The staff of the Birth Centre are guided by the following principles:

1. Promote birth as a natural life experience.

2. Provide a safe, respectful and home-like setting for women to give birth following the College of Midwives of Manitoba Standard for Planned Out-of-Hospital Birth and Women's Health Clinic's Model of Care.

3. Provide a full range of women-centred services for pregnancy, childbirth, and postpartum care that empowers women to make informed decisions about their health and health care.

4. Create a partnership between the woman and her care provider in choice and delivery of services.

5. Support informed decision-making by providing complete and balanced information and education.

6. Respect and support the right of each woman to decide how to labour, give birth, and care for her baby.

7. Acknowledge and support the important role of family and friends in the well-being of women throughout pregnancy, birth and the postpartum period.

8. Treat the woman and her family, as she defines it, with respect, dignity and consideration.

9. Make specific efforts to welcome and provide appropriate services to women from diverse backgrounds, cultures and experiences. Priority populations include women whose health is affected by poverty, and those who encounter barriers to health care because of ethnic origin, race, age, social class, language, sexual orientation or disability.

10. Promote, protect and improve the health of the women and families served by collaborating with all relevant agencies, organizations and communities in the design and delivery of birth centre services.