



ETHICAL THEORY, PREVENTION ETHICS, AND DIGITAL ETHICS

Facilitated by:
NC TTA Center

ETHICAL PROCESSES FOR PREVENTIONISTS



ETHICS SELF-ASSESSMENT

From the American College of
Healthcare Executives –

“The Ethics Self-Assessment can help you identify those areas in which you are on strong ethical ground; areas that you may wish to examine the basis for your responses; and opportunities for further reflection. The Ethics Self-Assessment does not have a scoring mechanism, as we do not believe that ethical behavior can or should be quantified.”

<https://www.ache.org/about-ache/our-story/our-commitments/ethics/ethics-self-assessment>

ETHICS BY LAYER

Prevention initiatives span levels of influence.

Ethical principles are applicable at each level.

Today's discussion covers:

- Policy
- Community
- Organizational
- Self



ETHICS FOR PUBLIC HEALTH POLICY

- Bioethics – due to expansion of the powers of medicine and biomedical science in the 20th century
- Public Health Ethics – Official guidelines of the ethical issues in health care and research, but relatively little for public health field
- Ethics in Public Health Policy – incorporating a formal process of ethical deliberation into public health policy-making remains relatively new.



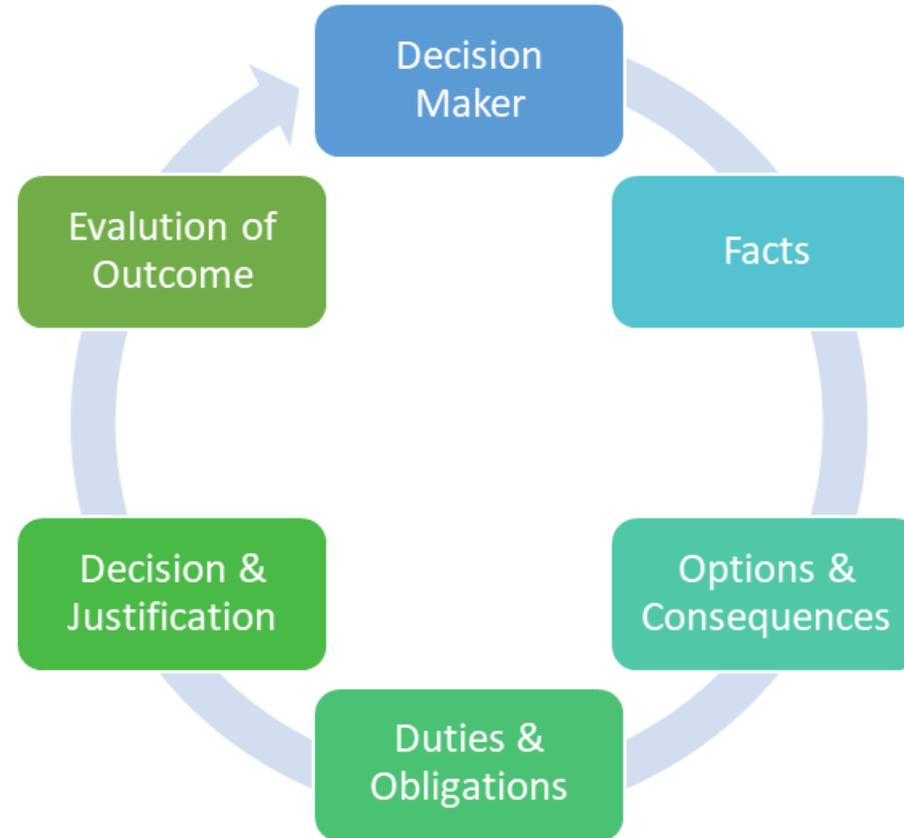
ETHICAL PRACTICE FOR POLICY ANALYSIS

Preventionists add value to the decision-making processes when they:

