

Code of Conduct for

Cambridge Counsellors

This Code of Conduct provides clear guidelines for independent Cambridge Counsellors, and also ensures that their customers know what to expect from them throughout their weight management programme.

It outlines the minimum acceptable standards of counselling which will ensure correct, responsible and safe practices.

Failure to comply with the Code of Conduct will always be discussed with the Counsellor but could lead ultimately to termination of Contract.

Applicants wishing to become Counsellors must read and understand the Code of Conduct and agree to abide by it.

Sponsors must ensure that all Counsellors sponsored follow the Code by training them to counsel correctly, and providing them with help and advice as required.

Customers have at all times the opportunity to take up any grievances directly with the Company. If such a situation arises, it will always be discussed with the Counsellor concerned before any action is taken.

Counsellors must comply with the DSA* Code of Conduct, a copy of which is included with the Counsellor Business Kit.

- * Cambridge Health & Weight Plan (as part of Cambridge Manufacturing Co Ltd) is a member of the Direct Selling Association (DSA) and it undertakes that the Company and its independent direct sellers (ie: Counsellors) comply with the DSA Code of Conduct



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The Cambridge Diet®, Cambridge Sole Source Programme®, Cambridge Steps Programme®, Cambridge Counsellor® are all registered and owned by Cambridge Manufacturing Co Ltd

This booklet is now at Version 5

It has been thoroughly revised since the first version (dated April 2002). Please read carefully.

All changes from previous version (4.1) are marked by a side bar

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Referrals

Unless a specific waiver has been agreed, Cambridge Health & Weight Plan expects every Counsellor to accept customer referrals.

- 1 Counsellors should deal with referral contacts promptly and efficiently.
- 2 Counsellors receiving referrals must stock all items in the range or be prepared to order them immediately through the 24 hour delivery service or from a local stockist.
- 3 Counsellors receiving referrals must have either an answer machine or call recording service.
- 4 Where a potential customer has been willing to provide contact details, the Counsellor must make contact immediately on receipt of the referral notification if they have not already been phoned by the customer.
- 5 Counsellors who are unable to deal with a particular referral must inform the Company immediately.
- 6 Counsellors must inform the Company before any period of unavailability (eg; holidays).
- 7 Counsellors must inform the Company whenever their contact details change.

Medical Record Form

The Medical Record Form (MRF) is an important document which helps to ensure that Customers are given the correct advice. Detailed notes on completion are shown on the Code of Conduct supplement (insert).

- 1 Counsellors should complete a MRF for everyone who uses Cambridge products.
- 2 If a customer returns after an interval of 12 months or more, the Counsellor should raise a new MRF.
- 3 Counsellors should take care to ensure that the MRF is fully completed and that all copies are legible. *Failure to do so will negate the Counsellor's Insurance Cover under the Company Policy.*
- 4 Where appropriate, the top copy of the completed form should be offered to the doctor for signature.
- 5 The middle copy should be retained by the customer.
- 6 The third copy must be retained by the Counsellor.
- 7 The reverse of Copy 3 is the Contact Record Card (CRC) and is used to record all subsequent contact with the customer, in particular noting:
 - a date of contact
 - b method of contact (personal, telephone)
 - c customer weight and, if possible, measurements
 - d general well being; any side effects experienced
 - e quantity and type of any products supplied
- 8 Counsellors must keep full records of all customers up-to-date and stored safely.
- 9 Records must be available at all times for inspection by a representative of the Company.
- 10 MRFs remain the property of the Company, and must be returned when a Counsellor resigns.

- 11 The Counsellor **must** complete the MRF by signing and dating it.
- 12 Any customer wishing to use the Sole Source programme must sign the relevant section on the MRF to give the Counsellor permission to notify the doctor that their patient will be using a VLCD and clinical supervision is optional.

