

Inland Empire Breastfeeding Coalition presents:

FREE Virtual General Education Session

IBCLCs and the Rise of the "Code Blind" Epidemic in the Digital Space



Objectives:

1. Describe the ethical expectations of the IBCLC on social media regarding the WHO Code 2.
2. Describe the ethical expectations of the IBCLC on social media regarding the IBLCE Code of Ethics
3. Define "code blind" and list examples of activities that would be considered "code blind" on social media

April 23rd 2024

12:30-2:00pm PT

Register for Zoom Link

\$10 - 1.5 E CERPs/CEUs/1.0 BRN offered IBCLC CERP areas:
Pathology and Endocrinology & Clinical Skills



Nicole Longmire

MPH, MAEd, IBCLC, PMH-C

One of the driving forces behind the success of the IBCLC as a social media "health-fluencer" is the perceived authenticity we bring to the table. In the digital space, we can present a more relatable and unfiltered version of ourselves. But we are professionals first and influencers second. And this is where things have been getting a little mixed up lately. Infant formula companies have long exerted undue influence on the infant feeding conversation and now see our power as "health-fluencers" and our unique ability to connect with our audiences. If we truly have a commitment to exercise independent judgment and avoid conflicts of interest, we can no longer turn a blind eye to the Code and the responsibility we have to uphold it, including in the digital space. As IBCLCs, we bear an inescapable responsibility to abide by the Code, acknowledge "code blindness", and maintain high standards of professional conduct in the digital space.

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