

The Health Creation Alliance Code of Conduct

October 2023

The Health Creation Alliance models the best of health creation by treating everyone with respect and making everything we do a welcoming and safe place to be.

We model our values

The values we seek to live, and to encourage others to live, are the six features of health creating relationships and practices:

- **Listening and responding.** We make space and time to listen actively and genuinely, to question constructively, to assimilate what we hear and respond authentically, building trust with others as we do. We work hard to ‘hear’ what communities, stakeholders and our members are telling us so that we can continually improve and grow our movement’s impact.
- **Truth-telling.** We welcome and celebrate candour at all levels. We are alive to the risk of ‘wilful blindness’ and we encourage others to shine a light on our blind spots. We provide opportunities for others to tell their truths and we respectfully challenge where necessary to uncover truths that are out of sight.
- **Strengths-focus.** We appreciate the abundance of strength and assets held by our members, stakeholders and communities. Recognising we are interdependent we draw on the capability and capacity of others to help build, improve and shape our movement. We seek to match people’s skills to particular roles to strengthen the impact of our movement and unlock and develop our full potential.
- **Self-organising.** We believe that people do their greatest work through networks rather than bounded organisations. We welcome people from all walks of life and provide opportunities to connect with others they don’t normally meet across professional sectors and hierarchies. We facilitate conversations that drive meaningful change and transformation in systems, practices and in people’s lives.
- **Reciprocity.** We seek to build respectful, healthy and health creating relationships where people can both get what they need and have the opportunity to give back in ways that suit them. We seek to understand and optimise the value of THCA’s activity to our members, clients, partners and acknowledge the value of their contributions to the impact of THCA.
- **Power-shifting.** We recognise that imbalances in power hold people back from living a full and healthy life (the social gradient is a proven factor in health inequalities). We find ways to equalise power and encourage others to do so – by building confidence either to assume power and take control or to give up power and enable others to take the lead. We believe the best outcomes are achieved when people are working as equal partners.

We model the principles of public life in how we work as an organisation

We subscribe to the Nolan principles to ensure that our Community Interest Company is in tune with our purpose as an exemplar

- **Selflessness:** Holders of public office should act solely in terms of the public interest.
- **Integrity:** Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.
- **Objectivity:** Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.
- **Accountability:** Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.
- **Openness:** Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.
- **Honesty:** Holders of public office should be truthful.
- **Leadership:** Holders of public office should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs.

We model behaviours we like to see in all of us

The ways we behave are how we are seen, and some examples of the behaviour that support us at our best are:

- We value and celebrate diversity and make every effort to meet individual needs. We respect the wisdom offered by all, particularly from lived experience of health and care systems
- We respect the rights, dignity and worth of all participants in the alliance regardless of age, gender, ability, race, culture, religion or sexual identity. We will hold each other to this agreement.
- We always try to be positive role models, even when no one is looking.

Great conduct begins by being open to challenge and being responsive to feedback and we will model this at all our events.

We underpin our practice by ensuring that people who come into contact with The Health Creation Alliance are protected by a range of policies and can raise complaints should they wish to.

Date of last full review: October 2023.

We will undertake a light-tough review annually and a full review every 3 years.