

mother-to-mother support

One of the strengths of La Leche League is that it is an international organisation and we have a great sense of connection with LLL Leaders around the world. During the year there were many times when LLLGB worked with other countries, offering input or sharing information about projects. When natural disasters strike, such as the earthquakes in New Zealand and Japan, the LLL community around the world is quick to offer support. Here in GB, some of our groups were able to organise fundraising events and send the proceeds to Japan, and this was much appreciated.

La Leche League also works with other organisations to jointly support breastfeeding. We have been an active member of the Breastfeeding Manifesto Coalition and are currently working with The Baby Café Trust to bring breastfeeding support to as many women as possible via easily accessible Baby Café Locals.

Within GB our Leaders and members also value the sense of community and connection. Our monthly meetings offer the opportunity for much needed mother-to-mother support, and our members' magazine Breastfeeding Matters helps connect mothers. Our excellent leaflets enable Leaders to offer up-to-date and accurate information to mothers and health professionals. A new Alumnae Association forum, SateLLite, has been set up to continue to give that sense of connection and support to Leaders whose children are growing up.

Our Helpline continues to reach around 1,500 women each month and both our Helpforms and online enquiries form are extensively used. We had a record number of new Leaders again last year. This summer we celebrated the evaluation of our Ten New Groups Project, which was very successful in attracting Leaders in areas where previously there had been none. The project was such a positive experience that we hope to expand it into Wales next year.

LLL has responded to various news items and research articles this year. Requests from the media for input from LLL continue to increase and while we may not always end up credited for our information, it is satisfying to know that we are helping to get accurate and useful

"Hi, I recently rang your help line for some support with my breastfeeding and spoke to a lady called Gwyneth, she was incredibly easy to talk to and knowledgeable and seemed genuinely interested in my problem and wanted to help. I feel she should be recognised in some way as she really was lovely to talk to."

Hayley

"Thank you so much to the lady I spoke to last night on your 24 hour helpline. At 3 in the morning I panicked that I had suddenly run out of milk, despite having no previous problems for the first 10 weeks of breastfeeding. I did not catch the lady's name, but she was so helpful and helped calm me down and by morning I had more than enough milk for 2 babies so I really did have nothing to worry about! I think she was right that my baby wasn't latching on properly due to her teething. I just wanted to say a huge thank you for getting us through the night and calming down a fractious mum and baby."

Alexandra

"La Leche League was most helpful to me after my son was born and wouldn't latch for weeks. You gave me excellent advice and he hasn't stopped since!"

Marie Woolf, journalist.

information to the wider world. Our aim is for breastfeeding to, once again, be considered the normal way to nurture a baby and although we may be taking small steps at a time, each one is really important.

Anna Burbidge,
Chair, Council of Directors, LLLGB

focus on Ten New Groups Project

Ten New Groups Project

This project, funded by the Department of Health, began with the vision of bringing La Leche League groups to areas where there were currently none. The aim was to establish ten new groups, with between 10 and 20 Leaders to set them up. The vision has been realised and the project will end later this year, having successfully achieved its aims

Every stage of the project has been evaluated, from the orientation of project trainers and the quality of resources used to train the new Leaders, through to the impact of the new LLL mother-to-mother support groups on individual mothers attending the new groups.

Project outcomes include:

- Ten new groups established already; a further four groups are expected in the next year.
- Eleven new Leaders; with seven more due to be accredited within six months.
- Currently helping over 50 mothers with potential to reach many more.
- A new groups policy developed and recommended to LLLGB.
- Resources and expertise rolled out to rest of LLLGB, to support further growth and development within the organisation helping us to reach more breastfeeding mothers.

The stories of the newly accredited Leaders and the mothers attending the meetings have been inspiring.

New Leaders

- "I have never done a training course or studied a subject that has helped me to develop so much as a person; the training has had a positive knock-on effect throughout my whole life as a friend/parent/wife. I can't speak highly enough of it."
- "I have undertaken many training and other courses during my PhD and the company I previously worked with. The training offered by LLL is of the highest standards. It is full of useful tools applicable in day-to-day life."