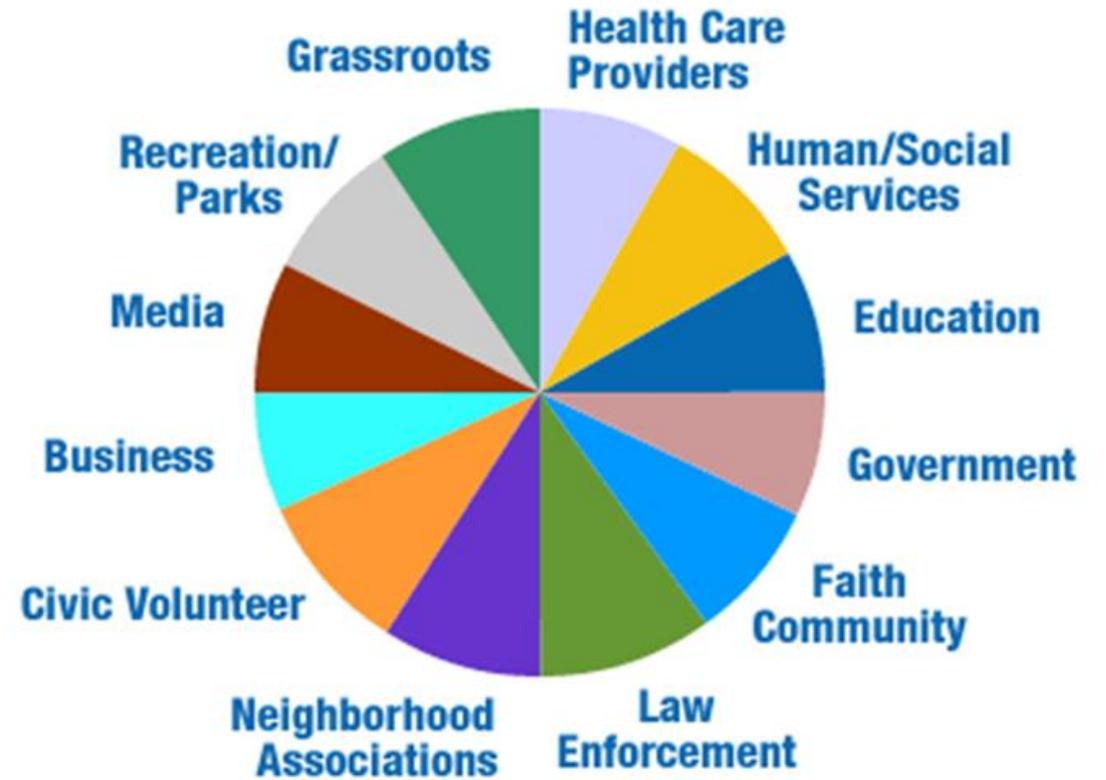
1. Define the problem at hand
2. Assemble some evidence about the problem, its causes, and its effects
3. Construct a set of alternative ways to address the problem
4. Select the criteria for judging the relative merits of each alternative
5. Project the likely outcomes of each alternative, given the chosen criteria
6. Note the trade-offs associated with pursuing each alternative
7. Decide what alternative seems most appropriate, given the selected criteria, projected outcomes, and expected trade-offs
8. Present the findings of the analysis and the conclusions drawn from it.

MODEL FOR DECISION MAKING

- Who is the decision maker?
- What are the facts?
- What are the options and consequences?
- What are the duties and obligations?
- What is the decision and how is it justified?
- How is the outcome evaluated?



ETHICS FOR YOUR COMMUNITY



The Community Wheel

ETHICS FOR YOUR COMMUNITY

- Ethics goes beyond doing what is legally right and addresses proper behavior and expectations for those tasked with the responsibility of planning communities in their roles as professionals representing the public good.

***“Ethics is knowing the difference between what you have the right to do
and what is right to do.”***

- Chief Justice of the U.S. Supreme Court Potter Stewart

ETHICAL PRINCIPLES IN PLANNING

- The ethical principles for the planning process come from the general community values as well as from the preventionist's responsibility to serve the public interest.
- Planning issues commonly involve a conflict of values and, often, there are large private interests at stake. These accentuate the necessity for the highest standards of fairness and honesty among all participants.
- Those who practice planning need to adhere to a special set of ethical requirements that must guide all who aspire to professionalism.



The planning process must continuously pursue and faithfully serve the public interest.

Planning Process Participants should:

- Recognize the rights of citizens to participate in planning decisions
- Strive to provide full, clear and accurate information and the opportunity to have a meaningful role
- Strive to expand choice and opportunity for all persons,
- Assist in the clarification of community goals, objectives and policies in plan-making;
- Ensure that any non-confidential information is made available to the public in advance of any decision;
- Pay attention to the interrelatedness of decisions and the long range consequences of present actions.



Planning process participants continuously strive to achieve high standards of integrity and proficiency so that public respect for the planning process will be maintained.

