

The Code, Companies,
and Lactation Consultants

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Standards of Practice for
International Board Certified Lactation
Consultants

- **Standard 1. Professional Responsibilities**
- The IBCLC has a responsibility to maintain professional conduct and to practice in an ethical manner, accountable for professional actions and legal responsibilities.
- 1.1 Adhere to these ILCA *Standards of Practice* and the IBLCE *Code of Ethics*
- 1.2 Practice within the scope of the *International Code of Marketing of Breast-milk Substitutes* and all subsequent World Health Assembly resolutions
- 1.3 Maintain an awareness of conflict of interest in all aspects of work, especially when profiting from the rental or sale of breastfeeding equipment and services

**Code of Ethics for International Board
Certified Lactation Consultants**

- 5. Remain free of conflict of interest while fulfilling the objectives and maintaining the integrity of the lactation consultant profession
- 17. Disclose any financial or other conflicts of interest in relevant organizations providing goods or services. Ensure that professional judgment is not influenced by any commercial considerations
- 24. IBCLCs must adhere to those provisions of the *International Code of Marketing of Breast-Milk Substitutes* and subsequent resolutions which pertain to health workers

What is the Code?

- The Code is a set of recommendations to regulate the marketing of breast-milk substitutes, feeding bottles, and artificial nipples
- The Code was formulated in response to the realization that poor infant feeding practices were negatively affecting the growth, health and development of children, and were a major cause of mortality in infants and young children.



What is the Code?

- The Code aims to contribute "to the provision of safe and adequate nutrition for infants, by the protection and promotion of breastfeeding, and by ensuring the proper use of breastmilk substitutes, when these are necessary, on the basis of adequate information and through appropriate marketing and distribution" (Article 1).
- The Code advocates that babies be breastfed.
- If babies are not breastfed, the Code says that they be fed safely on the best available nutritional alternative.



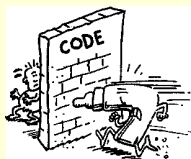
What is the Code?

- Breastmilk substitutes should be available when needed, but not be promoted.
- The Code was adopted through a WHA resolution and is an expression of the collective will of governments to ensure the protection and promotion of optimal feeding for infants and young children.



What is the Code?

- A recommendation to the World Health Assembly regarding the marketing practices for breast milk substitutes, bottles and artificial nipples
- A minimum standard
- A compromise between industry and health protection
- Covers developing and developed countries
- Does not ban the sale or use of breast milk substitutes, bottles, or nipples



The Code has 11 articles and 14 resolutions

1. Aim - The Code aims to protect and promote breastfeeding by ensuring appropriate marketing and distribution of breastmilk substitutes.
2. Scope - The Code applies to breastmilk substitutes, when marketed or otherwise represented as a partial or total replacement for breastmilk. These breastmilk substitutes can include food and beverages such as:
 - infant formula
 - other milk products
 - cereals for infants
 - vegetable mixes
 - baby teas and juices
 - follow-up milks.The Code also includes feeding bottles and artificial nipples
3. Advertising - No advertising of above products to the public.

Breast Pumps

- Breast pumps are not a product covered within the scope of the Code

- Collection and storage containers are not products covered under the scope of the Code

The Code

- 4. Samples - No free samples to mothers, their families or health workers.
- 5. Health care facilities - No promotion of products, i.e. no product displays, posters or distribution of promotional materials. No use of mothercraft nurses or similar company-paid personnel.
- 6. Health workers - No gifts or samples to health workers. Product information must be factual and scientific.



The Code

- 7. Supplies - No free or low-cost supplies of breastmilk substitutes to any part of the health care system.
- 8. Information - Information and educational materials must explain the benefits of breastfeeding, the health hazards associated with bottle feeding, and the costs of using infant formula.



The Code

- 9. Labels - Product labels must clearly state the superiority of breastfeeding, the need for the advice of a health worker and a warning about health hazards. No pictures of infants, or other pictures or text idealizing the use of infant formula.
- 10. Unsuitable products, such as sweetened condensed milk, should not be promoted for babies. All products should be of a high quality



The Code and the LC

- Many of these questions have already been answered in a letter jointly written to ILCA members by Betty Sterken of INFACT Canada and myself
- http://www.ilca.org/files/in_the_news/what_s_new_at_ilca/MedelaGlobearticle-Mar14.pdf


Q. Must I discontinue selling products from a company who does not meet its obligations under the Code.

A. Business considerations are not the criteria by which to determine if a company is in violation of the International Code. By selling products from a manufacturer of products that come under the scope of the International Code, you become a distributor and have special obligations under the Code. You cannot have those products prominently displayed (marketed) to mothers, although they can be a part of your stock, available for purchase by request. If the manufacturer violates the International Code in the way it markets bottles and teats, then you are also a part of that chain, and become complicit by association. As a lactation consultant you need to take into account these ethical and professional standards implications.

Q. Medela has free breastfeeding information (tear off sheets, booklets, website text) that are given or made available to mothers. Is this a violation of the Code if we give it to our clients?

A. In Article 4, Information 4.3, donations of informational or educational equipment or materials by manufacturers or distributors should be made only at the request and the written approval of the appropriate government authority or within the guidelines given by governments for this purpose. Such materials may bear the donating company's name or logo, but should not refer to a proprietary product that is within the scope of this Code, and should be distributed only through the health care system. If Medela complies with the conditions listed above then they may donate educational materials for distribution to mothers through LCs. However if they violate the Code in other ways (such as the bottle prizes) then additional considerations come into play. Would giving out their materials even when the above conditions are met, condone Code violations through association?

