



LatchOn by Yummy Mummy IBCLC Welcome Packet & Handbook

Welcome!

We are thrilled to welcome you to LatchOn. As you know our goal is to help new moms reach their personal breastfeeding goals through advice, information and support.

In this packet you will find all of the information you will need to get started and conduct virtual lactation consultations. Please review the handbook at your earliest convenience. Please use this handbook as an ongoing reference. It may be updated from time to time. An updated copy can be found at <http://www.yummymummystore.com/latchon/handbook>. And don't hesitate to reach out to us with any questions or concerns at any time.

Sincerely,

Amanda Cole

Founder and CEO

Yummy Mummy & LatchOn by Yummy Mummy

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LatchOn Vision & Purpose

Yummy Mummy is a company dedicated to *All Things Breastfeeding* and is the largest Durable Medical Equipment (DME) provider in the country specializing in breast pumps and supplies.

Yummy Mummy serves 1,000+ moms each week, most of whom are covered for the breast pump benefit under the Affordable Care Act. In an effort to meet the needs of both moms seeking help and payers looking to supply this benefit and to continue in our mission to provide moms with *All Things Breastfeeding*, we created a HIPAA-secure Virtual Lactation Consultation Solution to give moms access to IBCLCs® in those times when they are in most need of help and at greatest risk of stopping breastfeeding.

In addition to our insurance business, Yummy Mummy's NYC store and website offer a wide array of breastfeeding products from apparel to pump parts to baby items and the store offers daily classes and support groups. The Company is certified as a Women's Business Enterprise (WBE).

We created LatchOn because we believe that expectant and new moms should be supported every step of their journey and we want to help moms reap the many health benefits of breastfeeding.

The Affordable Care Act mandates coverage of lactation counseling as well as breast pumps. However, far too few new moms take advantage of the lactation counseling benefit.

Giving moms easy access to lactation counseling will help moms to breastfeed for longer which will enable mom and baby to realize the many health benefits associated with breastfeeding.

LatchOn Staff List

Amanda Cole

Founder & CEO

Amanda is the founder and president of Yummy Mummy, a breastfeeding specialty store and support center in NYC that is also available online at yummymummystore.com. Amanda opened Yummy Mummy in 2009 after shopping for breastfeeding products for her daughter and thinking “there must be a better way.” She envisioned and then opened a one-stop-shop for *All Things Breastfeeding* that offers daily classes and support groups for expectant and new moms. In 2013 she expanded the business and became a Durable Medical Equipment (DME) provider specializing in breast pumps to help new and expectant moms obtain a breast pump through their insurance plan. Knowing that it is not enough to just help moms obtain a breast pump, in 2016 she started LatchOn to connect moms with IBCLCs through virtual lactation telehealth consultations whenever and wherever they need them.

Barbara Mass

COO

Barbara is the COO of Yummy Mummy. She has an extensive business and customer service background. She has embraced the Yummy Mummy mission since she joined the company in 2012 at the onset of Yummy Mummy’s insurance/DME business. Barbara is committed to the company’s compliance with insurer and other regulations and oversees our accreditation processes. She has been involved in the development of LatchOn to ensure that it reflects Yummy Mummy’s standards and meets the needs of new moms nationwide. She supports Yummy Mummy’s continuous pursuit of innovation with an emphasis on excellence. Barbara is involved in Yummy Mummy’s expansion and reputation as the largest company in the U.S. specializing in *All Things Breastfeeding*.

Olivia Leon

Marketing Director

Olivia is the Marketing Director for Yummy Mummy and LatchOn. She manages marketing plans and outreach to consumers as well as other businesses in the industry. She also works with strategic partners throughout the industry to get the word out about Yummy Mummy and LatchOn and how these two businesses can help moms reach their personal breastfeeding goals through information, products, advice and support.

Melissa Kotlen

Advisor

Melissa Kotlen, IBCLC, maintains an active lactation consultation private practice (since 2003) in New York City (all boroughs), and Westchester and Fairfield Counties. She has worn virtually every hat in the business—from teaching prenatal breastfeeding classes and leading breastfeeding support groups to being the spokeswoman for a breast pump company and writing the breastfeeding site for About.com. In addition to running her own practice, Melissa currently acts as Director of Sales for YBreast @ Work, a company which implements and manages corporate lactation programs and she is the Chief Lactation Consultant for New York City for Babydoctor.com, which offers pediatric and lactation house calls.

LatchOn Coordinator

We are in the process of hiring a LatchOn coordinator who will be the point person for all LatchOn related questions. More information coming soon.

