

# The NBCC Creed

## *We Believe*

### **Bias, bigotry, and racism have no place and are unacceptable in society and the counseling profession.**

As counselors, we maintain the highest standards of practice. We are respectful of individual differences and hold those counselors demonstrating bias, bigotry, or racism accountable for their beliefs and actions. We believe that education is a foundational element of growth.

### **Each person is valuable and deserves respect and decency.**

We are civil in our actions and words, avoiding arrogance, assumptions, and hubris. We listen to others with intention and respond with respect. When we engage in challenging dialogues, we do so to seek answers — not confrontations. We are sensitive to differences in attitudes and culture. We minimize undue harm and take particular care of those who are vulnerable or in anguish. And with all subjects of our work, we are mindful of their humanity as we fulfill our counseling duties.

### **Mental health is an essential element of health.**

Physical health and mental health are interconnected and interwoven – the two cannot be separated. Counselors strive to enhance the social and mental well-being of their clients while supporting the overall physical health of each client. Counselors must engage in self-care and self-reflection. Counselors recognize the necessity of continuing education on the intersectionality between mental and physical health.

### **Everyone should have access to high quality counseling by competent counselors; *Access leads to Equity.***

Access and equity are essential to the profession of counseling and fundamentally important for the success of any society. Having the ability to approach mental health professionals means possessing the timely use of personal counseling services to achieve the best mental health outcomes. Counselors provide services to all of those in need, utilizing available resources, and advocating for the expansion of resources in underserved communities.



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