

WHO Code in Plain English: A Course for Lactation Consultants on the WHO's International Code of Marketing of Breastmilk Substitutes

In 1981, the World Health Organization's International Code of Marketing of Breastmilk Substitutes (aka "the Code") was issued. Thereafter, the International Board of Lactation Consultant Examiners required all IBCLCs to comply with the Code and integrated it into the IBCLC Code of Ethics. Hence all IBCLCs should expect to face examination questions related to the Code, and to face disciplinary action if they are not in compliance with the WHO Code.

In 2024, the International Board of Lactation Consultant Examiners made it mandatory for all first-time certificants and all re-certifiers to complete at least 2 hours of training on this Code.

Goal

Within the IBCLC's role, comply with the tenets of the International Code of Marketing of Breastmilk Substitutes at the individual, healthcare facility, and system level.

Objectives

- Describe the aim and scope of the "Code."
- Distinguish between those issues that are and are not included in the scope of the Code, and their related implications.
- Define and recognize examples of at least 10 terms found in the "Code."
- Differentiate between examples of *samples* and *supplies* in terms of purpose, quantity, duration, and cost.
- Recognize examples of how healthcare systems, healthcare workers or manufacturers are compliant/non-compliant with the Code with issues such as:
 - promotion of breastmilk substitutes
 - education and information
 - labeling
 - words/images
 - unsuitable products
 - financial or material inducements
 - equipment/utensils that are/aren't allowable
 - disclosure of product affiliations
 - product displays
 - posters, distribution of promotional materials,
 - gifts, hospital practices
- Recognize myths related to the "Code."

Materials Required to Complete Course

- Audiocasts
- Handout
- Learning Exercise
- Post-Test

Credits

This learning program is approved for 2.2 L-CERPs and 2.2 contact hours.

- Breastfeeding Outlook is approved by the California Board of Registered Nursing (Provider #CEP 15628).

- Breastfeeding Outlook is accredited as a long-term provider by the International Board of Lactation Consultant Examiners (Provider #CLT 108-22).

CERPs for topic areas of the IBCLC Detailed Content Outline

- 2.2 in Clinical Skills

Requirements for Obtaining Credits

- Complete all required assignments in the course.
- Complete Post-test with 100% accuracy.
- Complete the course evaluation.

Expiration Date

This course expires 6 months from the date of purchase. All course requirements must be completed prior to the expiration date to earn credits. Expiration dates may be extended at the discretion of MarieBiancuzzo.com.

Disclaimers

The author discloses that she has no significant financial interests in any product or class of products discussed directly or indirectly in this learning program (including research support). This learning program has no commercial or non-commercial support. A detailed disclosure statement is found here <https://mariebiancuzzo.com/disclosures/>.