Getting Started with the LatchOn Portal

1. Setting up your account

If you have not already, you will soon receive your login credentials for the LatchOn platform. Once you are set up, we will schedule a short online training to walk you through navigating the LatchOn platform. Once you have completed the training, you will be able to conduct your HIPAA-secure virtual lactation visits. The platform works best on Google Chrome. Please use Google Chrome when using the platform. You can download Google Chrome at: google.com/chrome if you do not have it.

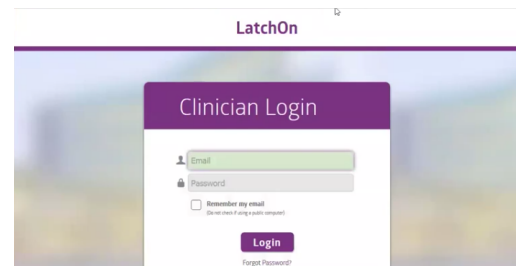
2. Logging in to the LatchOn Platform and Scheduling Availability

Below please find a recap of how to navigate the portal for your reference. Follow the instructions below to login and schedule the times that you will be available for appointments as well as information on how you will be informed about your appointments.

Login

First, login with your email and password.

<https://latchon.connectedcare.md/physician/login>

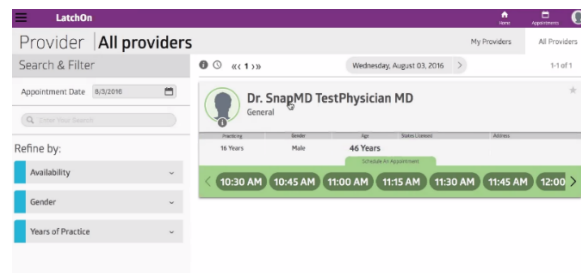
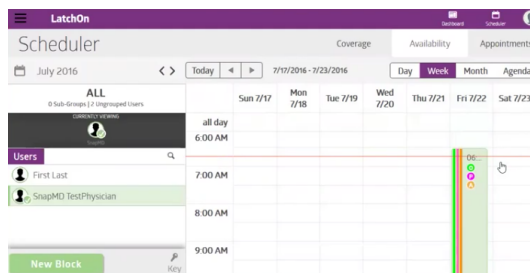


Schedule Your Availability

To schedule blocks of time when you will be available for coming weeks, just go to the scheduling tab and pick your blocks. You can book available hours for the upcoming week or weeks ahead. Please be aware that we try to balance schedules so that we will have adequate coverage throughout the day, seven days a week.

Changing Your Scheduled Hours

If you need to change your schedule after you have signed up for a particular block of hours, you can do so on the portal **up to 48 hours before your scheduled block**. If you need to change your schedule after a client has blocked off a session, you must email us directly so that we can ensure that another IBCLC can cover your session. If you need to change your schedule less than 48 hours before your scheduled hours, you must email us directly so that we can ensure proper coverage for the time you've blocked off.



Please book scheduled time only.

Appointment Notification:

Once the patient chooses a time slot, the IBCLC (who has been selected for the consultation) will receive an email detailing the date and time for the consultation. The IBCLC will also get a text message when the patient is in the virtual waiting room and it is time for you to start the consultation.

Conducting Your Telehealth Visit

1. Important Information from our Legal Counsel at Cozen O'Connor

This Handbook contains general information which can be used to help you provide safe, competent and evidence-based care to LatchOn customers. The contents of this Handbook are for information purposes only.

Neither LatchOn, nor any of its IBCLCs has been authorized to practice medicine or dispense medical services as part of LatchOn's telehealth lactation consultation program (the "Program"). Diagnosis, treatment and prescribing can only be carried out by a suitably qualified and duly licensed health care professionals. The Program is not intended to be a substitute for professional medical advice, diagnosis or treatment. You should always advise your LatchOn customer that you give them only general information and are not authorized to practice medicine or dispense medical services during the sessions. You should always advise your LatchOn customer to seek the advice of her physician or other qualified health care provider with any questions regarding her specific medical condition.

If your customer thinks she has a medical emergency, you should instruct her to call her physician or 911 immediately. LatchOn does not recommend any specific test, drug, treatment, or health care provider.

2. Tips to Get Ready for Your Visit & Props

Before starting any session, it is important to make sure that you are ready to go. Here is a quick checklist of things to remember.

- Please conduct all visits in a private room alone. This will help to ensure that there are no interruptions from other people, pets or kids. This will also ensure patient comfort and privacy. In addition, if there are any windows that could be in sight of the screen, please close the shades. We want to make sure that no passersby accidentally sees a topless mom.
- Make sure screen area is clear. This includes what the patient sees in the background. Please place the LatchOn sign in the background. You always want to make sure that you portray a professional appearance. That includes your attire, general appearance and the background.
- Remember to wear your LatchOn shirt. We will be sending you a LatchOn kit which will include a purple button down LatchOn shirt to be worn during all virtual consultations.
- Place camera so you appear to be looking at the patient. Often cameras are placed slightly above or off to the side of your computer screen. It is important that you place your camera so that you appear to be looking directly at the patient throughout the session.

