



# Alliance for Massage Therapy Education

## Member Code of Ethics

Members of the Alliance for Massage Therapy Education (AFMTE) are committed to promoting professionalism and serving the learning experience of their students in every educational setting. The ethical principles set forth in this Code are intended to foster respectful relationships within the community of students, faculty, staff and institutional leaders, to facilitate successful educational outcomes, and to ultimately improve the quality of care provided to all who receive massage therapy services.

Therefore, AFMTE Members shall:

- Provide a positive and focused educational environment for students that is conducive to the learning process.
- Develop and maintain policies, principles and standards that respect the dignity and worth of all persons regardless of age, race, gender, ethnicity, creed or religion, sexual orientation, socioeconomic status, political affiliation, disability and/or health status.
- Represent the institution and its programs with honesty and integrity in all forms of communication and in all professional relationships.
- Model appropriate boundaries and professional behavior in the discharge of their duties, and conduct educational programs in a manner that acknowledges and protects students' boundaries and privacy on all levels.
- Teach students to represent themselves honestly and to provide only those services for which they have the training and experience to provide.
- Treat AFMTE members with respect, and refrain from disparaging or discrediting other members to the general public and/or other AFMTE members.
- Know, understand and uphold prevailing educational, ethical and professional standards that apply to the institution, and its faculty, staff and students.
- Honor the copyright of others educational materials, intellectual property, and proprietary training techniques.

In addition, schools and continuing education providers shall:

- Comply with all applicable standards and operational requirements from external entities; including federal education agencies, accrediting commissions, state/provincial educational licensing authorities, or state/provincial massage therapy boards.
- Ensure that the institution is free from sexual harassment or sexual misconduct, and refrain from using sexually suggestive or explicit advertising or business promotions.
- Support faculty, staff and directors in obtaining ongoing education for their professional development.