



IBLCE Joins the Global Breastfeeding Collective and Continues Strengthening Commitment to WHO Code

As reported in previous editions of the *IBLCE Briefing* ([February 2018](#) and [August 2020](#)), the International Board of Lactation Consultant Examiners® continues to strengthen its commitment to the *International Code of Marketing of Breast-milk Substitutes* (WHO Code) and subsequent resolutions.

IBLCE recently furthered its commitment to the WHO Code by becoming a member of the influential Global Breastfeeding Collective. The mission of the Collective is:

“To galvanize political, financial and social support to scale up breastfeeding programmes and to encourage adoption of supportive legal instruments and policies at the global, regional and country levels within the broader development, humanitarian and human rights agendas, thus accelerating progress to meet or exceed the WHA global target calling for an increase in the rate of exclusive breastfeeding to at least 50 per cent by 2025.”

IBLCE is pleased to become a member of this high-profile and influential group led by the World Health Organization and UNICEF, and which includes Save the Children and the World Bank, among [other organisations](#).

Among many other activities, the Collective maintains a [Global Breastfeeding Scorecard](#), which tracks seven policy actions and breastfeeding practices by country and at the global level.

IBLCE looks forward to sharing updates on the work of the Global Breastfeeding Collective in future editions of the *IBLCE Briefing* and on the IBLCE website.

For more on IBLCE's progress with respect to its own work in support of the WHO Code, please see the article which immediately follows!

Continuing Education Recognition Points (CERP) Provider Programme Update

IBLCE continues to focus significantly on ways to advance the aims of the WHO Code and subsequent resolutions. As was announced in the [August 2020 IBLCE Briefing](#) and subsequently updated with the release of the [Advisory Opinion on Education for IBCLC Eligibility and Recertification](#) on February 11, 2021, IBLCE is updating its eligibility and recertification requirements to strengthen IBLCE's commitment to the WHO Code. Effective **2022**, IBLCE will not accept any educational credits earned from that time forward for certification or recertification from companies whose products fall within the scope of the *International Code of Marketing of Breast-milk Substitutes* (infant formula, bottles, and teats).

As was also discussed in that briefing, IBLCE is reviewing its Continuing Education Recognition Points (CERP) Provider Programme against these new requirements and will provide further information and guidance in the coming months as to the impact on this programme.

To transition the CERPs Provider Programme over the next several months, for any Short-Term or Long-Term CERP Provider that is current as of **January 1, 2022**, IBLCE will be asking each CERP Provider to affirm its support of the World Health Organization (WHO) *International Code of Marketing of Breast-milk Substitutes* and subsequent World Health Assembly (WHA) resolutions. More detailed information will be coming in the next few months regarding this transition.

Additionally, IBLCE has added several frequently asked questions, or FAQs, to our website to help candidates meet this requirement, including:

[How do I confirm that the education provider of my courses is not a company, inclusive of manufacturers, distributors, or marketers, whose products fall within the scope of the World Health Organization \(WHO\) International Code of Marketing of Breast-milk Substitutes \(1981\) and subsequent World Health Assembly \(WHA\) resolutions \(e.g., infant formula, bottles, and teats\)?](#)

[Which educational opportunities would be acceptable, and do I need to provide documentation indicating compliance with the WHO Code?](#)

[If education is completed from a noncompliant educator at any time before the effective date of January 1, 2022, but application for certification or recertification is submitted after that date, will the credits be accepted?](#)

These FAQs can be found in the [Certification FAQs](#) and [Recertification FAQs](#). You can also find them in all IBLCE languages in the *Frequently Asked Questions* document on your language page.

Health & Safety During COVID-19

IBLCE appreciates that IBCLCs play a pivotal role in advancing global health, particularly during this continued challenging time. While the pandemic has abated partially in some places, COVID-19 continues to be an issue around the globe and the situation remains fluid. IBLCE recommends IBCLCs follow local guidance and health authorities for precautions regarding COVID-19 on an ongoing basis.

IBCLC Retired Status Applications Opening in September

Looking for a way to stay connected to the IBCLC® community after you retire? The IBCLC Retired status is a new designation that as of 2021 allows retired IBCLCs to stay connected to IBLCE and to recognise their years of professional service as IBCLCs. Applications for this new status will open in September 2021.

Former IBCLCs whose certification has already expired will also have an opportunity to apply for this new status. This status will be available for those whose certification expired between 2010 and 2020 and while in good standing.