- Make sure you have all props within arm's reach. We will send you all of the necessary props to conduct your virtual visit in your LatchOn kit. Please make sure that they are close and easily accessible. Props should include:
 - Disclaimer to be read to patients at the start of the session (see below)
 - A realistically sized baby doll to show positioning
 - A cloth breast that opens to show the inside of the lactating breast
 - A double-electric breast pump, or the breast pump flanges and bottles to demonstrate positioning (be able to do a quick demo on sizing and centering)
 - Belly balls to demonstrate the size of baby's stomach in relation to how much to expect they are consuming
 - Breast shells, and possibly nipple shields to show if mom is having issues with short, inverted or flat nipples (or even sore nipples)
 - LatchOn logo sign for background
- Smile and be welcoming. Emotional cues are not always as clear via video conference as they can be in person. And, as you know, new moms can need a little extra sensitivity.
- Throughout the consultation, think about if mom might need a follow up IBCLC visit or visit with OBGYN, Pediatrician, etc. Consider if there are issues or symptoms you cannot accurately address via video conference.

3. Standards of Care

As a certified IBCLC, we require that you always adhere to IBLCE's Standards of Care and always provide safe, competent and evidence-based care. We have included some important documents from IBLCE in the Appendix to serve as a reference for you throughout your independent contractor relationship with LatchOn.

- 1.) Clinical Competencies <http://iblce.org/wp-content/uploads/2013/08/clinical-competencies.pdf>
- 2.) Code of Professional Conduct <http://iblce.org/wp-content/uploads/2013/08/Code-of-professional-conduct.pdf>
- 3.) Scope of Practice <http://iblce.org/wp-content/uploads/2013/08/scope-of-practice.pdf>

4. Disclaimer

Please note that in order to comply with all federal and state laws, we are requiring all LatchOn IBCLCs to begin every session explaining to the mom the scope and limitations of the profession. We ask that after a brief introduction about yourself and before you ask the mom intake questions that you read the short disclaimer below. In addition to helping us abide by the law, it will reduce any confusion on the part of the mom about how an IBCLC can and cannot help.

Hello and welcome to LatchOn! Before we get started, I am required to read to you the following prepared statement from our legal team.

This session is for information purposes only. As an IBCLC and not a physician, I am authorized to give only general information to you. I am not authorized to practice medicine or dispense medical services during this session which includes diagnosing, treating or prescribing for your specific condition. This session is not intended to be a substitute for professional medical advice, diagnosis or treatment. You should seek the advice of your physician or other qualified health care provider with any questions regarding your specific medical condition.

If you think you have a medical emergency, you should hang up and call your physician or 911 immediately.

Some Detailed Information About Your LatchOn Visits

1. Intake form

The following are the questions that the new mom will answer before you begin your session with her. Please make sure to review her answers before you begin your session.

Please note, we are currently limited by our software regarding the intake questions but we are working on expanding the list of questions with our software team.

Mom's Info

Name:

DOB:

Gender:

Ethnicity:

Cell Phone:

OBGYN:

Home Address:

Medical Conditions:

Medical Allergies:

Home Address	Medical Conditions	Medical Allergies
1953 Atlantic Ave, Long Beach, CA 90813, USA	N/A	N/A

Primary Physician	Clinician Specialist	Preferred Pharmacy

Because the intake questions are so limited, we are asking that you incorporate within each consult the set of questions that will not be covered in the standard intake form. Please incorporate them into your session:

1. Any Health or Medical Issues that we should be aware of?

2. Is this the first baby that you have breastfed or have you nursed before?

3. Baby's Info

Baby's DOB:

Baby's Gender:

Baby's Name:

Birth Weight (if known): & Current Weight (if known):

Any Health or Medical Issues for you or your baby that we should be aware of?

4. Reason For Your Visit

What is the reason for your visit today?

How often are you feeding the baby? How many wet diapers per day? How many stools?

Are you breastfeeding exclusively or have you introduced formula? How are your breasts feeling?

Soreness? Engorgement? Etc?

2. Post-Visit Assessment Form

For each visit, it is important to complete a Post-Visit Assessment Form in order to record the information that was covered in the consult and to detail the information that you will be sending to the patient after the consult (see follow-up communication page on page 13 of this Handbook). The Post-Visit Assessment Form will be available for you to complete on the right side of your screen during or after your consultation. Once you have submitted the Post-Visit Assessment Form, the client will be informed that a new document awaits her on her portal and she can access the assessment form at any time.

