability, cultural beliefs of the community, clients’ reaction to the service and other factors can limit you from doing good to the greatest number. Moreover, you cannot always avoid doing harm to a client; for instance, in times when a communicable disease arises in your vicinity, you may have to suggest isolating individuals with the infection against their will to contain the spread of the disease and for the good of the majority.

5. Justice

Justice is a complex ethical principle and it entails fairness, equality and impartiality; in other words, it is the obligation to be fair to all people. Most Health Extension Practitioners will understand about justice without necessarily having come across the word itself. Therefore, **Justice** is the obligation to be fair to all people regardless of their individual characteristics, such as age, gender, religion, ethnicity, culture, economic status or political views.

The concept of justice will become clearer if you understand the meaning of two categories of justice: distributive justice and social justice.

Distributive justice means that individuals have the right to be treated equally regardless of ethnic group, gender, culture, age, marital status, medical diagnosis, social standing, economic level, political or religious beliefs, or any other individual characteristics. Everyone should be treated in the same way.

Social justice is based on the *application* of equitable rights to access and participation in all aspects of goods and services provided in a society, regardless of their individual characteristics. Everyone should have access to the same things that might improve their health. As a Health Extension Practitioner, you will be able to carry out distributive and social justice by enabling the inclusion and empowerment of all people living within your area to exercise their rights (Figure 7.6).



Figure 7.6 Justice will have been delivered when all individuals and members of all society are treated in exactly the same way by the health service.

LUI Apply human values

Human values are the **virtues** that guide us to take into account the human element when we interact with other human beings. Human values are, for example, respect, acceptance, consideration, **appreciation**, listening, openness, affection, **empathy** and **love** towards other human beings.

LO1.1: Valuate human right.

Human rights are "the basic rights and freedoms to which all humans are entitled"

1.1.1: Human Right Issues

1. **Privacy:** Privacy is the ability of an individual or group to seclude themselves, or information about themselves, and thereby express themselves selectively.
2. **Independence:** The definition of **independence** is freedom from the control or influence of others. When kids grow up and move out and start making their own decisions, this is an example of **independence**.
3. **Security:** Governments often act in the name of security to protect their citizenries by protecting users from harm where we can.
Security gives a lender or obligee a legal **right** of access to the pledged asset and to take their possession and title in case of default for a foreclosure sale
4. **Right to vote:** suffrage for all adults who are not disqualified by the laws of the country.
Type of: enfranchisement, franchise, a statutory **right** or privilege granted to a person or group by a government (especially the **rights** of citizenship and the **right to vote**)
5. **Medication:** Sticking to your **medication** routine (or **medication** adherence) means taking your **medications** as prescribed, the **right** dose, at the **right** time, in the **right** way and frequency.
6. **Education:** the *right to education* is legally guaranteed for all without any discrimination. states have the obligation to protect, respect, and fulfil the *right to education*. there are ways to hold states accountable for violations or deprivations of the *right to education*.

7. **Employment: LAW** the **rights** that an **employee** has to be treated in a fair, morally acceptable, or legal way: There has been an increase in the level of awareness of issues such as health and safety and **employee rights**.
8. **Promotion:** A **promotion** is an attempt to make a product or event popular or successful, especially by advertising.
9. **Leave (Holydays):** A *holiday* is a day set aside by custom or by *law* on which normal activities, especially business or work including school, are suspended or reduced.

1.1.2: Intellectual Property Right

Intellectual property rights refer to the general term for the assignment of **property rights** through patents, copyrights and trademarks. These **property rights** allow the holder to exercise a monopoly on the use of the item for a specified period.

1.1.3: Confidentiality: is the state of keeping or being kept secret or private.

Confidentiality involves a set of rules or a promise usually executed through confidentiality agreements that limits access or places restrictions on certain types of information.

L.O.1.2: Promote integrity.

Promoting integrity means developing and maintaining an organizational culture or environment that supports ethical conduct. It involves making expectations about individual conduct clear and ensuring the public authority has robust systems, policies and processes in place to support ethical behavior.

