



2501 Aerial Center Parkway, Ste. 103 Morrisville, NC 27560
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ICEA Advertising Guidelines

The ICEA is a professional organization that supports educators and health care professionals who believe in freedom to make decisions based on knowledge of alternatives in family-centered maternity and newborn care. The ICEA promotes natural and normal pregnancy, birth and newborn care. We welcome and encourage companies with products and services that support this mission to advertise in our quarterly online publication, the International Journal of Childbirth Education and on our website.

The ICEA accepts a wide variety of advertisements that support its mission. In general, the ICEA accepts ads for products and services that support and/or promote:

- Childbirth Education
- Breastfeeding
- Midwifery
- Doula support
- Optimal health for a pregnant mom and/or newborn

While the ICEA does accept a wide variety of advertising, it does not accept ads for products and/or services for which there is no medical research to support its efficacy or safety, or if research has shown it to be harmful to a pregnant or new mother, and/or a newborn. The ICEA will also not accept ads for products and/or services that directly compete with those offered by the ICEA. Advertisements the ICEA will not accept include but are not limited to:

- Infant Formula
- Supplements that the FDA has not approved for pregnant and lactating mothers or newborns
- Substances that would harm a pregnant or lactating mother's health, such as alcohol or tobacco
- Medical procedures that have not been deemed necessary and/or safe for a pregnant or lactating woman

In general, when determining whether an advertisement is appropriate for the ICEA, the organization will follow the policies set forth by the World Health Organization, the United Nations, the American Academy of Pediatrics, the Coalition for Improving Maternity Services, the U.S Breastfeeding Committee and similar organizations. All

advertisements are subject to review and will be accepted at the sole discretion of the ICEA Board and Management.

We thank you for considering advertising with the ICEA. We look forward to working together to help promote and support natural and normal pregnancy, birth and newborn care.

For more information about advertising with ICEA, for an ad rate card and various publication deadlines, please contact the ICEA main office at: info@icea.org.

International Childbirth Education Association (ICEA)
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