



NAC Ethical Guidelines

Clients seeking assistance from graduates are frequently in need of reassurance and guidance and are often at their most vulnerable with respect to their animal. It is important, therefore, that the graduate observes the following principles:

- To be empathetic and understanding of the client's problems and needs.
- To be aware of the impact his, or her own negative emotional mood or behaviour may have on the client.
- Graduates will commit to self development to build their communication skills.
- To respect the client's trust and confidentiality.
- To tactfully generate self-awareness in the client and in his or her animal's predicament.
- To guide the client to a point where he or she will feel confident in the progress made, so that they can be encouraged to continue with the rehabilitation of the animal themselves.
- To run their business ethically, this includes charging fees that are reasonable and fair, and marketing their business in a way that will not reflect poorly on the NAC or other graduates.
- To ensure professional courtesy and confidentiality is maintained at all times with vets.
- All animal training to be in line with the stated goals of the NAC. Wherever possible the use of positive reinforcement is implemented.
- Graduates must commit to the best possible compromise for an individual animal with respect to its welfare; this commitment may include the graduate keeping up to date with scientific thinking regarding welfare.
- It is the aim of the graduate to empower owners to be able to implement the behaviour modification programmes themselves. This means that graduates will use minimal practical demonstration and coach the owner through the practical aspects.
- Graduates must support client through the whole process of behaviour modification from consultation to resolution of the problem.