1.2.1: Civic Virtues

Civic virtue is the cultivation of habits important for the success of the community. Closely linked to the concept of citizenship, civic virtue is often conceived as the dedication of citizens to the common welfare of their community even at the cost of their individual interests.

1. **Tax Compliance:** Tax compliance means making **tax** payments and producing and submitting information to the **tax** authorities on time and in the required formats. We have developed a **tax compliance** management software which helps to manage the **tax compliance** of your organization

2. **Environmental Protection:** Environmental protection is the practice of protecting the natural environment by individuals, organizations and governments. Its objectives are to conserve natural resources and the existing natural environment and, where possible, to repair damage and reverse trends.
3. **Self-reliance:** *Self-reliance* is the ability to do things and make decisions by yourself, without needing other people to help you. People learned *self-reliance* because they had to.
4. **Honesty:** *Honesty* is a facet of moral character that connotes positive and virtuous attributes such as integrity, truthfulness, straightforwardness, including straightforwardness of conduct, along with the absence of lying, cheating, theft, etc. *Honesty* also involves being trustworthy, loyal, fair, and sincere.

1.2.2: Respect for others

If you're looking to improve your relationships, whether business or personal, try these five easy ways to show your gratitude and respect for others:

- **Listen:** I know it sounds easy, but listening truly listening can be one of the hardest skills to master.
- **Encourage:** If you've ever had a bad day, then you know the power a little encouragement can have. We've all had moments when we need someone to tell us, "don't worry, things will work out.
- **Congratulate:** If someone does a great job, let them know about it. In fact, let everyone know about it. Openly congratulate someone for a job well done, especially if you're a manager. Employees will work harder and happier knowing their manager has a mutual respect for them and is willing to express praise and gratitude when it's deserved.
- **Be Helpful:** If you find a friend or coworker in a jam, be willing to help them if at possible. Not to say you should take on half their project, but offering some advice or throwing in a bit of your time will mean a lot.
- **Say thank you:** used to express appreciation to someone for offering or giving **you** something, for helping **you**, or for asking how **you** are feeling

L.O.1.3: Valuate time.

The **period of time** in which a money manager's performance is **evaluated** against some standard. A money manager will have an **evaluation period** at the beginning of employment, and may have later **evaluation** periods during the course of a career.

1.3.1: Preparation of Agenda

An agenda is a list of personal, group or meeting activities in the order in which they are to be taken up, beginning with the call to order and ending with adjournment. It usually includes one or more specific items of business to be acted upon. It may, but is not required to, include specific times for one or more activities.

PURPOSE OF AN AGENDA?

The agenda serves as a notice of meeting if it is sent out to meeting participants in advance. List of items/topics - The agenda is a list of topics that will be discussed. The agenda enables participants to prepare in advance for the topics so that they can make a more valuable contribution

2 TYPES OF AGENDA

- 1. Agenda of Meeting:** is a list of items that participants hope to accomplish at a meeting. identify whether other employees are needed to help you plan the meeting. Then, decide what you hope to accomplish by holding the meeting, and establish doable goals for your meeting. The goals you set will establish the framework for an effective meeting plan. Make certain that you have not planned more than is reasonably achievable within the timeframe of your meeting.

In addition to the purpose or goal of the meeting, also include with your agenda:

- A date, time, and location for the meeting
 - Participants needed in the meeting
 - Items for discussion
 - The amount of time that you anticipate the group will need to discuss each item
- 2. Personal Agenda:** It means you are a person who has some kind of **individual** outcome for yourself in mind, perhaps in contradiction to what others have in mind for themselves or for you.

Or

personal agendas." Personal agendas are subjective rankings of issues in terms of their personal importance to the individual as well as their perceived importance for others.

L.O.1.4: Analyze variety of moral issues.

1.4.1: Reason of Behaving Unethically:

Unethical behavior is an action that falls outside of what is considered morally right or proper for a person, a profession or an industry. Individuals can **behave unethically**, as can businesses, professionals and politicians.

- 1. Resource Crunch:** A critical moment or situation, especially **one** that occurs because of a shortage of time or **resources**: a year-end **crunch**; an energy **crunch**. c. A period of financial difficulty characterized by tight money and unavailability of credit.
- 2. Opportunity:** a time or set of circumstances that makes it possible to do something.
- 3. Attitude:** a settled way of thinking or feeling about something.

