



The International Code in Everyday Practice: Real Life Situations and Interpretations

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Abstract

There is a lot of confusion about what the International [WHO] Code means, and how to support it, in a world full of marketing. Do you violate the International [WHO] Code if you work for a hospital that distributes non-medically-necessary infant formula? Can you use glossy handouts from bottle manufacturers? How can a retail business ethically sell breastfeeding products? Tenet 24 of the IBLCE Code of Ethics requires IBCLCs to adhere to the International [WHO] Code. This session will use real-life case studies to discuss challenges faced by IBCLCs, asking: a) does the International [WHO] Code apply; (b) are other options available to curtail marketing influences in the healthcare workplace; and (c) what are the consequences when there is a violation of the International [WHO] Code?

Key Words:

ethics, law, International [WHO] Code, compliance