Mothers

- "The LLL meeting made me feel normal again, and really boosted my confidence in my choices."
- "I would go mad if I couldn't share my feelings and experiences at this group."
- "If I had not contacted La Leche League I would have given up on breastfeeding but the encouragement and patience I was shown is priceless."



our philosophy

✓ Mothering through breastfeeding is the **most natural and effective way** of understanding and satisfying the needs of the baby.

✓ **Mother and baby need to be together early and often** to establish a satisfying relationship and an adequate milk supply.

✓ In the early years the baby has an **intense need to be with his mother** which is as basic as his need for food.

✓ **Breast milk is the superior infant food.**

✓ For the healthy, full-term baby, breast milk is the **only food necessary** until the baby shows signs of needing solids, about the middle of the first year after birth.

✓ **Ideally the breastfeeding relationship will continue until the baby outgrows the need.**

✓ **Alert and active participation** by the mother in **childbirth** is a help in getting breastfeeding off to a good start.

✓ **Breastfeeding is enhanced and the nursing couple sustained by the loving support, help and companionship of the baby's father. A father's unique relationship with his baby is an important element in the child's development from early infancy.**

✓ **Good nutrition** means eating a well-balanced and varied diet of foods in as close to their natural state as possible.

✓ **From infancy on, children need loving guidance** which reflects acceptance of their capabilities and sensitivity to their feelings.



our mission

To **help** mothers to breastfeed through mother-to-mother **support**, encouragement, information and education, and to **promote** a better understanding of breastfeeding as an important element in the **healthy** development of the **baby** and the **mother**.



our advisors

20010-2011

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La Leche League GB

annual review

April 2010-March 2011



- finance report
 - our achievements
 - education & development
- mother-to-mother support for breastfeeding



La Leche League GB
mother-to-mother support for breastfeeding

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La Leche League Great Britain (an affiliate of La Leche League International)

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support

Mother-to-Mother

Local Groups

During 2010–11, 81 groups met regularly throughout England, Scotland and Wales providing breastfeeding information and support for mothers. 11,192 mothers were supported through groups and by local Leaders, an increase on the figure of 8,215 recorded in 2009–10, and also of those recorded in the two previous years.

In addition to support meetings for mothers, many groups organise fundraisers and workshops, and work locally with health professionals, particularly during Breastfeeding Awareness Week (BAW), which took place in June 2010.

Whilst meeting attendance fluctuates from month to month, Leaders receive feedback which confirms that the value of LLL group support and confidence in LLL philosophies produces a 'ripple effect'. Whilst this 'ripple' effect cannot be scientifically assessed, it should not be forgotten that the information shared about the rationale of breastfeeding a baby on cue, baby-led weaning and attachment parenting serves to bolster the confidence of many women to trust their own mothering instincts. The evaluation of the Ten New Groups Project confirms that mothers are empowered by attendance at group meetings and hence grow more confident in their parenting styles.

LLLGB National Helpline

The number of calls to the LLLGB Helpline was just over 15,000 in 2010–11, with around 7,500 separate callers for the year (slightly less than in 2009–10). With an average 1,250 calls with a call duration of 10 minutes—a total of 12,500 minutes-worth of support is given to mothers every month. Local calls have increased slightly again.

Volunteer

Leader Accreditation

This year the Leader Accreditation Department (LAD) worked with over 100 Applicants with around half of these being new applications. We had an increase in accreditations to 40 (cf 37 in 2009–10).

After a successful pilot scheme using the new *LLLGB Leader Applicant Handbook*, an updated revised edition was launched in April 2011. The book contains all the information an Applicant needs to work towards accreditation. Applicants have said that they have found the modular approach to be particularly useful. La Leche League International has endorsed the new materials.

The Leader Accreditation Department representatives have been attending district workshops to introduce the handbook to Leaders and Applicants. The department has also grown by attracting new Associate Coordinators of Leader Accreditation.

Leader Support

The Leader Department aims to support Leaders in their work as volunteers through: one-to-one contact with the Leader Department Director and the District Coordinators (DCs); the organisation of workshops and conferences; regular contact with the organisation via email, phone and letter.

Many Leaders also find support from La Leche League International's online Community Network.

The Department has piloted new Leader support systems during the year, as part of the Ten New Groups Project, and hopes to encourage more Leaders to take up Leader support work. The New Leader Resource File developed in partnership with the Ten New Groups Project, has been rolled out to all Leaders and will provide another quality resource for all newly accredited Leaders in the future.

