

Thursday

April 8, 2010

Ethics

ATTACHMENT B
Educational Design I
 Documentation Format

Title of Activity: Gold Standard 2010: Ethics and the IBCLC

Total Number of Contact Hours: 1.0 hrs.

<i>Objectives</i>	Content (topics)	<i>Time Frames</i>	Presenter(s)	<i>Teaching Strategies</i>
Discuss Obtaining Consent	<ol style="list-style-type: none"> 1. Obtain maternal consent to photograph, audiotape, or videotape a mother and/or her infant(s) for educational or professional purposes. (#20) 2. Require and obtain consent to share clinical concerns and information with the physician or other primary health care provider before initiating a consultation. (#23) 	5 minutes		Sample forms
Discuss Conflict of Interest	<ol style="list-style-type: none"> 1. Remain free of conflict of interest while fulfilling the objectives and maintaining the integrity of the lactation consultant profession. (#5) 2. Disclose any financial or other conflicts of interest in relevant organizations providing goods or services. Ensure that professional judgment is not influenced by any commercial considerations. (#17) 	5 minutes		

<p>Discuss research based practice</p>	<ol style="list-style-type: none"> 1. Base her/his practice on scientific principles, current research, and information. (#7) 2. Present substantiated information and interpret controversial information without personal bias, recognizing that legitimate differences of opinion exist. (#18) 	<p>5 minutes</p>		
<p>Discuss knowing one's own limits and when to refer to other health professionals</p>	<ol style="list-style-type: none"> 1. Take responsibility and accept accountability for personal competence in practice (#8) 2. Recognize and exercise professional judgment within the limits of her/his qualifications. This principle includes seeking counsel and making referrals to appropriate providers. (#9) 	<p>5 minutes</p>		
<p>Discuss Copyright and intellectual property rights</p>	<p>Understand, recognize, respect, and acknowledge intellectual property rights, including but not limited to copyrights (which apply to written material, photographs, slides, illustrations, etc.), trademarks, service marks, and patents. (#25)</p>	<p>5 minutes</p>		
<p>Questions and Answers Evaluations</p>		<p>5 minutes</p>		

* CODE OF ETHICS FOR INTERNATIONAL BOARD CERTIFIED LACTATION CONSULTANTS

<http://americas.iblce.org/upload/CodeofEthics.pdf>

Biographical Data Form (2009 Criteria)

ATTACHMENT A (9/09)

Biographical Data Form

Instructions: If you are a planner for this activity, complete Sections 1, 2, 4, 5 & 8. If you are a speaker/ content expert for this activity, complete Sections 1, 3, 4, 5, 6, 7 & 8. Return this form to the nurse planner by the date specified. If there is a perceived conflict, the nurse planner will discuss with you how the conflict will be resolved before your continued participation in this learning activity.

Section 1: (Planner and/or Speaker) Demographic Data

Name, Degrees & Credentials: **Marcella Snow, BSN, RN, IBCLC, RLC**

Date: January 7, 2010

If RN, nursing degree(s):

- AD
- Diploma
- BSN
- Masters
- Doctorate

Home Address **OR** Business Address: 151 Camillia Circle, Ruston, LA 71270

Day Telephone: 318-251-1148 _____

Email Address: marcellamoore@yahoo.com _____

Present Position (Title) & Employer:

Owner, Lactation Consultant, Electric Breast Pump Depot

Section 2: (Planner Information): Describe your familiarity/expertise with the following:

I am knowledgeable about the nursing CNE process through: (Describe):

Participating in Continuing Education programs since 1978 to maintain my RN license

Helping with filling out the RN CEU Providership Application forms for the past three years for the yearly "Breastfeeding: The Gold Standard" conferences sponsored by La Leche League of Alabama, Mississippi, and Louisiana.

BSN, 1977 – University of Texas Health Science Center at Houston, Texas

IBCLC, 1996 until present. Recertified by exam in 2006.