Planning Process Participants should:

- Exercise fair, honest and independent judgment
- Make public disclosure of all "personal interests" they may have regarding any decision to be made
- Define "personal interest" broadly to include any actual or potential benefits or advantages
- Abstain completely from direct or indirect participation as an advisor or decision maker in any matter in which they have a personal interest,
- Seek no gifts or favors, nor offer any, under circumstances in which it might reasonably be inferred to influence a participant's objectivity



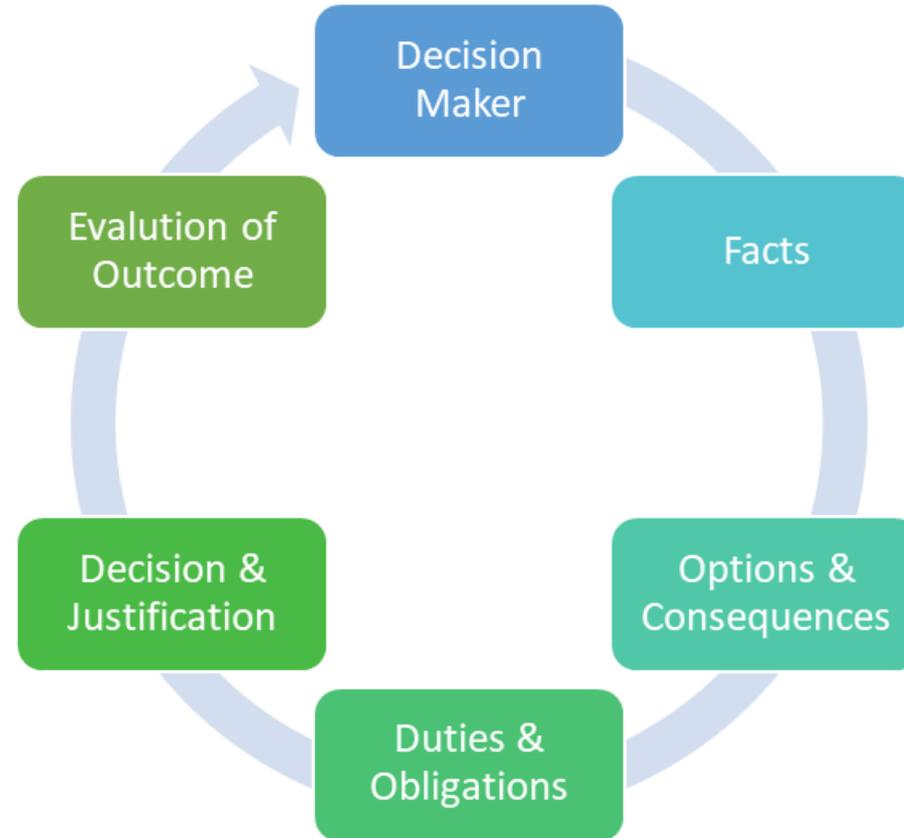
Planning process participants continuously strive to achieve high standards of integrity and proficiency so that public respect for the planning process will be maintained.

Planning Process Participants should:

- Serve as advocates only when the client's objectives are legal and consistent with the public interest
- Not use confidential information acquired in the course of their duties to further a personal interest;
- Not disclose confidential information acquired in the course of their duties except when required by law,
- Not misrepresent facts or distort information
- Not participate in any matter unless adequately prepared
- Respect the rights of all persons

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IF WE ORGANIZE WE CAN CHANGE THE WORLD

- HEATHER BOOTH



ETHICS FOR YOUR ORGANIZATION

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.”

-Warren Buffett, Chairman and CEO of Berkshire Hathaway



VALUES-BASED CULTURE



Shared core values

According to Kidder (2001), there are five core values found in some form in every culture worldwide. They are honesty, respect, responsibility, fairness and compassion. A values-based culture will make these core values the driving force in decision-making.

Common language

Employees need a language of ethics that allows them to communicate readily and comfortably about issues that are typically sensitive and difficult to discuss. Effective ethics training programs provide the common language needed.