The Post-Visit Assessment Form will contain a recap of the information the patient enters into the intake form as well as the information addressed in the consult. Each IBCLC will be required to type in answers for each of the following five text boxes labeled “Subjective,” “Objective,” “Assessment,” “Plan” and “File Attachment.” (Under the S.O.A.P. tab on the right side of your screen)

Please note that through the text boxes, we are asking that you address the following. The text boxes have no character limit.

Subjective - *This should be a short recap of the mom’s initial questions and concerns.*

At the beginning of the consult, the mother’s main concern was that _____.

My impression at the time was that _____.

Objective - *This should be a short recap of what was discussed throughout the session, topics covered, etc.*

Assessment - *What advice suggestions did you share with the mom?*

Please include comments on Positioning, Attachment, Sucking and Swallowing.

Please include any topics on which you instructed (mother’s name):

- Hand-expression
- Use of an electric breast pump
- Positioning of the baby at breast
- Latch-on technique
- Suck training
- Finger-feeding with a feeding syringe
- Other – with write in box

Plan - *Are there any follow ups for the mom? Next Steps? Will she reach out to her OBGYN or Pediatrician? Does she plan to schedule another consultation with LatchOn if a problem persists or if she has other questions?*

The screenshot displays the LatchOn S.O.A.P. form interface. At the top, there is a navigation bar with icons for Intake Form, Profile, Message, S.O.A.P. (highlighted in purple), and Files. Below this, the form is titled "Soap Note". The "Subjective" section is active, showing a text input area with a rich text editor toolbar (Format, Bold, Italic, Underline, Bulleted List, Numbered List, Indent, Outdent, Link, Image, Table) and a "Primary Concern" field containing "Baby - Colic" and a "Secondary Concern" field containing "N/A". Below the Subjective section, the "Plan" section is visible, also featuring a rich text editor toolbar and a "CPT Codes(s)" field with a placeholder text "Please enter a full code or keyword". A purple "Submit" button is located at the bottom of the form.

Please note here if you have given (or plan to give) the client any LatchOn-approved “tear sheets” after the consult or if you have just written (or plan to write) a thank you note without sending any LatchOn-approved “tear sheets”.

File Attachments

Please attach any of the LatchOn “tear sheets” that you have sent or plan to send to your client.

Follow Up Communications & Documents

In addition to the Post-Visit Consultation Report, you are also required to upload a Post-Visit Client Note to your client's folder. Once you have submitted the Post-Visit Client Note, the client will be informed that a new document awaits her on her portal and she can access the Post-Visit note at any time.

To write your Post-Visit Assessment Form, please use the below template which has been approved by LatchOn's legal counsel. Since you will be saving it onto your desktop and then uploading the letter onto the portal, please help us keep the process HIPAA-secure by not including any identifying information ***except your client's first name.***

Please do not deviate from the below template. We need to be careful to remain within the scope of practice and give the patient general information. Do not link to outside websites or send documents that have not been approved by Yummy Mummy.

You can find a complete list of approved "tear sheets" at <https://yummymummystore.com/latchon/ibclcreources>. If there are additional topics we should add, please let us know.

Standard Follow-Up Communication – Thank you

Dear NAME,

I hope that you found our recent virtual consultation helpful. As you know, we at LatchOn are committed to helping moms meet their personal breastfeeding goals. If you have any follow-up questions, or need anything else, we are here to help.

Should you need to schedule a follow-up session, you may do so by clicking here: <https://yummymummystore.com/latchon>. If however, a condition does not clear up, or gets worse, please be sure to consult your regular physician.

Good luck on your journey, and all the best.
IBCLC NAME, and the LatchOn by Yummy Mummy Team

Standard Follow-Up Communication – Thank you with "Tear Sheet(s)"

Dear NAME,

I hope that you found our recent virtual consultation helpful. As you know, we at LatchOn are committed to helping moms meet their personal breastfeeding goals. If you have any follow-up questions, or need anything else, we are here to help. If however, a condition does not clear up, or gets worse, please be sure to consult your regular physician.

I am providing a link to **Engorged Breasts** which you may find useful. Should you need to schedule a follow-up session, you may do so by clicking here: <https://yummymummystore.com/latchon>.

Good luck on your journey, and all the best.
IBCLC NAME, and the LatchOn by Yummy Mummy Team

Post Visit Survey for Moms

After every visit the mom will have the opportunity to fill out the below survey. We want to make sure that we are doing everything we can to make the session as valuable as possible for every mom. You do not need to do anything. We just wanted to let you know about the survey.

