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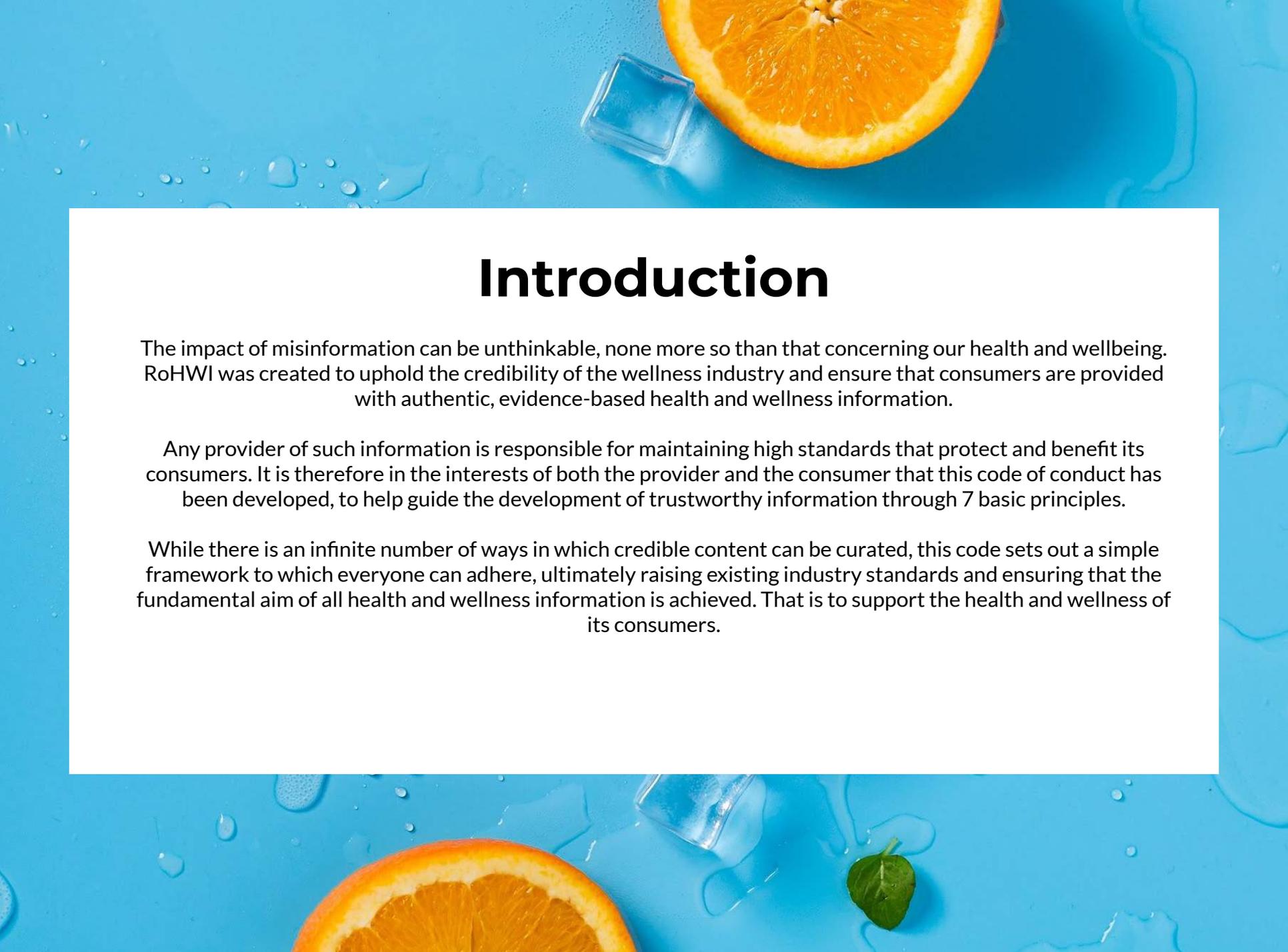


Code of Ethics and Conduct 2018-2019



REGISTER OF HEALTH AND
WELLNESS INFLUENCERS

INSTAGRAM | @ROHWI_ORG
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Introduction

The impact of misinformation can be unthinkable, none more so than that concerning our health and wellbeing. RoHWI was created to uphold the credibility of the wellness industry and ensure that consumers are provided with authentic, evidence-based health and wellness information.

Any provider of such information is responsible for maintaining high standards that protect and benefit its consumers. It is therefore in the interests of both the provider and the consumer that this code of conduct has been developed, to help guide the development of trustworthy information through 7 basic principles.