LLLGB currently has two trained Communication Skills (CS) Facilitators who can provide sessions at workshops in addition to stand-alone CS workshops to develop and enrich the skills used in leadership.

There were both regional workshops and a national workshop for Leaders organised during the year. The National Workshop (accompanying the AGM) held in Newcastle was attended by around 150 delegates, including Leaders, Leader Applicants, LLLGB members, Peer Counsellors and health professionals from around Great Britain.

Related Parties

La Leche League International and La Leche League Europe

In March several representatives of GB attended the European Management Symposium in Frankfurt, and the Chair of LLLGB Council of Directors also attended the European Council Meeting.

External Organisations

La Leche League is an active member of the Breastfeeding Manifesto and also contribute to the Baby Feeding Law Group, NICE, and Stakeholder meetings with the Department of Health. We are working with The Baby Café on the new Baby Café Locals. LLLGB was represented at the UNICEF conference and on the LLL European Council which met in Darmstadt in January 2011.

Regular contact is also maintained with the National Childbirth Trust, Best Beginnings, The Baby Café, Baby Milk Action, the Royal College of Midwives and the World Alliance for Breastfeeding Action, Association of Breastfeeding Mothers and other like minded groups.

information

Magazines

The charity's flagship magazine for members, *Breastfeeding Matters*, continues to provide its readers with inspiring mothers' stories and LLL support on a bi-monthly basis. Due to a fall in the number of Peer Counsellor Programmes fewer copies are being published. The hard-working Magazine Publications team are hoping to widen the readership and increase subscription requests for this wonderful resource.

Leaflets

The LLLGB leaflets team continued work on updating existing leaflets and writing new titles. A selection of new information sheets addressed the needs of new mothers, including: *Sleepy Baby—why and what to do*; *Comfortable Breastfeeding*; *Nipple Pain—why and what to do*; *Nipple Shields?* and the new easy-read title *Breastfeeding*. New A3 information sheets produced were *Blocked Ducts and Mastitis*, and *Still Nursing*. There was also a new booklet: *Starting Solid Food*.

All leaflets are rigorously reviewed by a strong Leader review group and members of the LLLGB Panel of Professional Advisors, ensuring mothers, Leaders and health professionals are receiving the most up to date information possible. All our leaflets are shared with other LLL entities around the world, some of whom adapt the text and/or translate to meet local needs.

Professional Liaison

The Panel of Professional Advisors (PPA), continue to offer their specialist knowledge to LLLGB particularly in the area of information sheets. The Medical Queries team provides information to Leaders and members of the public on more specialised breastfeeding matters and liaises with the PPA. Suzanne Colson was the guest speaker at the Yorkshire PCP Enrichment Day on November 4th 2010.

LLLGB has had various requests for input into research projects by health care professionals and other organisations. Two La Leche League Leaders offered valuable input into the changes in the Healthy Lives White Paper consultation and worked on a response regarding infant food regulations.

Website

The website had an average of 12,000 visits per month during 2010–11. Work is still ongoing to combine the main website with our trading subsidiary's ecommerce site (see details below).

Public Relations

The expertise of La Leche League is widely recognised by the media and we are regularly contacted by journalists, TV companies, radio stations and websites, asking for our input on current news stories. We also respond to negative or inaccurate articles.

Some of our contributions in this area include:

- A response to an article in the British Medical Journal on introducing solids, which was widely used by others and recorded in the rapid response section of the BMJ website.
- Information supplied for articles in The Times, Stylistic and Real magazines, Mother & Baby, BBC online website, Ethical Magazine, the Working Mums Website, and The Guardian. Information was also supplied to GMTV, Renegade Pictures, the Cherry Healey series, and Woman's Hour.
- A letter written in support of the European Bill to stop DHA being added to formula.
- Contact with media over the evaluation of our Ten New Groups Project.

Enquiries from members of the public have been varied but most often include breastfeeding rights at work and in public spaces, comments about news and media stories, and students doing research projects.

