

Clinical. Lactation

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Dear USLCA members.

We want to apologize for the cover photo on issue 11-3 of Clinical Lactation. It was a mistake to include that photo, which we know violates the WHO Code. While we support and applaud any parent who provides breastmilk to their child by any means, the goals for the WHO Code, USLCA, and the editorial team for Clinical Lactation are to demonstrate breastfeeding support by showing breastfeeding.

While, I (Kathy) take responsibility for accidentally including this photo as one of many options to be used, I am not able to see the photos clearly enough when considering to have realized that was a bottle. Seeing these photos as thumbnails that are very small, I somehow missed that bottle up against the white shirt. Unfortunately, I did not see a draft of the cover before it went out and we did not make or approve the final cover.

We are changing our review processes to make sure that WHO Code violating pictures will not slip through the net. We want to thank you for your patience with us and we want to assure you that we will take the necessary steps to make sure it does not happen again.

Thank you for your support of Clinical Lactation. We appreciate you.

Sincerely,

Kathleen Kendall-Tackett

Shera Jackson

Marsha Walker