La Leche League Leader since August, 1986

Area Professional Liaison, LLL of Alabama, Mississippi, and Louisiana from 2006 to present

Section 3: (Speaker Information): Faculty/Content Expert Information: Describe your expertise in this topic:

I represent the target audience by: (Describe): I am a RN, Lactation Consultant, and a La Leche League Leader.

I have content expertise in this topic by: (Describe):

As a La Leche League Leader, I hold monthly support meetings for women interested in breastfeeding, offer free phone counseling, and make occasional home visits. I also promote breastfeeding at the Public Health Unit, Doctor's offices, the local hospital, and an organization called Life Choices through donation of pamphlets and posters advertising what LLL of Ruston has to offer. The group has an online presence and receives phone and email contacts from that source.

Electronic Signature acceptable

An authentic signature must be provided. A faxed copy with the signature or a computerized generated signature is acceptable. A typed name is NOT acceptable.

CODE OF ETHICS FOR INTERNATIONAL BOARD CERTIFIED LACTATION CONSULTANTS

Preamble

It is in the best interests of the profession of lactation consultants and the public it serves that there be a Code of Ethics to provide guidance to lactation consultants in their professional practice and conduct. These ethical principles guide the profession and outline commitments and obligations of the lactation consultant to self, client, colleagues, society, and the profession. The purpose of the International Board of Lactation Consultant Examiners (IBLCE) is to assist in the protection of the health, safety, and welfare of the public by establishing and enforcing qualifications of certification and for issuing voluntary credentials to individuals who have attained those qualifications. The IBLCE has adopted this Code to apply to all individuals who hold the credential of International Board Certified Lactation Consultant (IBCLC).

Principles of Ethical Practice

The International Board Certified Lactation Consultant shall act in a manner that safeguards the interests of individual clients, justifies public trust in her/his competence, and enhances the reputation of the profession. The International Board Certified Lactation Consultant is personally accountable for his/her practice and, in the exercise of professional accountability, must:

1. Provide professional services with objectivity and with respect for the unique needs and values of individuals.
2. Avoid discrimination against other individuals on the basis of race, creed, religion, gender, sexual orientation, age, and national origin.
3. Fulfill professional commitments in good faith.
4. Conduct herself/himself with honesty, integrity, and fairness.
5. Remain free of conflict of interest while fulfilling the objectives and maintaining the integrity of the lactation consultant profession.
6. Maintain confidentiality.
7. Base her/his practice on scientific principles, current research, and information.
8. Take responsibility and accept accountability for personal competence in practice.
9. Recognize and exercise professional judgment within the limits of her/his qualifications. This principle includes seeking counsel and making referrals to appropriate providers.
10. Inform the public and colleagues of his/her services by using factual information. An International Board Certified Lactation Consultant will not advertise in a false or misleading manner.
11. Provide sufficient information to enable clients to make informed decisions.
12. Provide information about appropriate products in a manner that is neither false nor misleading.
13. Permit use of her/his name for the purpose of certifying that lactation consultant services have been rendered only if she/he provided those services.
14. Present professional qualifications and credentials accurately, using IBCLC only when certification is current and authorized by the IBLCE, and complying with all requirements when seeking initial or continued certification from the IBLCE. The lactation consultant is subject to disciplinary action for aiding another person in violating any IBLCE requirements or aiding another person in representing himself/herself as an IBCLC when he/she is not.
15. Report to an appropriate person or authority when it appears that the health or safety of colleagues is at risk, as such circumstances may compromise standards of practice and care.

16. Refuse any gift, favor, or hospitality from patients or clients currently in her/his care which might be interpreted as seeking to exert influence to obtain preferential consideration.
17. Disclose any financial or other conflicts of interest in relevant organizations providing goods or services. Ensure that professional judgment is not influenced by any commercial considerations.
18. Present substantiated information and interpret controversial information without personal bias, recognizing that legitimate differences of opinion exist.

