

FREE Virtual General Education Session

Nestle 2.0: Lactation Professionals and Infant Formula Marketing in the Digital Age



Objectives:

1. Describe new forms of predatory formula marketing online
2. Reflectively critique partnerships between lactation professionals and formula companies
3. Engage in dialogue with fellow professionals regarding the ethical implications of engaging in formula marketing

May 27th 2025
12:30-2:00pm PT
Register for Zoom Link

\$20 - 1.5 E CERPs/CEUs/1.0 BRN offered IBCLC CERP areas:
Clinical Skills: Ethical and Legal Issues



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Formula companies have a long history of aggressive and underhanded marketing that makes the work of lactation professionals all the more challenging. Now in the digital age, a crop of smaller, savvier, formula companies have found new (and pernicious) ways to target vulnerable new moms online: they have recruited health care professionals, birth workers, lactation professionals, and advocates to push formula on social media. IBCLCs have a huge role to play to end this marketing practice once and for all. Nicole is a holistic IBCLC lactation consultant, life coach, and women's wellness practitioner. Her private practice, mother nurture, consulting, and wellness is based in Melbourne Florida. Her special area of interest is in advancing the IBCLC credential as well as the mother baby dyad against predatory infant formula marketing and she does most of this work as an active member of the radical moms union, a grassroots organization.

