



Core Professional
VALUES

VALEURS
fondamentales professionnelles

Canadian Physiotherapy Association Core Professional Values and Associated Behaviours

A value is a “... belief that one accepts as one’s own and that determines behaviour.”¹ Core values are at the centre of professionalism and are ideally upheld by all members of the profession.² They guide the decisions we make and they determine the behaviours in which we engage as individuals and as a professional organization.³

The list of core professional values and associated behaviours has been developed through feedback from over 1,000 members of the Canadian Physiotherapy Association (CPA) through a series of surveys, meetings, and consultations. The list of associated behaviours is provided as examples of activities by which CPA members can demonstrate they embody a specific value. The list of behaviours is not exhaustive and is not presented in any specific order. Some associated behaviours may apply to more than one value as well.

This list of 10 core professional values and associated behaviours informs current and future practice.

1. **Accountability** - *The acceptance of responsibility.*

A CPA member demonstrates accountability when they:

- Engage in reflective practice
- Comply with the relevant professional code of ethical conduct, rules and regulations, legislation, policies and procedures, and standards of practice
- Acknowledge errors and take appropriate actions
- Assumes ownership for their actions, inactions, words, and attitudes
- Engage in evidence-informed practice

2. **Advocacy** - *The commitment to promote change that benefits the health of one’s clients* or society.*

A CPA member demonstrates advocacy when they:

- Actively promote the best course of action for the client
- Facilitate the involvement of other health professionals that could benefit the client
- Actively promote changes to policies that will improve client or societal health
- Campaign for access and funding at the client and/or system level

3. **Altruism** - *The unselfish concern for the wellbeing of one’s clients and others***

A CPA member demonstrates altruism when they:

- Act in the client’s best interest rather than with self-interest
- Willingly offer their time, energy, knowledge, and resources as indicated and as able



4. Client-Centredness – *The provision of care that is respectful of, and responsive to, one’s clients’ preferences, unique needs, and values.*

A CPA member demonstrates client-centredness when they:

- Actively seek to understand the client’s perspective through respectful dialogue
- Set goals and identify an intervention plan in collaboration with the client
- Adapt their behaviour and practices in response to the client’s perspective and their contextual factors

5. Compassion - *The concern and consideration for the pain, distress, or hardship of one’s clients and others.*

A CPA member demonstrates compassion when they:

- Demonstrate empathy
- Engage in active listening
- Make concerted efforts to understand and address the client’s perspective and their contextual factors

6. Equity – *The commitment to supporting one’s clients to reach their full health potential.*

A CPA member demonstrates equity when they:

- Endeavour to distribute time and resources according to the unique needs of the client
- Endeavour to tailor care to the unique needs of the client
- Strive to identify and address barriers to equity

7. Excellence - *The commitment to the highest quality of professional practice.*

A CPA member demonstrates excellence when they:

- Incorporate current evidence, knowledge, and theory in client assessment and care
- Challenge the status quo to improve care and service
- Engage in lifelong learning, reflective practice, and ongoing professional development
- Engage in activities to develop and share new knowledge

8. Integrity - *The quality of being honest and applying defensible ethical and moral principles.*

A CPA member demonstrates integrity when they:

- Abide by, and adhere to, the professional code of ethical conduct
- Are trustworthy and credible
- Provide care only when necessary

9. Respect - *The demonstration of regard for all.*

A CPA member demonstrates respect when they:

- Engage in reflective practice to identify and understand personal biases and how they influence professional practice
- Honour the uniqueness of the client and others
- Seek to create a culturally safe environment where all feel welcome and respected
- Acknowledge the role and contributions of others
- Recognize the client’s autonomy
- Do not let personal judgements or opinions negatively impact the care they provide



10. Social Responsibility - *The commitment to advancing societal health and wellness.*

A CPA member demonstrates social responsibility when they:

- Seek to understand community, national, and worldwide issues and their impact on society's health
- Engage in activities that promote changes to policies that improve health and wellness

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Glossary

***Client:** A client is a recipient of physiotherapy services, and may be an individual, family, group, organization, community, or population. An individual client may be referred to as a patient. In some circumstances, a client may be represented by their substitute decision maker, (Adopted from National Physiotherapy Advisory Group. (2017). Competency Profile for Physiotherapists in Canada. Available at:

https://physiotherapy.ca/app/uploads/2023/01/competency_profile_final_en_0.pdf)

****Others:** Others refers to individuals, other than the client, with whom the CPA member interacts. This can include co-workers, other health care professionals, or members of society.

References:

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4. Boyczuk AM, Deloyer JJ, Ferrigan KF, Muncaster KM, Dal Bello-Haas V, Miller PA. Results from a scoping review and preliminary Canadian survey. *Physiother Can.* 2019; 71(2): 134-143.