L.U.2: Respect engineering ethics.

L.O.2.1: Apply rules and regulations of the work.

Regulation. **Regulations** are **rules** made by a government or other authority in order to control the way something is done or the way people behave. **Regulation** is the controlling of an activity or process, usually by means of **rules**.

❖ **Different Professional rules and regulations:**

In many **professions**, knowledge of the workings of **professional regulation** is expected or even required of all members of the profession. The most common **definition** of 'regulated profession' is that the profession has a governing or **regulatory** body that is sanctioned by law to govern or regulate a profession.

- a) **Public Building regulations:** A **building code** (also **building control** or **building regulations**) is a set of rules that specify the **standards** for constructed objects such as **buildings** and nonbuilding structures. Codes regulate the design and construction of structures where adopted into law.

The purpose of building regulations

The Building Regulations are intended to protect people's safety, health and welfare in and around buildings. The regulations are also designed to improve conservation of fuel and power, protect and enhance the environment and promote sustainable development. Local councils administer the regulations.

- b) **Human Settlement Policies:**

Human Settlement means cluster of dwellings of any type or size where human beings live. For this purpose, people may erect houses and other structures and command some area or territory as their economic support-base.

The National Human Settlements Development Policy promotes urban agriculture as an economic activity that provides income and employment opportunities and a reliable supplementary source of food supply to urban dwellers at affordable prices.

❖ **Labor Code:** (also called a code of labor laws) is a codification of labor laws in legislative form.

a) **National:** Congress enacted the National Labor Relations Act ("NLRA") in 1935 to protect the rights of employees and employers, to encourage collective bargaining, and to curtail certain private sector labor and management practices, which can harm the general welfare of workers, businesses and the U.S. economy.

b) **International:** International Labor Organization. The International Labor Organization (ILO) is a specialized agency of the United Nations, consisting of 187-member countries, that deals with labor issues. Members of the ILO can voluntarily adopt and ratify the conventions by enacting the rules in their domestic law.

L.O.2.2: Apply credible management of the work.

❖ **Ethical theories about Right Action**

Ethics or moral philosophy is a branch of philosophy that involves systematizing, defending, and recommending concepts of right and wrong conduct. The field of ethics, along with aesthetics, concerns matters of value, and thus comprises the branch of philosophy called axiology.

1.Utilitarian Theory: Utilitarian **ethical theories** are based on one's ability to predict the consequences of an action. To a utilitarian, the choice that yields the greatest benefit to the most people is the one that is ethically correct.

Utilitarianism is a way of living that emphasizes end results over methods. The ultimate goal of utilitarianism is to better humanity and create increased levels of happiness with each action. It

helps to break down the word to remember its meaning. Utilitarianism comes from the root word **utility**, which means useful; so, in utilitarianism, morality is centered on useful actions.

The nature of Utilitarianism

Utilitarianism is an effort to provide an answer to the practical question “What ought a man to do?” Its answer is that he ought to act so as to produce the best consequences possible.

2.Duty Ethics: *Duty-based ethics* are usually what people are talking about when they refer to 'the principle of the thing'. *Duty-based ethics* teaches that some acts are right or wrong because of the sorts of things they are, and people have a *duty* to act accordingly, regardless of the good or bad consequences that may be produced.

3.The virtue Theory: Virtue ethics is currently one of three major approaches in normative ethics. It may, initially, be identified as the one that emphasizes the virtues, or moral character, in contrast to the approach that emphasizes duties or rules (deontology) or that emphasizes the consequences of actions (consequentialism).

4.Self- realization ethics: The theory of **self-realization** is that a life of excellence is based on the **actualization** of human potentialities.

5.Justice (Fairness) theory: Theory of justice is fully a political theory of justice as opposed to other forms of justice discussed in other disciplines and contexts.

L.O.2.3: Work with team spirit.

- ❖ **Cooperation:** Cooperation is the process of groups of organisms working or acting together for common, mutual, or some underlying benefit, as opposed to working in competition for selfish benefit. Many animal and plant species cooperate both with other members of their own species and with members of other species.