This puts the matter into a professional ethical consideration. Lactation consultants have a unique obligation because of their direct involvement with mothers and infants and infant feeding, thus the ethical concerns are of huge importance. And ILCA has dealt with this in their professional code, which can then be applied.




Q. Our coalition or affiliate has a conference every year. Must we discontinue inviting as a vendor a company that does not meet its obligations under the Code?

A. If your group is an ILCA affiliate then only companies who meet their obligations under the Code should be invited as vendors or funders of your conference. While the Code itself allows non-compliant companies to exhibit, as long as their information is scientific and factual, and as long as it is a professional venue, ILCA's by-laws go beyond that, and state that affiliates may not do this.

Attending company sponsored education programs

- The Code permits educational activities as long as they are scientific and factual
- IBLCE no longer grants CERPS for any program sponsored by a company that makes products within the scope of the Code
- Many LCs either avoid these programs or do not accept food or giveaways when attending



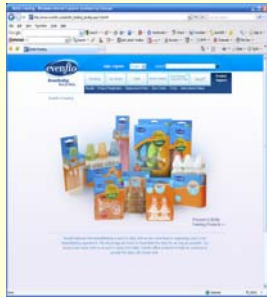
Accepting meals or free items

- Article 7.3 No financial or material inducements to promote products within the scope of this Code should be accepted by health workers
- Just say no!



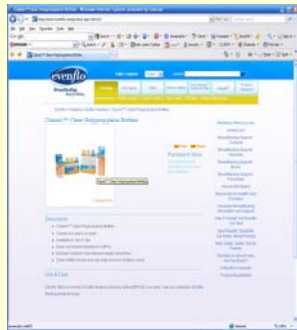
How does a company meet its obligations under the Code?

- Websites are considered the same as a storefront
- Bottles and nipple pictures are permitted on a website
- Selling is permitted but marketing is not



Permitted

- Text that is factual
- Text that does not idealize the use of the product
- Text that does not compare the product to breastfeeding



Not permitted

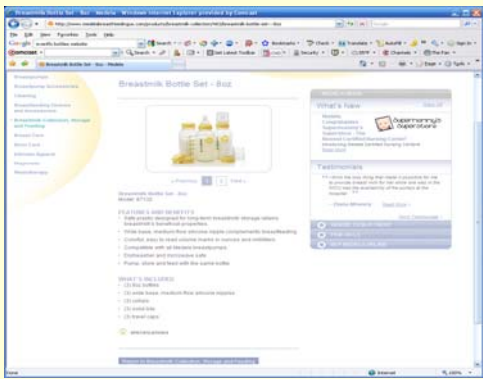
Three advertisements for 'Second Nature' baby bottles. The first ad shows a woman breastfeeding a baby and says '... truly works like Mom's breast!'. The second ad shows a baby and says '... results more like breastfeeding than any other bottle!'. The third ad shows a woman and a baby and says 'As close to breastfeeding as your baby can get.' The text 'LET'S YOUR BAIT CONTROL THE FLOW!' is visible at the bottom left of the first ad.

“ ... truly works like Mom's breast!”

“ ... results more like breastfeeding than any other bottle!”

“As close to breastfeeding as your baby can get.”

Not Permitted



Permitted Packaging Not Permitted



Not permitted




Marketing directly to the public Not permitted




Bottles as prizes is not permitted

Free BPA Breastmilk Bottle
12 Aug, 2008 | Health and Beauty



Free BPA Breastmilk Bottle
This complimentary BPA-free breastmilk bottle offer is a limited offer to one (1) per household within the continental United States and Hawaii.
<http://www.medelabreastfeedingusa.com/free-bottle-offer-flags>



Besides generously donating their high-quality products to an adoptive family, Medela is also giving away a **Glass Breastmilk Bottle Set** to one Mom Most Traveled reader! Medela's Glass Breastmilk Bottles are BPA-free & Free, and designed to retain breastmilk's beneficial properties.

New 2010 Co-op Special

Medela® is offering a Co-op Advertising Special for 2010. The Special is designed to promote the complete line of products that Medela offers, as well as reimburse you even more for your marketing efforts.

To qualify for **100% reimbursement** up to your available 2010 Co-op fund amount, you must include all these required advertising components described below:

- 1 The ad must include the new Medela logo.
- 2 The ad must include a Medela 2-Phase Expression® technology breastfeeding photo and name and the words 2-Phase Expression.
- 3 The ad must include a Medela product (photo and name) from one of the categories below:

BPA-free Breastmilk Bottles	Baby Scale
<i>Intimate Apparel</i>	<i>Tender Care® Products</i>

- All advertising products may be included in the advertisement including:
 - Breast pumps
 - BPA-free breastmilk bottles
 - Medela® nipple shields
 - Co-op guidelines
 - 2010 Co-op special
- All other Medela Co-op advertising products apply.
- Log on for the reimbursement at www.medelabreastfeedingusa.com and click on Co-op for details.

**New Deadline for Submission -
December 31, 2010**

Questions?

Contact your Medela Customer Service Rep at 1-800-Medela-8 888-433-3526



