

ALPP Code of Ethics for Certified Lactation Counselors

Those persons certified under the ALPP Certification program are expected to demonstrate the highest ethical and moral behavior standards for the discipline. To this end, ALPP has adopted the following Code of Ethics for its Certification Program. ALPP Certificants shall adhere to the following:

- A. Provide to all persons truthful and accurate information with respect to the professional performance of duties.
- B. Maintain the highest standards of personal conduct practicing within the legal constraints of the individual's scope of practice to bring credit to the lactation field.
- C. Promote and encourage the highest level of ethics within the profession.
- D. Refer clients to appropriate medical and other resources for issues beyond the certificant's scope of practice.
- E. Recognize and discharge personal responsibility to uphold all laws and regulations relating to lactation counseling policies and activities.
- F. Maintain strict client confidentiality.
- G. Strive for excellence in all aspects of the field.
- H. Use only legal and ethical means in all activities.
- I. Protect the public against fraud and unfair practices and attempt to eliminate all practices that bring discredit to the profession.
- J. Demonstrate respect for every professional within the field by clearly stating and consistently performing at or above the standards acceptable to the field.
- K. Make a commitment to increase professional growth and knowledge by attending appropriate educational and training programs.
- L. Contribute knowledge to professional meetings and journals to raise the consciousness of the field.
- M. Maintain the highest standards of safety and any other responsibilities.
- N. When providing services or products, consider adequate or appropriate liability insurance.
- O. Cooperate with professional colleagues, suppliers and employees to provide the highest quality service.
- P. Extend these same professional commitments to all those persons supervised or employed.
- Q. Strive to abide by the International Code of Marketing of Breast Milk Substitutes.
- R. Subscribe to ALPP's Code Ethics.
- S. Avoid discrimination against other individuals on the basis of race, creed, religion, gender, sexual orientation, age, national origin, disability or any other characteristic protected by law.
- T. Refuse any gift, favor, or hospitality from patients or clients currently in her/his care that might be interpreted as seeking to exert influence to obtain preferential consideration.
- U. 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.
- V. Obtain maternal consent to photograph, audiotape, or videotape a mother and/or her infant(s) for educational or professional purposes.
- W. 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.

Disciplinary action, up to and including permanent revocation of the credential may be taken if certificants are found to be in violation of any of the aspects of the code of ethics.

I have read and understood the rules and instructions listed here. Furthermore I vouch that I have been given a copy of the ALPP Code of Ethics for Certified Lactation Counselors, and I have read and understood them.

Your Name (please print clearly)

Signature

Date