Scale 1 – 5 (1 - not at all, 2 – not really, 3 – somewhat, 4 – yes, 5 – very much, yes)

- 1) Scale from 1 – 5: Did you find the session helpful?
- 2) Scale from 1 – 5: Did you get answers to your questions?
- 3) Scale from 1 – 5: Do you feel that you are in a better position to meet your breastfeeding goals?
- 4) Scale from 1 – 5: Was it easy to set up the appointment?
- 5) Scale from 1 – 5: Was it easy to conduct the session?
- 6) Scale from 1 – 5: Would you recommend LatchOn to your friends and family?
- 7) Write in box: How can we make the LatchOn experience even more valuable to you?

THANK YOU!

LatchOn Standards of Care for IBCLC Consultations

All virtual consultations will adhere to the International Board of Lactation Consult Examiners (IBLCE) clinical competencies, professional conduct and scope of practice. Paying particular attention to:

Clinical Competencies for the Practice of International Board Certified Lactation Consultants

The Clinical Competencies encompass the responsibilities/activities that are part of the IBCLC's practice. The aim of these Clinical Competencies is to inform the public of the field in which IBCLCs can provide safe, competent and evidence-based care. The Clinical Competencies are applicable in any country or setting where IBCLCs practice. It is understood that the IBCLC will practice within the boundaries of her/his training, expertise, culture and setting.

1. The IBCLC has the duty to uphold the standards of the profession and will:

- conduct her/himself in a professional manner, practicing within the framework defined by the IBLCE Code of Professional Conduct for IBCLCs, the IBLCE Scope of Practice for the IBCLC, and the IBLCE Clinical Competencies for the Practice of IBCLCs
- critique, evaluate and incorporate evidence-informed findings into practice within the laws of the setting in which s/he works
- obtain continuing education to enhance skills and maintain IBCLC certification

2. The IBCLC has the duty to protect, promote and support breastfeeding and will:

- provide evidence-informed education through various means including development of client information fact sheets, counseling, curriculum development, and multimedia campaigns to women, families, health professionals and the community about breastfeeding and human lactation
- participate in the development of policies at global, national, and local levels which protect, promote and support breastfeeding or breastmilk intake in all situations including emergencies
- advocate for breastfeeding women, children and families in all settings and promote breastfeeding as the child-feeding norm globally
- support practices which promote breastfeeding and discourage practices which interfere with breastfeeding and will:
 - **promote the principles of the Baby Friendly Hospital Initiative**
- carefully choose a method of feeding when supplementation is unavoidable and use strategies to maintain breastfeeding to meet the mother's goal
- promote the principles of the *World Health Organization Global Strategy for Infant and Young Child Feeding*

3. The IBCLC has the duty to provide competent services for mothers and families and will perform a comprehensive maternal, child and feeding assessment related to lactation, such as:

History Taking and Assessment Skills:

- obtain the mother's permission to provide care to her and her child
- ascertain the mother's goals for breastfeeding
- utilize appropriate counseling skills and techniques
- respect a mother's race, creed, religion, sexual orientation, age, and national origin
- obtain a lactation history
- identify events that occurred antenatally, during the pregnancy, labor and birth process that may adversely affect breastfeeding
- assess the breasts to determine if changes are consistent with adequate function/lactation
- assess maternal physical, mental and psychological states
- assess social supports and possible challenges

Skills to Assist Breastfeeding Dyad

- promote continuous skin-to-skin contact of the newborn and mother
- provide education to assist the mother and family to identify newborn feeding cues and behavioral states
- assess oral anatomy and normal neurological responses and reflexes
- assist the mother and child to find comfortable positions for breastfeeding
- identify correct latch/attachment
- assess effective milk transfer
- assess for adequate milk intake of the child
- assess for normal infant behavior and developmental milestones
- provide suggestions as to when and how to stimulate a sleepy baby to feed
- provide evidence-informed information to assist the mother to make informed decisions regarding breastfeeding
- provide education for the mother and her family regarding the use of pacifiers/dummies including the possible risks to lactation
- provide appropriate education for the mother and her family regarding the importance of exclusive breastfeeding to the health of the mother and child and the risk of using breastmilk substitutes (formula)
- provide information and demonstrate to the mother how to perform manual expression of breastmilk
- provide information and strategies to prevent and resolve painful damaged nipples
- provide information and strategies to prevent and resolve engorgement, blocked ducts and mastitis
- provide information and strategies to minimize the risk of Sudden Infant Death Syndrome (SIDS)
- provide information regarding family planning methods including Lactation Amenorrhea Method (LAM) and their impact on lactation
- assist and support the mother and family to identify strategies to cope with peripartum mood disorders (prenatal depression, "baby blues", postpartum depression, anxiety and psychosis) and access community resources
- provide information regarding introduction to appropriate family foods