- ❖ **Empathy:** Empathy is the capacity to understand or feel what another person is experiencing from within their frame of reference, that is, the capacity to place oneself in another's position.

1.Understanding Others: it means you can understand what a person is feeling in a given moment, and understand why other people's actions made sense to them. ... Our brains are wired to experience the emotions that someone else is feeling.

2.Service Orientation: Service orientation is the ability and desire to anticipate, recognize and meet others' needs, sometimes even before those needs are articulated. Service oriented people focus on providing satisfaction and making themselves available to others.

3.Uplift others: Uplift is the act of raising something or of influencing someone in a positive way that elevates him.

4.Leveraging diversity: It involves creating opportunities throughout an organization so that the talents of all employees can be fully realized. ... As a tool to **leverage diversity**, inclusiveness focuses on using the unique strengths of each employee to increase the productivity and profitability of an organization.

5.Political awareness: Political awareness is a key component in empathy, which in turn is part of Emotional Intelligence. Some commentators have suggested that political awareness is about sensitivity to public policy and government, and the agendas driving politicians.

L.U.3: Apply safety.

L.O.3.1: Analyse risk.

Risk analysis is the review of the **risks** associated with a particular event or action. It is applied to projects, information technology, security issues and any action where **risks** may be analyzed on a quantitative and qualitative basis. **Risk analysis** is a component of **risk** management.

❖ **Analytical Methods for Risk Analysis:**

1.Scenario Analysis

Scenario analysis is a process of analyzing possible future events by considering alternative possible outcomes. Thus, scenario analysis, which is one of the main forms of projection, does not try to show one exact picture of the future. Instead, it presents several alternative future developments.

Scenario Analysis

- One way to examine the risk of investment is to analyse the impact of alternative combinations of variables, called **scenarios**, on the project's NPV (or IRR).
- The decision-maker can develop some plausible scenarios for this purpose. For instance, we can consider three scenarios: pessimistic, optimistic and expected.

2.Failure Mode and Effect Analysis: Failure mode and effects analysis also "failure modes", plural, in many publications—was one of the first highly structured, systematic techniques for failure analysis. It was developed by reliability engineers in the late 1950s to study problems that might arise from malfunctions of military systems.

3.Fault-tree Analysis: Fault tree analysis is a top-down, deductive failure analysis in which an undesired state of a system is analyzed using Boolean logic to combine a series of lower-level events.

4.Event-tree Analysis: Event tree analysis is a forward, bottom up, logical modeling technique for both success and failure that explores responses through a single initiating event and lays a path for assessing probabilities of the outcomes and overall system analysis.

5.Human Error: Human error has been cited as a primary cause contributing factor in disasters and accidents in industries as diverse as nuclear power, aviation, space exploration, and medicine. Prevention of human error is generally seen as a major contributor to reliability and safety of systems.

L.O.3.2: Apply personal safety precautions.

- ❖ **Safety and Risk:** When we refer to **risk** in relation to occupational **safety** and health the most commonly used **definition** is '**risk** is the likelihood that a person may be harmed or suffers adverse health effects if exposed to a hazard.

Major categories of control measures

- Elimination
- Substitution
- Engineering controls
- Administrative controls
- Personal protective equipment.



- ❖ **Saving Endangered Lives (Occupational hazards):** Endangered species, any species that is at risk of extinction because of a sudden rapid decrease in its population or a loss of its critical habitat. Previously, any species of plant or animal that was threatened with extinction could be called an endangered species.
- ❖ **Safe Exit:** An emergency exit is an exit that is used to provide a safe means of escape from a structure or area in the event of an emergency, such as a fire. The exit must be in an easily accessible, unobstructed, and permanent location.

L.O.3.3: Respect hygienic rules.

- ❖ **Maintenance of Hygiene:** Hygiene is the practice of keeping yourself and your surroundings clean, especially in order to prevent illness or the spread of diseases. Be extra careful about personal hygiene.

- ❖ **Importance of PPE:** PPE is equipment that will protect workers against health or safety risks on the job. The purpose is to reduce employee exposure to hazards when engineering and administrative controls are not feasible or effective to reduce these risks to acceptable levels.