Screening

- 1 All customers must be advised to see their doctor before starting to diet and must sign the MRF to confirm they have been given such advice.
- 2 Counsellors should establish the customer's medical condition and whether they are receiving any prescribed medication
- 3 Customers with one of the listed contraindications (these are listed on the MRF and 'Medical Conditions and Medication') must not use the Cambridge Diet.
- 4 Anyone who indicates they are on prescribed medication or have a listed medical condition should get the doctor's signature to confirm that the information is correct. If the doctor does not sign the form, the customer must not be allowed to follow any Cambridge programme below 1200 kcal per day. That is, Sole Source, Sole Source Plus, 810 and 1000 kcal programmes are not permitted.
- 5 Counsellors must recommend an appropriate target weight.
- 6 Counsellors must explain the chosen programme, including how to use it correctly. They must also alert the customer to any possible mild side effects and explain how to avoid them.
- 7 Counsellors should ensure that Customers requiring little or no weight loss do not use the Sole Source or Sole Source Plus programmes. Furthermore, they should ensure that those with a BMI of 25 or less do not use these programmes.
- 8 Counsellors should stress that every weight loss programme has four stages: preparation, weight loss, stabilisation and maintenance.
- 9 The Customer's height and weight must be recorded by measuring and weighing at the first meeting. It is recommended that a 'before' photograph in front of a plain background is also taken at the first meeting as part of the customer's personal record. These details should never be used by the Counsellor or the Company (eg for press articles) without the prior agreement of the customer in writing.
- 10 At the start of any weight-loss programme, the Counsellor should emphasise that long-term weight maintenance is dependent upon the adoption of appropriate healthy eating habits. The customer should be reassured that the Counsellor's role is to help them achieve long-term stability through the "Weight Care with Cambridge" programme.

Contact

- 1 Counsellors must conduct a face-to-face screening

interview with the customer before any supply of the diet.

- 2 Counsellors should arrange a courtesy telephone call or personal meeting on day two or three of the weight loss phase.
- 3 The Counsellor should contact the customer in person or by telephone at the end of the first week of weight loss. Thereafter, and until target weight is achieved, the Counsellor should maintain weekly contact.
- 4 Once the customer has reached target weight, the Counsellor should remain in contact in accordance with the recommendations of the Weight Care with Cambridge programme, which should be fully explained to each customer.
- 5 At each contact the Counsellor must enquire about the customer's well-being and take any action as necessary.
- 6 At each face-to-face meeting, the Counsellor should weigh the customer and re-calculate their BMI. Note the importance of BMI 25 (see 'Screening' Item 7). The Counsellor should also record regular waist and other vital measurements. These aspects will offer encouragement and motivation and demonstrate consistency during the weight loss phase. All measurements and calculations should be recorded on the CRC.
- 7 Wherever possible, routine contact between Counsellor and customer should be in person. If this is not possible, due to distance, Counsellors must have a face-to-face meeting with each customer at least every 4 weeks.

Supplying Product

- 1 Counsellors should supply Cambridge Diet for a minimum of one week and a maximum of four weeks at any one time, unless otherwise instructed by the Company (for example as part of a special promotion) or by the customer's doctor in writing.
- 2 Counsellors must be willing to supply the complete range of Cambridge Diet products. Counsellors should offer a selection of mixed sachets unless a full carton of a single flavour is requested by the customer.
- 3 Counsellors must remind Customers on Sole Source that a maximum of one Cambridge bar may be taken each day in place of one Diet sachet or Tetra Brik.
- 4 Counsellors should not supply Cambridge weight loss products to anyone with an eating disorder. (If in any doubt, please contact the customer's doctor or the Medical Advisor on 01536 403344.)
- 5 Counsellors must supply a copy of the "Weight Care with Cambridge" booklet (MED001) to every customer. A copy of "The Cambridge Sole Source Programme" (MED002) must also be supplied to all customers undertaking either the Sole Source or Sole Source Plus programme.

- 6 Although full counselling/screening is not essential when Cambridge products are not used as part of a weight loss programme, a record of contact and product supply should still be maintained. It is easiest to do this by using the relevant sections only of the MRF.