While there is an infinite number of ways in which credible content can be curated, this code sets out a simple framework to which everyone can adhere, ultimately raising existing industry standards and ensuring that the fundamental aim of all health and wellness information is achieved. That is to support the health and wellness of its consumers.

Roles and Responsibilities

As a beacon of the wellness industry and a member Register of Health & Wellness Influencers (RoHWI), you are expected to:

Have a positive
Impact on your
consumers'
wellbeing and the
industry as a
whole

Uphold a positive
reputation as a
provider of credible
information

Maintain high
standards in all your
communications, in
line with the
principles set out
within this code
of conduct

Act with integrity
and transparency
at all times

We believe that the vast majority of health and wellness information providers share our core values and aspire to be seen as honest and credible individuals.

It is our responsibility to support these individuals in demonstrating their trustworthiness by defining best practice information provision that can be emulated in all instances.

Principle 1: Discredit to, and reduction of confidence in, the wellness industry

The actions of any individual must not bring discredit to or reduce confidence in the wellness industry as a whole.

This includes, but is not limited to:

- The endorsement of inaccurate and potentially dangerous, health, fitness, nutrition or wellbeing advice
- Disregard or insensitivity towards any individual or population's physical or mental health needs
- Knowing distribution of questionable information to protect or further one's commercial interests





Principle 2: Adherence to current legislation around health claims

While this code sets out best practice principles to support the provision of credible information, there is already existing legislation, which demands certain standards are upheld. Failure to do so results in a penalty.

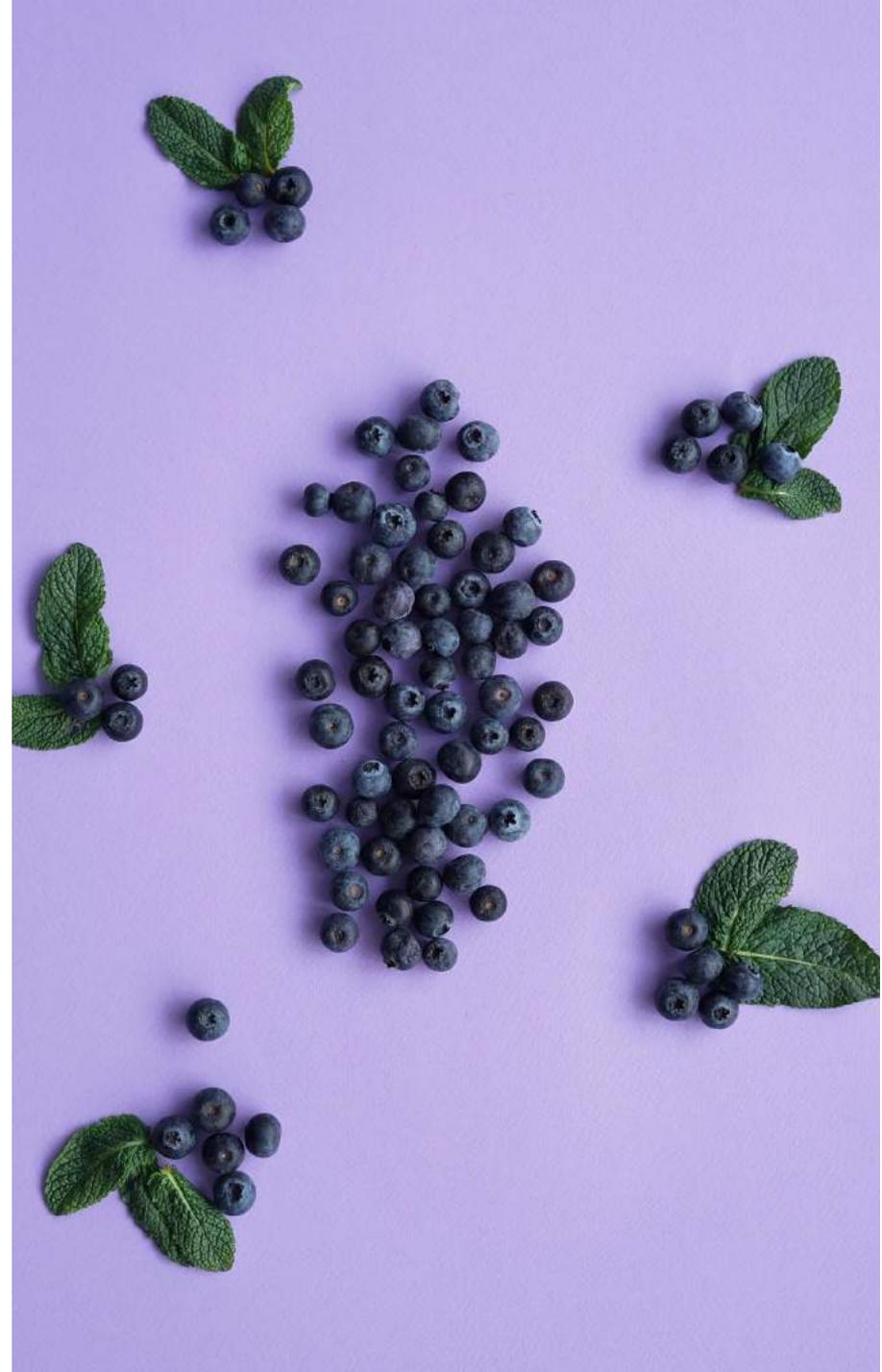
As part of the RoHWI register, you will be committed to ensuring the quality of all information you provide aligns with current legislation around health claims:

- EU Regulatory Framework: 1924/2006
- Advertising Standards Authority (UK)
- Trading Standards (UK)
- Food Standards Agency (UK)
- Department for Health (UK)

Part of the training RoHWI offers ensures that registrants understand and work within the latest UK and European legislation.

Principle 3: Information, recommendations and advice

- Any information or claim made by an individual should be substantiated by robust scientific or medical sources to ensure its credibility
- Information should not contain any out-of-remit medical or diagnostic advice, which is to say that it must be relevant to the topic in hand and the target audience, as well as appropriately authored by an expert qualified to provide the advice
- All information should be balanced in both content and style, ensuring it is also complete in nature so as not to mislead or confuse the consumer
- Any comparisons between products or approaches must be fair and balanced. Any direct claims about one product or approach being superior, inferior or similar compared to the other must be measured against the same set of exacting criteria





Principle 4: Disparaging messaging

- As part of the RoHWI register you should not communicate in a slanderous manner about stakeholders in the industry nor common medical convention
- The advice and opinions of certified healthcare professionals and accepted medical facts should not be disparaged without well-substantiated critical references

Principle 5: Disguised promotion

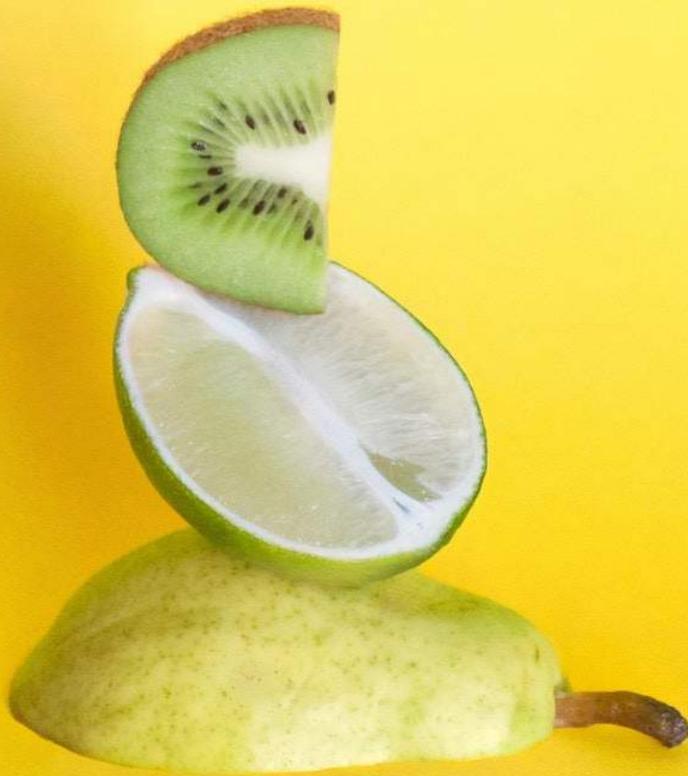
- Information or advice should not be provided with hidden intent to promote a specific product or service for commercial gain
- Any promotion of a product or service should be made clear to the consumer, with balanced evidence to support any recommendation of its use
- Information should not mislead nor misdirect the public towards a particular product or service