Commitment at the top

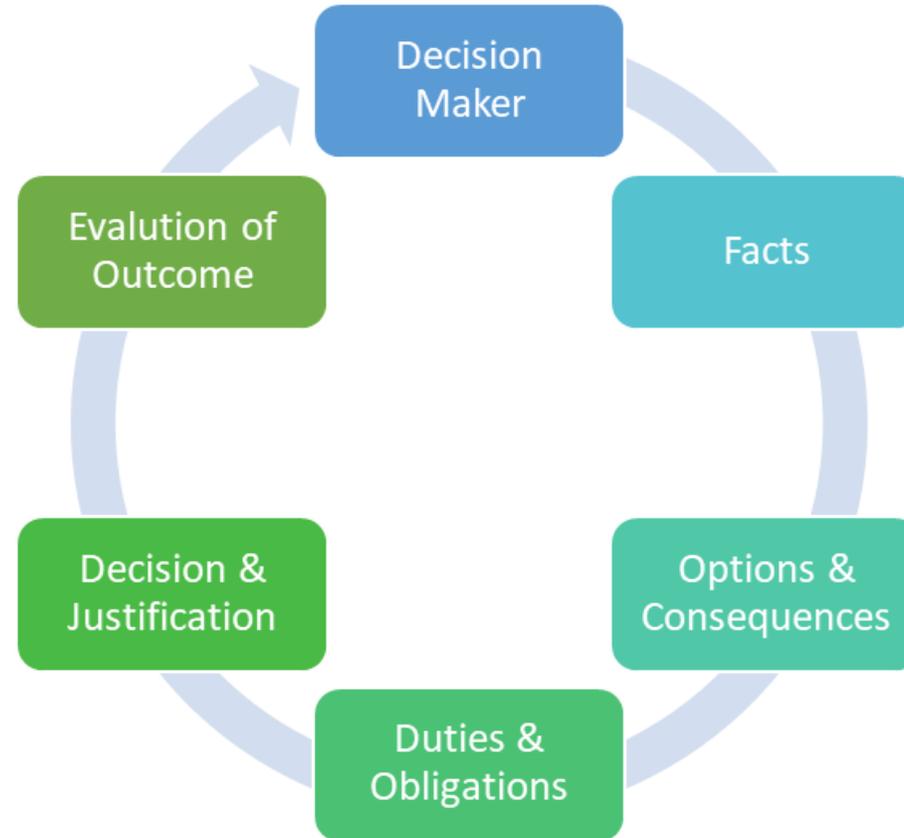
Ethics training is meaningless without top-level executives who walk the talk. When leaders consistently reward those who choose to do what is right, it helps to create an ethical culture more than anything else could.

Moral courage

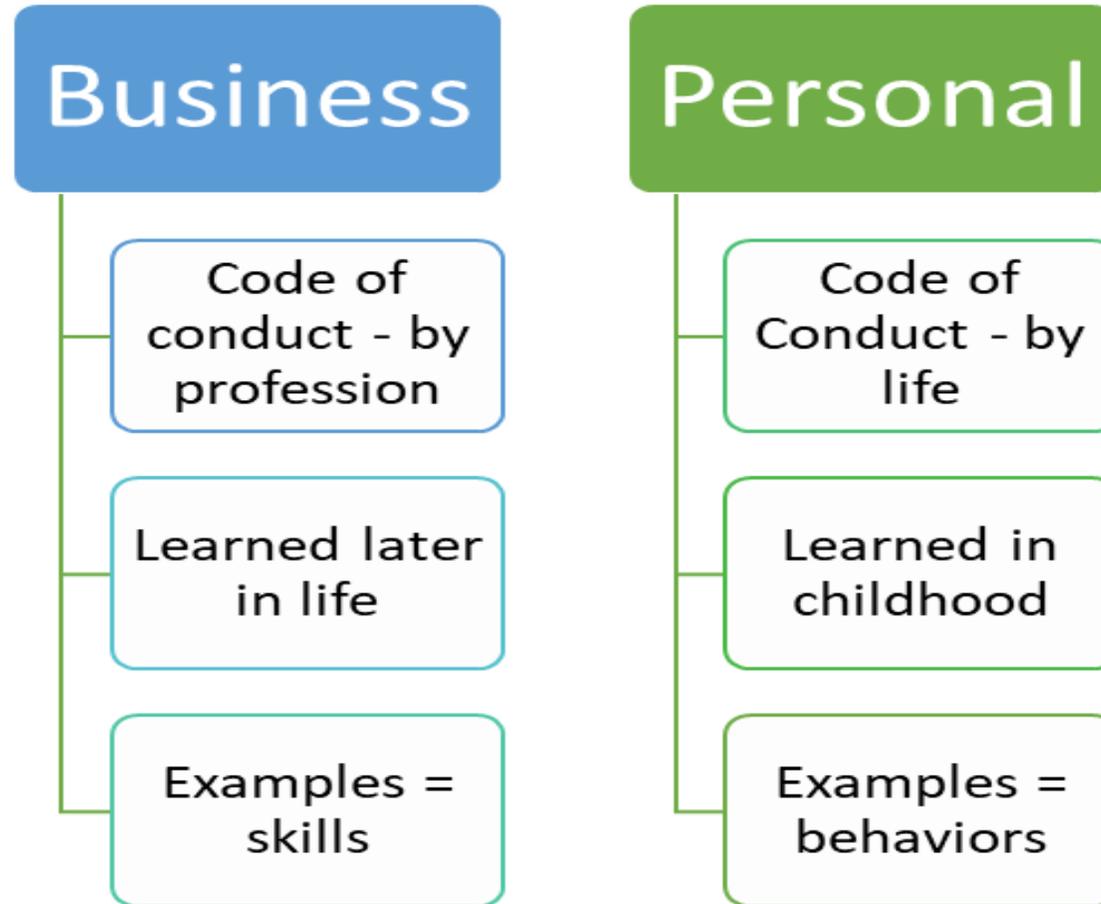
Kidder (2001) describes moral courage as “the quality of mind and spirit that enables one to face up to ethical dilemmas and moral wrongdoings firmly and confidently, without flinching or retreating.”