- provide information regarding weaning from the breast when appropriate, including care of mother's breasts and preparation and use of breastmilk substitutes according to *World Health Organization Guidelines for Safe Preparation, Storage and Handling of Powdered Infant Formula*
- calculate an infant's caloric/Kilojoule and volume requirements
- assess the mother's milk supply and provide information regarding increasing or decreasing milk volume as needed
- assess the breastfeeding child's growth using World Health Organization adapted growth charts
- provide education to the mother related to normal child behaviors; signs of readiness to feed, and expected feeding patterns

General Problem-Solving Skills

- evaluate potential or existing challenges and factors that may impact on a mother to meet her breastfeeding goals
- assist and support the mother to develop, implement and evaluate an appropriate, acceptable and achievable breastfeeding plan utilizing all resources available
- facilitate breastfeeding for the medically fragile and physically compromised child
- evaluate how each breastfeeding dyad and situation is unique, and their effect on breastfeeding
- provide anticipatory guidance to reduce potential risks to the breastfeeding mother or her child
- assess and provide strategies to initiate and continue breastfeeding when challenging situations exist/occur
- Use of Techniques and Devices
- critique and evaluate indications, contraindications and use of techniques, appliances and devices which support breastfeeding or may be harmful to continued breastfeeding including alternative feeding methods
- evaluate, critique and demonstrate the use of techniques and devices which support breastfeeding, understand that some devices may be marketed without evidence to support their usefulness and may be harmful to the continuation of breastfeeding
- evaluate and critique how techniques and devices may be used to ensure initiation and/or continuation of breastfeeding in certain circumstances
- provide evidence-informed information to the mother regarding the use of techniques and devices
- Develop, Implement and Evaluate an Individualized Feeding Plan in Consultation with the Mother
- use adult education principles
- select appropriate teaching aids
- provide information on community resources for breastfeeding assistance
- provide evidence-informed information regarding a lactating mother's use of medications (over-the-counter and prescription), alcohol, tobacco and street drugs, including their potential impact on milk production and child safety
- provide evidence-informed information regarding complementary therapies during lactation and their impact on a mother's milk production and the effect on her child
- integrate cultural, psychosocial and nutritional aspects related to breastfeeding
- provide support and encouragement to enable mothers to successfully meet their breastfeeding goals
- use effective counseling and communication skills when interacting with clients and other health care providers

- use the principles of family-centered care while maintaining a collaborative, supportive relationship with clients
- support the mother to make evidence-informed decisions for her child and herself
- provide education and information at a level which the mother can easily understand
- evaluate the mother's understanding of all information and education provided

4. The IBCLC has the duty to report truthfully and fully to the mother and/or child's primary health care provider and to the health care system and will:

- obtain the mother's consent for obtaining and disclosing of information as needed or as specified by local jurisdiction
- provide written assessments as required
- maintain documentation of all client contacts, assessments, feeding plans, recommendations and evaluations of care
- retain records for the time specified by the local jurisdiction

5. The IBCLC has the duty to preserve client confidence and will:

- respect the privacy, dignity and confidentiality of mothers and families except where the reporting of a danger to a mother or child is specifically required by law

6. The IBCLC has the duty to act with reasonable diligence and will:

- assist families with decisions regarding feeding their children by providing evidence-informed information that is free of any conflicts of interest
- provide follow-up services as required and requested
- make appropriate referrals to other health care providers and community support resources in a timely manner depending on the urgency of the situation
- work collaboratively with the health care team to provide coordinated services to families
- report immediately to IBLCE if found guilty of any offence under the criminal code of the IBCLC's country or jurisdiction in which they work or if sanctioned by another profession
- report immediately to IBLCE any IBCLC who is functioning outside the IBLCE Scope of Practice for IBCLCs and/or not maintaining a practice which meets with the IBLCE Code of Professional Conduct for IBCLCs or the IBLCE Clinical Competencies for the Practice of IBCLCs

Sites for acquisition of skills

Skills may be acquired in various settings including hospitals, public health units, community agencies or locations and private practice facilities.

Code of Professional Conduct for International Board Certified Lactation Consultants

A crucial part of an IBCLC's duty to protect mothers and children is adherence to the principles and aim of the *International Code of Marketing of Breast-milk Substitutes* and subsequent relevant World Health Assembly's resolutions.

Preamble

IBLCE endorses the broad human rights principles articulated in numerous international documents affirming that every human being has the right to the highest attainable standard of health. Moreover, IBLCE considers that every mother and every child has the right to breastfeed. Thus,

IBLCE encourages IBCLCs to uphold the highest standards of ethical conduct as outlined in:

- [United Nations Convention on the Rights of the Child](#)
- [United Nations Convention on the Elimination of All Forms of Discrimination Against Women](#) (Article 12)

- Council of Medical Specialty Societies [Code for Interactions with Companies](#)

To guide their professional practice, it is in the best interest of all IBCLCs and the public they serve that there is a Code of Professional Conduct which:

- Informs both IBCLCs and the public of the **minimum** standards of acceptable conduct;
- Exemplifies the commitment expected of all holders of the IBCLC credential;
- Provides IBCLCs with a framework for carrying out their essential duties;
- Serves as a basis for decisions regarding alleged misconduct.

