



April 2023

## **LEADERS PROVIDING LACTATION GOODS AND SERVICES GUIDELINES**

La Leche League Canada recognizes that many Leaders own, or are employed by, businesses that supply goods and/or services to pregnant and breastfeeding families. Leaders are volunteers who are committed to providing reliable information consistent with the purposes and philosophy of LLLC. Leaders shall not seek to profit financially from parents or other Leaders through their interactions with them as LLL Leaders (*LLL Code of Conduct*). The following guidelines will help Leaders to balance their business or employment lives with their volunteer role as Leaders.

1. Leaders cannot advertise or promote their businesses at LLLC meetings. In the event that a parent is looking for additional lactation support beyond what LLLC provides, the Leader may provide them with a list of available resources and links to online directories, providing multiple options. This includes: lactation professionals, i.e. International Board Certified Lactation Consultants (IBCLCs) (including themselves if that is applicable), relevant public health services and other health professionals, both free and “fee for service”. Any list of resources must clarify the professional designation of the provider, for example, IBCLC, RN, MD, Registered Midwife, etc.
2. As per international certification standards, LLLC does not recognize any designation as a “lactation professional” other than International Board Certified Lactation Consultant (IBCLC). This means that Leaders with other designations are not permitted to include their own names when providing parents with names of lactation professionals.
3. If the Leader is contacted by a parent, it is important that the Leader determine, for insurance purposes, what service the person is requesting, i.e., that of the volunteer LLLC Leader, or a paid product or service, to clarify their role before providing any assistance. Leaders are covered by LLLC insurance only when they are providing volunteer LLLC services.

4. Leaders may advertise their businesses in print or online LLLC resources or exhibit at LLLC functions under the same guidelines as other individuals and organizations.

5. Leaders may provide a link to the LLLC website from their business web pages or provide LLLC promotional materials at their places of business.

6. Leaders may not state that they are LLLC Leaders on their business web pages, Facebook pages or Instagram. They are permitted to advertise LLLC meetings and the LLLC website.

7. While advertising LLLC meetings and the LLLC website on their business pages, Leaders are not permitted to use LLLC photos in any manner, unless they have asked the LLLC office and the Board and have received written permission.

*(March 2010; November 2017; January 2022; April 2023)*