Trading Subsidiary—LLL Books Ltd (trading name La Leche League GB SHOP)

The recession brought a decline in sales again for the SHOP. Income for the year was around £107,000, a drop of £37,000 over 2009–10; the Gift Aided donation to LLLGB for the year will be £11,000. The publication in the UK of the 8th edition of the LLLI flagship book *The Womanly Art of Breastfeeding* brought increased sales for this new title, and our own published leaflets also sold well, despite declining sales of other products.

The LLLGB SHOP website had an increase of 6.7% in visits compared to last year. These came from 137 countries/territories (cf 127 last year). Visitors are spending on average 6.68% longer browsing the online shop. The new website facilitates UK and European sales, with worldwide sales being taken via phone, fax and email.

education & development

Breastfeeding Courses

Work continued on the modular courses offered by the department. The LLLGB Peer Counsellor Programme 'classic' five day PCP Administrator Training continued, preparing health professionals to train mothers to be peer supporters. During this period a new curriculum was prepared and issued to both existing and new programmes, supported by new standard texts—the new edition of *The Womanly Art of Breastfeeding* and *Breastfeeding Answers Made Simple*.

Peer Counsellor Programme (PCP)

The established version of the LLLGB PCP continued to run throughout the UK in 2010–2011, with around 60 'live' programmes at the end of the financial period. Over the year 80 health professionals were trained, who went on to train 700 Peer Counsellors around the country. There were international speakers at the PCP Enrichment days in 2010: Kathy Kendall Tackett, Jack Newman, Suzanne Colson

The financial impact of NHS funding restrictions brought in during this period should not be underestimated—in the current financial climate the department has been hard pressed to maintain market position in the face of cuts together with competition from other providers in this field.

admin & finance

- We are grateful for the support of the Department of Health (£102,700 grant given for the Ten New Groups Project) and the Awards for All Fund. We also had a generous, non-restricted grant from the Oak Foundation to further our work on developing new groups in Wales.

- Other gifts have been received from: individuals and organisations: Emma-Jane Ltd., KPMG LLP, Martin Butler, Sue Cardus, Rebecca Clough, Dr O Degtyareva, Dr A H Hashemi, Andrew Hayden and Kate Hunt. Whilst donations were down this year, we are very grateful for those people who felt able to make a contribution to our work.

- Other income came from subscriptions, profits from the charity's trading subsidiary, LLL Books Ltd, income from training courses, and sales of magazines and leaflets.

- At 31 March 2011 there were 750 subscribing family members (cf 913 in 2009–10), 52 health professional members (cf 75 in 2009–10) and 3 supporting members on the database.

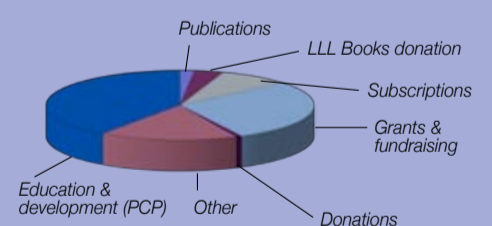
- Gift Aid payments have fallen, from £4,189 in 2009–10 to £3,370.

- We continue to investigate ways of attracting and retaining members, but the current economic climate means that it is harder for families to contribute.

Income

April 2010 to March 2011
Total income = £311,649 (£221,539: 2009–10)

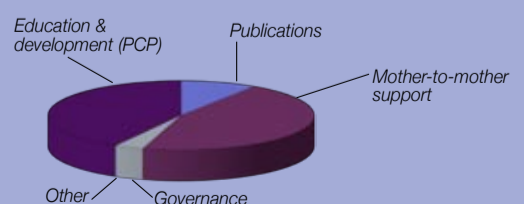
Education & Development [PCP]....	£125,537
Publications.....	£5,352
Donation—LLL Books.....	£11,000
Subscriptions.....	£26,682
Grants & fundraising.....	£89,288
Donations.....	£2,035
Other.....	£51,755



Expenditure

April 2010 to March 2011
Total expenditure = £324,848 (£309,126: 2009–10)

Education & Development.....	£135,797
Publications.....	£30,110
Mother-to-mother support.....	£147,366
Governance.....	£11,242
Other.....	£333



Net loss = £13,199 (£87,587 2009–10)
(losses were met from accumulated reserves)
Reserves = £204,156 (£217,355: 2009–10)

Charts are based on Independent Examiner's report. Full accounts will be available on request from the office, at the AGM and on the website.