Definitions and Interpretations

1. For the purposes of this document, the Code of Professional Conduct for IBCLCs will be referred to as the “CPC”.
2. IBCLCs will comply fully with the *IBLCE Disciplinary Procedures*.
3. For the purposes of the CPC, “due diligence” refers to the obligation imposed on IBCLCs to adhere to a standard of reasonable care while performing any acts that could foreseeably harm others.
4. The term “intellectual property” (Principle 2.5) refers to copyrights (which apply to printed or electronic documents, manuscripts, photographs, slides, and illustrations), trademarks, service and certification marks, and patents.
5. The exception to the statement “refrain from revealing any information” (Principle 3.1) means that, to the extent required, IBCLCs may disclose such information to:
 - (a) comply with a law, court or administrative order, or this CPC;
 - (b) protect the client, in consultation with appropriate individuals or entities in a position to take suitable action, when the IBCLC reasonably believes that a client is unable to act adequately in her own and her child’s best interest and there is thus risk of harm;
 - (c) establish a claim or defense on behalf of the IBCLC and the client, or a defense against a criminal charge or civil claim against the IBCLC based upon conduct in which the client was involved; or
 - (d) respond to allegations in any proceeding concerning the services the IBCLC has provided to the client.
6. “Misfeasance” describes an act that is legal but performed improperly, while “malfeasance” describes a wrongful act.

Code of Professional Conduct Principles

The CPC consists of eight principles, which require every IBCLC to:

1. Provide services that protect, promote and support breastfeeding
2. Act with due diligence
3. Preserve the confidentiality of clients
4. Report accurately and completely to other members of the healthcare team
5. Exercise independent judgment and avoid conflicts of interest
6. Maintain personal integrity
7. Uphold the professional standards expected of an IBCLC
8. Comply with the IBLCE Disciplinary Procedures

IBCLCs are personally accountable for acting consistently with the CPC to safeguard the interests of clients and justify public trust.

Principle 1: Provide services that protect, promote and support breastfeeding

Every IBCLC shall:

- 1.1 Fulfill professional commitments by working with mothers to meet their breastfeeding goals.

1.2 Provide care to meet clients' individual needs that is culturally appropriate and informed by the best available evidence.

1.3 Supply sufficient and accurate information to enable clients to make informed decisions.

1.4 Convey accurate, complete and objective information about commercial products.

1.5 Present information without personal bias.

Principle 2: Act with due diligence

Every IBCLC shall:

2.1 Operate within the limits of the scope of practice.

2.2 Collaborate with other members of the healthcare team to provide unified and comprehensive care.

2.3 Be responsible and accountable for personal conduct and practice.

2.4 Obey all applicable laws, including those regulating the activities of lactation consultants.

2.5 Respect intellectual property rights.

Principle 3: Preserve the confidentiality of clients

Every IBCLC shall:

3.1 Refrain from revealing any information acquired in the course of the professional relationship, except to another member of a client's healthcare team or to other persons or entities for which the client has granted express permission, except only as provided in the Definitions and Interpretations to the CPC.

3.2 Refrain from photographing, recording or taping (audio or video) a mother or her child for any purpose unless the mother has given advance written consent on her behalf and that of her child.

Principle 4: Report accurately and completely to other members of the healthcare team

Every IBCLC shall:

4.1 Receive a client's consent, before initiating a consultation, to share clinical information with other members of the client's healthcare team.

4.2 Inform an appropriate person or authority if it appears that the health or safety of a client or a colleague is at risk, consistent with Principle 3.

Principle 5: Exercise independent judgment and avoid conflicts of interest

Every IBCLC shall:

5.1 Disclose any actual or apparent conflict of interest, including a financial interest in relevant goods or services, or in organizations which provide relevant goods or services.

5.2 Ensure that commercial considerations do not influence professional judgment.

5.3 Withdraw voluntarily from professional practice if the IBCLC has a physical or mental disability that could be detrimental to clients.

Principle 6: Maintain personal integrity

Every IBCLC shall:

6.1 Behave honestly and fairly as a health professional.

6.2 Withdraw voluntarily from professional practice if the IBCLC has engaged in substance abuse that could affect the IBCLC's practice.

6.3 Treat all clients equitably without regard to ability/disability, gender identity, sexual orientation, sex, ethnicity, race, national origin, political persuasion, marital status, geographic location, religion, socioeconomic status, age, within the legal framework of the respective geo-political region or setting.