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BUSINESS ETHICS VS. PERSONAL ETHICS ?



WHAT REALLY MOTIVATES PEOPLE TO BE HONEST IN BUSINESS

- ALEXANDER WAGNER



ETHICS FOR YOUR SELF

Personal Factors to Consider:

- Family
- Health
- Financial
- Relationship
- Mental health
- Substance use and related issues



ETHICS FOR YOUR SELF

“We are ethically obligated to care for ourselves. This, I believe, is incontrovertible. Our primary ethical imperative may be to care for others, but this imperative is meaningless, empty, if divorced from the imperative to care for oneself. I must care for my hands, if I am to lift the fallen; my heart, if I am to love the lonely; my mind, if I am to cure the ill; my eyes, if I am to find the lost; and my soul, if I am to guide them home. No matter how it is conceived – philosophically, theologically, psychologically – the imperative to care for others is always already an imperative to care for myself.”

- Craig Irvine, *The Ethics of Self-Care in Caring Professions*

ETHICS FOR YOUR SELF

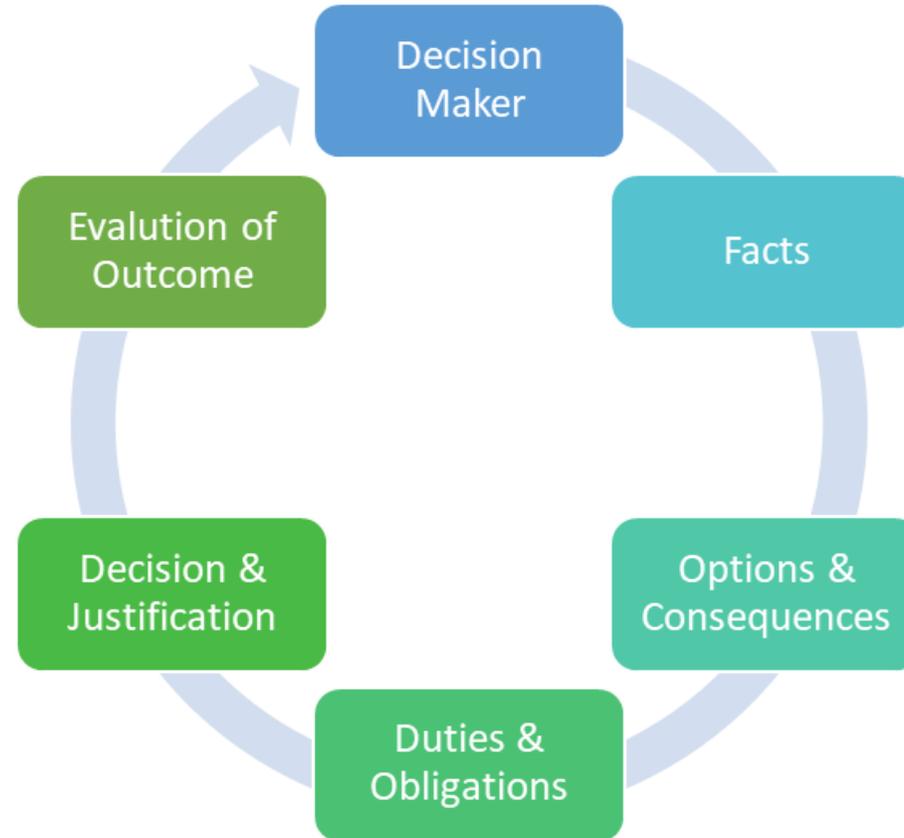
The Role of Awareness:

- Self-reflection on an ongoing basis.
- Honesty about the impact of stressors on our functioning and wellness.
- Know your personal warning signs

(such as boredom, anger, daydreaming, wishing you were bored, anger, daydreaming, wishing you were somewhere else, arriving late, missing or canceling appointments, feeling fatigued, loss of enjoyment, low motivation, impaired sleep, self impaired sleep, self-medicating.

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“HOW TO MAKE WORK-LIFE BALANCE WORK”

— NIGEL MARSH

