



February 2023

PUBLICATIONS

Definition

An LLLC publication is defined as any information sheets, social media post, book, booklet, handbook, manual, leaflet, joint publication, Leader newsletter, public newsletter, audio recording, video recording, reproduction, multimedia resource, or media article written on behalf of LLLC, as indicated by the LLLC logo, that is widely available or distributed to the public or Leaders in Canada. Area letters/memos, departmental letters/memos, posters and conference materials are not considered publications.

Philosophy

All LLLC publications shall reflect LLL philosophy, and abide by the policy of not mixing causes. See *LLLC Code of Conduct Section 5*.

Permission

LLLC copyrighted materials may be printed and shared. The LLLC logo and name must not be removed from copies or reproductions. Photos, charts and diagrams must not be altered or replaced, but they may be removed entirely from the document.

Acknowledgements by LLLC

Brief acknowledgements of sponsors or donors are acceptable on LLLC publications and promotional materials. The acceptance of the acknowledgement does not constitute endorsement by LLLC. The interests of sponsors or donors may not be incompatible with *LLLC By-laws and Policies*.

Intellectual Property Rights

LLLC publications, as defined in this policy, developed by LLLC Leaders in the course of their LLLC Leader work are the property of LLLC.

The WHO International Code of Marketing of Breast-Milk Substitutes

The following statement will be added to the LLLC website and publications when possible.

“La Leche League Canada supports the World Health Organization Code of Marketing of Breast-Milk Substitutes.”

Language in LLLC Publications

The purpose of La Leche League Canada is to encourage, promote and provide peer-based breastfeeding support and educational opportunities as an important contribution to the health of children, families and society. La Leche League is committed to help and learn from all Leaders, mothers, parents and families who seek our information and support. See *LLLC Equity, Diversity and Inclusion* and *Statement of Purpose of LLLC*. In order to reflect this commitment:

- To be welcoming to all breastfeeding families and those who wish to nourish their babies and children with human milk. LLLC publications use a variety of terms and images that reflect the variety of Leaders, mothers, parents and families. LLLC respects diversity of all kinds and conveys that respect in our publications. LLLC produces publications using wording and images that are appropriate and inclusive of a variety of cultural contexts in Canada.

*(May 1993, March 1994, June 1994, November 1997, September 2000, November 2021,
February 2023)*