Principle 6: Working with influencers and experts

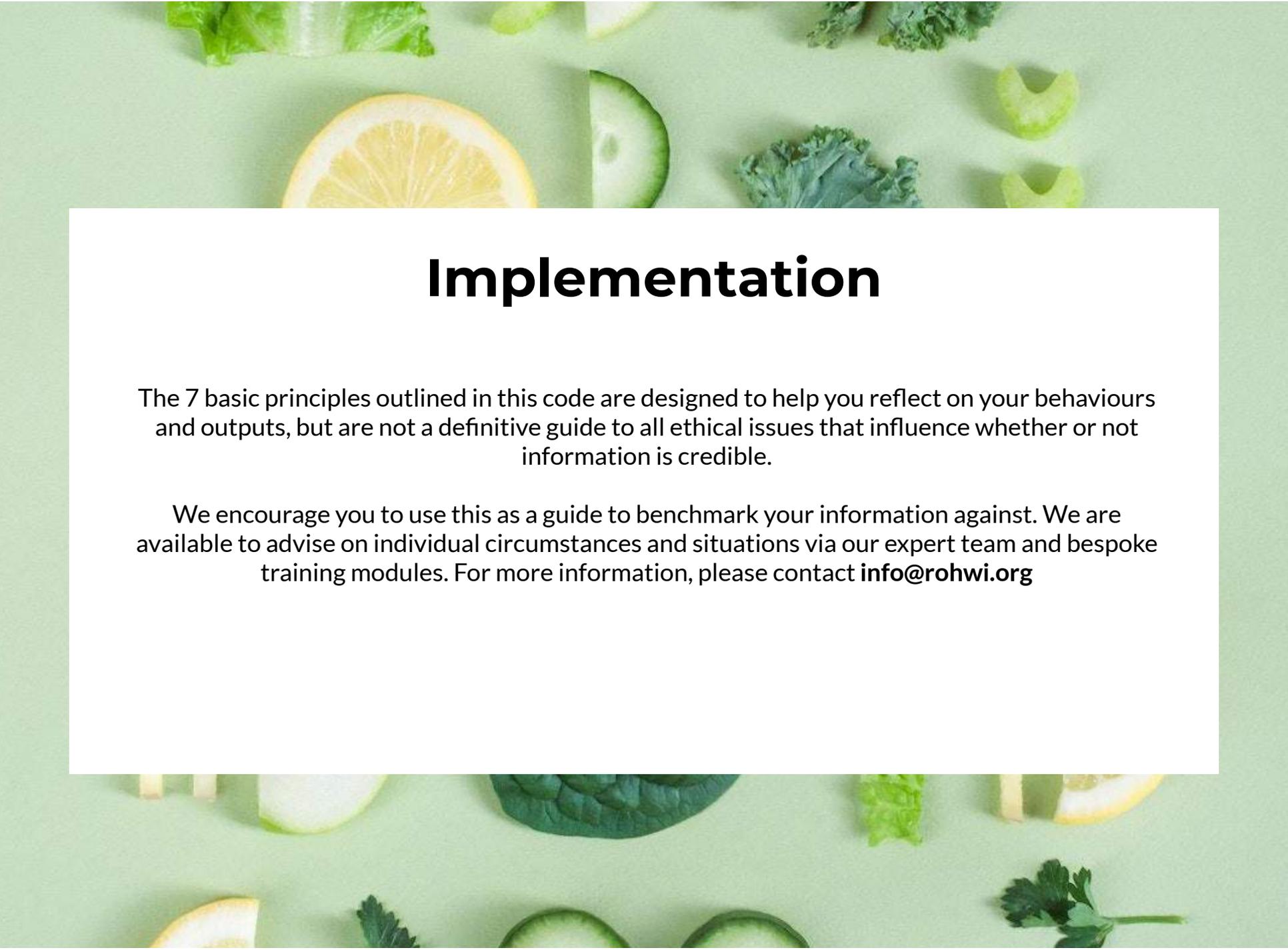
- We understand the power of working with brands and experts in the field to increase the profile or influence of products, services and information
- Partnerships with industry and experts, must be transparent and the partners must be credible in the area in which they are communicating
- Providers must not work with individuals of questionable repute or relevance that risk bringing the reputation of the industry into question





Principle 7: Training

- At RoHWI, we appreciate that the industry is constantly evolving and growing. It is the responsibility of our registrants to be adequately trained in or equipped with basic health communications skills
- RoHWI, offers training to ensure that its registrants understand how credible content is defined, made robust and published in line with this code of ethics and conduct, as well as up-to-date UK and European legislation



Implementation

The 7 basic principles outlined in this code are designed to help you reflect on your behaviours and outputs, but are not a definitive guide to all ethical issues that influence whether or not information is credible.

We encourage you to use this as a guide to benchmark your information against. We are available to advise on individual circumstances and situations via our expert team and bespoke training modules. For more information, please contact info@rohwi.org