Principle 7: Uphold the professional standards expected of an IBCLC

Every IBCLC shall:

7.1 Operate within the framework defined by the CPC.

7.2 Provide only accurate information to the public and colleagues concerning lactation consultant services offered.

7.3 Permit use of the IBCLC's name for the purpose of certifying that lactation consultant services have been rendered only when the IBCLC provided those services.

7.4 Use the acronyms “IBCLC” and “RLC” or the titles “International Board Certified Lactation Consultant” and “Registered Lactation Consultant” only when certification is current and in the manner in which IBLCE authorizes their use.

Principle 8: Comply with the IBLCE Disciplinary Procedures

Every IBCLC shall:

8.1 Comply fully with the IBLCE Ethics & Discipline process.

8.2 Agree that a violation of this CPC includes any matter in which:

8.2.1 the IBCLC is convicted of a crime under applicable law, where dishonesty, gross negligence or wrongful conduct in relation to the practice of lactation consulting is a core issue;

8.2.2 the IBCLC is disciplined by a state, province or other level of government and at least one of the grounds for discipline is the same as, or substantially equivalent to, this CPC’s principle;

8.2.3 a competent court, licensing board, certifying board or governmental authority determines that the IBCLC has committed an act of misfeasance or malfeasance directly related to the practice of lactation consulting.

Scope of Practice for International Board Certified Lactation Consultant (IBCLC) Certificants

International Board Certified Lactation Consultant® (IBCLC®) certificants have demonstrated specialized knowledge and clinical expertise in breastfeeding and human lactation and are certified by the International Board of Lactation Consultant Examiners® (IBLCE®).

This Scope of Practice encompasses the activities for which IBCLC certificants are educated and in which they are authorised to engage. The aim of this Scope of Practice is to protect the public by promoting that all IBCLC certificants provide safe, competent and evidence-based care. As this is an international credential, this Scope of Practice is applicable in any country or setting where IBCLC certificants practice.

IBCLC certificants have the duty to uphold the standards of the IBCLC profession by:

- working within the framework defined by the IBLCE Code of Professional Conduct and the Clinical Competencies for IBCLC Practice
- integrating knowledge and evidence when providing care for breastfeeding families from the disciplines defined in the IBLCE Exam Blueprint
- working within the legal framework of the respective geopolitical regions or settings
- maintaining knowledge and skills through regular continuing education

IBCLC certificants have the duty to protect, promote and support breastfeeding by:

- educating women, families, health professionals and the community about breastfeeding and human lactation
- facilitating the development of policies which protect, promote and support breastfeeding
- acting as an advocate for breastfeeding as the child-feeding norm
- providing holistic, evidence-based breastfeeding support and care, from preconception to weaning, for women and their families
- using principles of adult education when teaching clients, health care providers and others in the community

IBCLC certificants have the duty to provide competent services for mothers and families by:

- performing comprehensive maternal, child and feeding assessments related to lactation
- developing and implementing an individualized feeding plan in consultation with the mother
- providing evidence-based information regarding a mother’s use, during lactation, of medications (over-the-counter and prescription), alcohol, tobacco and street drugs, and their potential impact on milk production and child safety

- providing evidence-based information regarding complementary therapies during lactation and their impact on a mother's milk production and the effect on her child
- integrating cultural, psychosocial and nutritional aspects of breastfeeding
- providing support and encouragement to enable mothers to successfully meet their breastfeeding goals
- using effective counselling skills when interacting with clients and other health care providers
- using the principles of family-centered care while maintaining a collaborative, supportive relationship with clients

IBCLC certificants have the duty to report truthfully and fully to the mother and/or infant's primary health care provider and to the health care system by:

- recording all relevant information concerning care provided and, where appropriate, retaining records for the time specified by the local jurisdiction

IBCLC certificants have the duty to preserve client confidence by:

- respecting the privacy, dignity and confidentiality of mothers and families

IBCLC certificants have the duty to act with reasonable diligence by:

- assisting families with decisions regarding the feeding of children by providing information that is evidence-based and free of conflict of interest
- providing follow-up services as required
- making necessary referrals to other health care providers and community support resources when necessary
- functioning and contributing as a member of the health care team to deliver coordinated services to women and families
- working collaboratively and interdependently with other members of the health care team
- reporting to IBCLC if they have been found guilty of any offence under the criminal code of their country or jurisdiction in which they work or is sanctioned by another profession
- reporting to IBCLC any other IBCLC who is functioning outside this Scope of Practice

<http://iblce.org/wp-content/uploads/2013/08/clinical-competencies.pdf>

<http://iblce.org/wp-content/uploads/2013/08/Code-of-professional-conduct.pdf>

<http://iblce.org/wp-content/uploads/2013/08/scope-of-practice.pdf>