Principles of Ethical Practice (continued)

19. Withdraw voluntarily from professional practice if the lactation consultant has engaged in any substance abuse that could affect his/her practice; has been adjudged by a court to be mentally incompetent; or has a physical, emotional or mental disability that affects her/his practice in a manner that could harm the client.
20. Obtain maternal consent to photograph, audiotape, or videotape a mother and/or her infant(s) for educational or professional purposes.
21. Submit to disciplinary action under the following circumstance: If convicted of a crime under the laws of the practitioner's country which is a felony or a misdemeanor, an essential element of which is dishonesty, and which is related to the practice of lactation consulting; if disciplined by a state, province, or other local government and at least one of the grounds for the discipline is the same or substantially equivalent to these principles; if committed an act of misfeasance or malfeasance which is directly related to the practice of the profession as determined by a court of competent jurisdiction, a licensing board, or an agency of a governmental body; or if violated a Principle set forth in the *Code of Ethics for International Board Certified Lactation Consultants* which was in force at the time of the violation.
22. Accept the obligation to protect society and the profession by upholding the *Code of Ethics for International Board Certified Lactation Consultants* and by reporting alleged violations of the Code through the defined review process of the IBLCE.
23. Require and obtain consent to share clinical concerns and information with the physician or other primary health care provider before initiating a consultation.
24. IBCLCs must adhere to those provisions of the *International Code of Marketing of Breast-Milk Substitutes* and subsequent resolutions which pertain to health workers.
25. Understand, recognize, respect, and acknowledge intellectual property rights, including but not limited to copyrights (which apply to written material, photographs, slides, illustrations, etc.), trademarks, service marks, and patents.

Slide 1



Slide 2



Slide 3

La Leche League Leaders

- Volunteers
- Mothers who have nursed one baby at least to 9 mos.
- Available for telephone & online help.
- Hold a monthly support meeting for breastfeeding mothers
- Have option of making an occasional home visit
- Refer mothers to Lactation Consultants, MDs, or other health care providers when problem is beyond her expertise.

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Peer Counselors

- LLLI started their Peer Counselor Program in 1987
- Mothers who have breastfed at least one baby
- Help mothers from low-income, minority or other communities with a low incidence of breastfeeding
- Employed by many WIC programs
- Provide telephone help & info in clinics

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IBCLC Lactation Consultants

- Have passed an exam that assures a level of competency
- Work together with mothers to prevent and solve breastfeeding problems
- Provide evidenced-based information to pregnant and breastfeeding women
- Encourage self-care, empowering parents to make their own decisions.

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IBCLC Lactation Consultants

- Work in hospitals, clinics, private medical practices, community health departments, home health agencies, and private practices.
- Collaborate with and makes appropriate referrals to other members of the health care team.
- Educate families, health professionals and policy makers about value of breastfeeding in this world

Slide 7

Purpose of having a Code of Ethics

- Protects individual clients
- Public can expect a certain level of competency
- Helps enhance the profession's reputation

Slide 8

Upholds Standards

- IBCLCs must adhere to those provisions of the **International Code of Marketing of Breast-Milk Substitutes** and subsequent resolutions which pertain to health workers. *Principle #24*

Slide 9

International Agreements and Organizations that provide guidance for good practice

- United Nations:
 - The Universal Declaration of Human Rights - 1948
 - Convention of the Elimination of all Forms of Discrimination against Women (CEDAW) - 1979
 - UN Convention on Rights of the Child - 1990
- WHO / UNICEF
 - International Code of Marketing of Breast-Milk Substitutes - 1981
 - Innocenti Declaration on the Protection, Promotion and Support of Breastfeeding - 1991
 - Baby Friendly Hospital Initiative (BFHI) - 1997
 - Global Strategy for Infant and Young Child Feeding - 2003

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International Code for Marketing of Breast-milk Substitutes says:

- There should be absolutely no promotion of breast-milk substitutes, or bottles and teats to the general public;
- Neither health facilities nor health professionals should have a role in promoting breast-milk substitutes;
- Free samples should not be provided to pregnant women, new mothers or families.

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International Code for Marketing of Breast-milk Substitutes

- "No pictures of infants or other pictures idealizing the use of breast-milk substitutes are permitted on the labels of the products."
- "Information on artificial feeding, including that on labels, should explain the benefits of breastfeeding and the costs and dangers associated with the unnecessary or improper use of infant formula and other breast-milk substitutes...."