Side Effects

- 1 Counsellors should advise all customers about potential temporary side-effects when using the Sole Source programme.
- 2 If a customer does experience any of the known transient side effects (eg headache), the Counsellor should advise them to drink more water (see Sole Source booklet for further information). The Counsellor should follow-up personally or by telephone at least every other day until the side effects have disappeared.
- 3 If the side-effects persist for more than **48 hours**, the Counsellor should advise the customer to see their doctor. The Counsellor should seek further guidance immediately from the Company's Medical Information Officer.
- 4 If any customer reports any unusual side effects (other than those outlined in the Sole Source booklet), the Counsellor must refer them to their doctor without delay. The Counsellor should also notify the Company's Medical Information Officer and keep the Company informed about progress and outcome.
- 5 The Counsellor should ensure that details of any side-effects, actions taken and outcomes are included on the MRF/CRC.

Counsellor Training

- 1 From 16 February 2008, all prospective Counsellors must attend two training days. After an initial starter course they must successfully complete the Accreditation and Basic Training questionnaires. They must attend a follow-up course within three months.
- 2 Counsellors must agree to participate as required by the Company in distance-based training to keep them up to date.
- 3 Other circumstances permitting, Counsellors are also encouraged to attend any external training event organised by the Company.

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Sponsoring

- 1 Before submitting an application, the sponsoring Counsellor should ensure that their prospect meets the following criteria:
 - have a BMI of 28 or less at the time of application and at accreditation
 - have used the Cambridge Diet for at least 2 weeks
 - have been known to the sponsor for a suitable period of time
 - must recognise and understand their responsibilities in becoming a Cambridge Counsellor
- 2 In exceptional cases, CHWP may consider applicants who do not meet these criteria.
- 3 Prospective Counsellors must be sponsored by the Counsellor with whom they completed their weight loss programme, unless specifically authorised by the Company.
- 4 Where the existing Counsellor feels unable to sponsor, the prospective applicant should be referred back to CHWP to be linked with a suitable Counsellor.
- 5 Counsellors must not use internet chat rooms or forums to actively solicit prospective Counsellors. If a person in these areas does show an interest, Counsellors should tell them to contact their own Counsellor or refer to the Company.
- 6 Counsellors should check that the application is complete and add their own comments before submitting the application to the Company.

Data Protection

- 1 A Counsellor must comply with the Data Protection Act 1998 if computerised data is held.
- 2 The Counsellor must maintain secure and confidential all customer records, including the MRF, and only process and/or use such records in connection with a Cambridge weight management programme for the respective customer, and for no other purpose whatsoever.
- 3 No copies of the MRF, or the information contained therein, may be retained by the Counsellor after ceasing as a Counsellor.

Promotion

- 1 Counsellors are responsible for organising their own local promotion.
- 2 Counsellors may use all the promotional materials supplied by the Company. (These are listed in the DataFile - Orders and Products, and may be ordered as with other products).
- 3 Counsellors may create their own promotional materials, subject to copy approval by the Company before use.
- 4 When placing paid advertising, Counsellors may use copy examples supplied with the Counsellor Business Kit.
- 5 Counsellors may produce their own advertising copy, subject to copy approval by the Company before use.

Using the Internet

- 1 When promoting their own business, Counsellors may refer to the official Company website: www.cambridge-diet.co.uk.
- 2 Each Counsellor will be offered an individual page — designed around a standard template — linked to the official website.
- 3 Counsellors may elect to add to their allocated page, subject to copy approval by the Company.
- 4 Counsellors may create, publish or broadcast any other website (either for personal use or in connection with another business) but any web pages related to Cambridge will be subject to copy approval by the Company. No such site may use the word 'Cambridge' in its domain name.
- 5 Counsellors may not create, publish or broadcast any other website which offers Cambridge products, programmes or services.
- 6 When using bulletin boards, chat rooms or other message media related to weight, diet or health issues, Counsellors must clearly identify themselves as Cambridge Counsellors.
- 6 Counsellors must not — through word or deed — disparage other Counsellors, or bring the Company into disrepute.
- 7 Counsellors must not use the internet to actively search for customers that they cannot regularly meet face to face (see 'Contact', items 1 and 7).