



La Leche League Canada

Annual Report 2009/10



LA LECHE LEAGUE CANADA BOARD OF DIRECTORS
OCTOBER 2010

Our Mission

The mission of La Leche League Canada is “to encourage, promote and provide mother-to-mother breastfeeding support and educational opportunities as an important contribution to the health of children, families and society”.

Our Volunteers

As of October 2010, 481 accredited LLLC Leaders lead meetings in 160 Groups across Canada. The Leader Accreditation Department is also currently working with 149 women training to become Leaders. Our volunteers provide support to over 100,000 pregnant women and new mothers each year through one-to-one helping by telephone and e-mail, community outreach events and monthly meetings. La Leche League Canada volunteers contribute over 35,000 volunteer hours each year in direct service to breastfeeding families.

Every month our Breastfeeding Referral Line, sponsored by Bravado! Designs Inc., receives nearly 300 calls from women looking for breastfeeding information and help. We maintain a website at www.LLLC.ca where women can find information about La Leche League Canada meetings and contact information for volunteers in their communities. Since its launch on July 21, 2010 the new website has already had 31,886 hits and our volunteers have answered 289 on-line help requests.

LLLC Monthly Series Meetings continue to be a relevant and helpful source of information and support for mothers.



Health Professional Seminars

In addition to directly helping breastfeeding families, La Leche League Canada also coordinates a Health Professional Seminar program to provide up-to-date breastfeeding education for health care professionals who work with breastfeeding women.

This was one of our busiest years ever for Health Professional Seminars. Kathleen Kendall-Tackett, author of *Depression in New Mothers* and co-author of *Breastfeeding Made Simple: Seven Natural Laws for Breastfeeding Mothers*, presented a program entitled “Preserving the Simplicity of Breastfeeding in a Complex World” in Brandon in May. This is a repeat of the program that received rave reviews from our seminar participants in Saskatoon, Calgary and Edmonton in 2008.

The program entitled “Multiple Blessings, Multiple Challenges” was presented by Karen Gromada, author of *Mothering Multiples: Breastfeeding and Caring for Twins and More*, in Oshawa and Guelph in June, in Edmonton and Regina in early October, and is scheduled for October 26 and 28 in Ottawa and St. Catharines. Evaluation results are still being collected, however, preliminary results indicate that the speaker and the material were very well received.

“Excellent speaker – great info presented in a superb style!”

“I feel this information will be invaluable in offering services to my clients.”

- HPS 2010 participant comments

[LLLC National Awareness](#)



A new postcard was designed using the beautiful “Support Sisters” photo by Jackie Brophy of Ontario (photo at left). Thanks to sponsorship funding provided by Bravado! Designs Inc., copies of these postcards were sent to all LLLC Groups and every Welcome Wagon coordinator for distribution at the spring 2010 Welcome Wagon Baby Showers.

Tools such as the new postcard are useful in bringing LLLC’s services to the attention of pregnant and breastfeeding women.

In addition, the LLLC Strategic Plan includes the goal of creating a national awareness campaign to expand our existing publicity tools and reach more families.

In March of 2010, Canadian actor and breastfeeding mother Sitara Hewitt (from the hit show *Little Mosque on the Prairie*) contacted us and volunteered to appear in a promotional campaign to offer encouragement to breastfeeding mothers and to recommend La Leche League Canada’s services. We are tremendously excited about this opportunity and believe that Ms. Hewitt’s participation will help to create interest in the messages that this National Awareness Campaign will convey.



Actor Sitara Hewitt and her son Rowan will soon be featured in LLLC’s National Awareness Campaign

Over the next few months, we plan to create:

1. a short video that will be displayed on our website and in other locations on the internet, featuring interviews with breastfeeding mothers
2. a Public Service Announcement that we will submit to television stations across Canada for airing during PSA time slots
3. a poster that can be printed in a variety of sizes and used to complement the campaign and to drive traffic to our website where the full video can be viewed.

Funding for the National Awareness Campaign project has been raised through a special appeal. We have received pledges from three provincial/territorial ministers of health and support from the Calgary Breastfeeding Matters Foundation and many individual donors.

A film and photo shoot was held in Oakville, Ontario in September with Ms. Hewitt and her son and 17 LLLC volunteer mothers and their babies. The film production company is currently editing the campaign materials and we hope to launch the campaign in November 2010.

La Leche League Canada continues to participate in national conferences making its services known to health professionals. This year LLLC will be present at the conferences of the Canadian Pediatric Association, the Canadian Association of Midwives and the Childbirth and Postpartum Professional Association of Canada.

[Our Publications](#)

In July of 2010, La Leche League International released the eighth edition of the LLL classic, *The Womanly Art of Breastfeeding*. The completely redesigned new edition was co-authored by Diane Wiessinger, Diana West and Guelph La Leche League Canada Leader, Teresa Pitman. More than 9,000 copies were pre-sold – earning this special book a place on the USA Today Bestseller List. La Leche League Canada earns commissions from the sale of *The Womanly Art of Breastfeeding* through our Amazon.ca associates program.



LLLC Information Sheets *How Fathers Help Breastfeeding Happen* (with original drawings by an LLLC dad, *sample on p.4*), *How to Know Your Breastfed Baby Is Getting Enough Milk*, *Establishing Your Milk Supply* and *Preparing to Breastfeed* were revised and updated. These information sheets are shared with breastfeeding families by Leaders and on our website.

La Leche League Canada collaborated with the Canadian Down Syndrome Society to write and produce a new booklet, *Breastfeeding Your Baby with Down Syndrome*, which will be placed in CDSS new parent packages starting this fall. (www.cdss.ca/blog/information/cdss-brochures)

La Leche League Canada distributes three newsletters that are available by e-mail subscription. **LLLC Connections** is sent electronically to all members, Groups and Leaders. **Tree of LLLife**, with a current subscription list of 750, contains articles and news of general interest to breastfeeding mothers, pregnant women and our donors. **Keeping in the LLLoop**, with a current subscription list of 800, contains articles and interesting quizzes of interest to health care professionals who work with pregnant and breastfeeding women.

Through our affiliation with La Leche League International and LLL USA members and parents can also access **Breastfeeding Today** and **New Beginnings** via our website.

"Thanks so much! I will post the newsletter on my course website for the nursing students and will encourage them to do the quiz. Especially nice to see the rationales for the correct responses --- lots of opportunity for learning here!!"

- M. White, Keeping in the LLLoop subscriber

La Leche League Canada also reaches the public through national press releases in response to articles in the print and television news and through articles in local news media. In 2009/10, press releases entitled *Breastfeeding: A Vital Emergency Response* and *Breastfeed Your Child for H1N1 Protection* were distributed through media outlets and on our website.

Financial



LLLC raises its annual budget of approximately \$130,000 through memberships, corporate and individual donations, and fundraising such as our annual Breastfeeding Benefits. Government funding to support the operations of non-profit organizations has not been available for a number of years.

Donations can be made and memberships can now be purchased on-line with immediate receipts. We are registered with several on-line shopping programs through which participating corporations donate a percentage of our supporters' purchases back to LLLC.

LLLC was able to obtain funds for its planned website upgrade through a private anonymous donation and we were very pleased to launch our new site, www.LLLC.ca, on July 21, 2010. We have received many positive remarks on this new resource for mothers and families.

Thank You!

We would like to thank our members, our donors, Leaders, staff and the LLLC Advisory Council members, for their tremendous support and help to mothers, their babies and families in Canada.

2009/10 Board of Directors

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