Slide 12

Conflict of interest

- Remain free of conflict of interest while fulfilling the objectives and maintaining the integrity of the lactation consultant profession. *Principle #5*

Slide 13

Free of Conflict of Interest

- Refuse any gift, favor, or hospitality from patients or clients currently in her/his care which might be interpreted as seeking to exert influence to obtain preferential consideration. *Principle #16*

Slide 14

Free of Conflict of Interest

- Disclose any financial or other conflicts of interest in relevant organizations providing goods or services. Ensure that professional judgment is not influenced by any commercial considerations. *Principle #17*

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Evidence-based Practice

- Base her/his practice on scientific principles, current research, and information. *Principle #7*

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Evidence-Based Practice and Collegiality

- Present substantiated information and interpret controversial information without personal bias, recognizing that legitimate differences of opinion exist. *Principle #18*

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Act with reasonable diligence

- Fulfill professional commitments in good faith. *Principle #3*

Slide 18

Competence

- Take responsibility and accept accountability for personal competence in practice. *Principle #8*

Slide 19

Referring

- Recognize and exercise professional judgment within the limits of her/his qualifications. This principle includes seeking counsel and making referrals to appropriate providers. *Principle #9*

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Article 1.
All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.
Universal Declaration of Human Rights - 1948

- Provide professional services with objectivity and with respect for the unique needs and values of individuals. *Principle #1*
- Avoid discrimination against other individuals on the basis of race, creed, religion, gender, sexual orientation, age, and national origin. *Principle #2*
- Conduct herself/himself with honesty, integrity, and fairness. *Principle #4*

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Trademarks

- Trademarks may be one or a combination of words, letters, and numerals or they may be drawings, symbols, shapes, sounds, scents, or colors.
- Unregistered trademark:
Product TM
- Registered trademark:
Helpers [®]

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Service Marks

- "A service mark is any word, name, symbol, device, or any combination, used, or intended to be used, in commerce, to identify and distinguish the services of one provider from services provided by others, and to indicate the source of the services."
- Unregistered service mark:
Parish Lactation Consultant SM
- Registered service mark:
Dependable LC [®]

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Patents

- Are the exclusive right granted for **inventions** that are a **product** or a **process** that provide a new way of doing something, or a new technical solution to a problem.
- Are of **practical use**
- Show **novelty**; a new characteristic not previously known
- Show an **inventive step** that cannot be figured out by a person with average knowledge that technical field
- Have patentable subject matter.
- Are granted by a government patent office

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Honesty

- Permit use of her/his name for the purpose of certifying that lactation consultant services have been rendered only if she/he provided those services. *Principle #13*

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Honesty

- Present professional qualifications and credentials accurately, using IBCLC only when certification is current and authorized by the IBLCE, and complying with all requirements when seeking initial or continued certification from the IBLCE. The lactation consultant is subject to disciplinary action for aiding another person in violating any IBLCE requirements or aiding another person in representing himself/herself as an IBCLC when he/she is not. *Principle #14*

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Safe Practice

- Report to an appropriate person or authority when it appears that the health or safety of colleagues is at risk, as such circumstances may compromise standards of practice and care. *Principle #15*

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Safe Practice

- Accept the obligation to protect society and the profession by upholding the *Code of Ethics for International Board Certified Lactation Consultants* and by reporting alleged violations of the Code through the defined review process of the IBLCE. *Principle #22*

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How to file a complaint

- Any written communication
- Must have the original signature of the Complaining Party
- Alleging Misconduct on the part of an IBLCE Certificiant or Applicant
- Is written to or forwarded to a member of the IBLCE Board or to an IBLCE Staff member.

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Follow IBLCE disciplinary determinations

- Submit to disciplinary action under the following circumstance:
 1. If convicted of a crime under the laws of the practitioner's country which is a felony or a misdemeanor, an essential element of which is dishonesty, and which is related to the practice of lactation consulting;
 2. if disciplined by a state, province, or other local government and at least one of the grounds for the discipline is the same or substantially equivalent to these principles;