Learn more [here](#), and if potentially interested, keep an eye out for the application in September.

September 2021 IBCLC Examination Candidates: Don't Miss These Resources on the IBLCE Website!

IBLCE has resources on the website to help you navigate your options with respect to the IBCLC examination in this continued fluid environment. These resources are designed to help you make the best decisions for you in your individual circumstances.

If you are planning to certify in 2021, or are due to recertify by examination in 2021, please carefully review these resources.

<u>IBLCE COVID-19 Resource Centre</u>	<u>September 2021 IBCLC Examination Candidate Dashboard</u>	<u>IBLCE Test Centre and Pop-up Site Network</u>
<u>Test Centre Information</u>	<u>Live Remote Proctoring (LRP) Information</u>	<u>Examination Options & Examination Day Notice</u>

Why Is Intellectual Property So Important to IBCLCs?

Intellectual property is typically defined as an idea, creation, or process derived from the intellect.

Why is it important? There are a number of reasons why intellectual property is important but most fundamentally, intellectual property is important as it has meaning as defined by, and associated with, its creator.

As you know, IBLCE has intellectual property, including, most notably, its trademarks and the IBCLC examination. A trademark is a word, phrase, design, or combination of such elements that identifies goods or services, differentiates them from the goods or services of others, and indicates the source of the goods or services.

The designations International Board Certified Lactation Consultant and IBCLC are both trademarks owned by IBLCE. These terms denote excellence in breastfeeding care, in association with IBLCE and as defined by IBLCE in terms of the comprehensive eligibility requirements, professional certification examination, rigorous recertification requirements, and adherence to a code of professional conduct of the IBCLC programme. IBLCE carefully defines how these terms may be used to

protect both consumers who associate the terms with highly skilled lactation care as well as the lactation professionals who have met objective and rigorous requirements to earn the credential. IBLCE makes a financial investment to support its legal rights to these terms and does so to protect their integrity and the value of their meaning.

The appropriate use of the terms is governed by IBLCE's [Trademark Use Policy](#) and the [Code of Professional Conduct for IBCLCs](#).

In response to inquiries, below are some examples of the appropriate, and inappropriate, use of the marks.

Example 1:
Name, IBCLC

This is a correct usage of the term for an individual who holds the IBCLC in good standing.

Example 2:
The Stanford Lactation Practice, IBCLC
[Fictitious name]

This is an incorrect usage of the term. IBCLC is to be used only with respect to individuals.

Example 3:
www.breastsareusibclc.com
[Fictitious name]

This is an incorrect usage of the term in two respects. First, it is not associated with an individual, and second, a domain use of the term is not appropriate as "Breast Are Us" is not the owner of the term IBCLC.

Example 4:
A social media group uses the name "Future IBCLCs of _____ City"

This is an incorrect usage of the term. IBLCE's trademark policy provides that only those individuals who have met the IBLCE eligibility requirements, passed the IBCLC examination, and maintained the IBCLC certification may use the Marks.

Example 5:
A current IBCLC uses this logo to accompany



This is correct usage according to the IBCLC Trademark Use Policy.

their name on their business card.

Example 6:
A current IBCLC uses the following to accompany their name on their business card.



*This is an incorrect usage of the IBLCE logo as it is IBLCE's **corporate** logo and not to be used by third parties without express written permission by IBLCE.*

IBLCE has included these new examples on its website about the [usage of IBLCE trademarks](#) and will provide periodic updates.

Do You Want to Reach IBCLCs? Contact Us About Advertising Opportunities

With over 33,400 IBCLCs in 125 countries, IBLCE has the largest global list in lactation! If you have a conference that would be relevant to IBCLCs and that you would like to promote, IBLCE is now accepting select advertising and marketing requests. Please contact [IBLCE's Senior Brand & Communications Manager](#) to learn more about email list options (by region/country) and fees. Please note IBLCE will not be sharing IBCLCs' information with third parties. IBLCE will simply be disseminating information of potential interest to IBCLCs.

All potential advertisers will be required to attest to compliance with the WHO Code and subsequent WHA resolutions.

IBCLCs have the option to opt out of these third-party communications disseminated by IBLCE. Some geographic areas that require recipients to opt in may not yet be available for advertising communications.

This briefing is being translated and will be disseminated in all examination languages in the immediate future.

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