



La Leche League NZ

Supporting your breastfeeding journey
E tautoko ana i tō ara whāngote



ANNUAL REPORT 2019

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 mother.

Values

Respect - of mothers' experiences, their children and family/whanau needs

Acceptance - having a non-judgemental attitude in our relationships

Commitment - support and encouragement of mothering through breastfeeding

STRATEGIC PLAN

Goals & Objectives

1. For La Leche League New Zealand to reach mothers and families in their communities - To reach out to a more diverse group
2. For La Leche League New Zealand to be recognised as a nationwide resource for mother-to-mother breastfeeding support - To make local and national connections with health care providers and allied networks
3. To nurture and grow La Leche League New Zealand as a sustainable organisation - To ensure Leaders feel connected to each other within New Zealand and around the world

Vision

La Leche League New Zealand is a recognised source of breastfeeding support and information in a society where breastfeeding is supported by everyone.

BOARD MEMBERS DURING THE YEAR



Janine Pinkham
Director



Carolyn Driver-Burgess
Administrator of Leaders



Alison Stanton
Administrator of
Leader Accreditation



Robin Jones
Administrator of
Professional Liaison
& Publications



Vacant
Administrator of
Communication Skills



Vacant
Area I Board Member



Rowena Harper
Area II Board Member



Renata Lander
Area III Board Member



Hilary Henderson
Area South Island
Board Member



Larissa Cox
Board Secretary &
Finance Coordinator
(to 30 Sep 2018)



Eleanor Becker
Finance Coordinator
(from 1 Oct 2018)



Kelly Dugmore
Office Administrator



Kirsty Mos
Office Administrator
Maternity Leave Cover
(from March 2019)



Elizabeth Kerr
Funding Coordinator
(from March 2019)

PROFESSIONAL ADVISORY GROUP

- Carol Bartle RN, RM, PGDipChild Advocacy, MHealSc, IBCLC
- Alison Barrett BSc, MD, FRCS, RANZCOG, IBCLC
- Dr. Yvonne LeFort BSc, MD, FRNZCGP, FCFP (Canada), FABM, IBCLC
- Dr Leila Masson MD, MPH, FRACP, DTMH, IBCLC
- Kath Ryan BPharm, PhD, MPS
- Selene Mize BSc, JD
- Janet Weber BS, MS, PhD
- Judith Galtry DipWomensStud, BA, PhD

La Leche League New Zealand Inc.

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help@lalecheleague.org.nz



LaLecheLeague.org.nz



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twitter.com/LaLecheLeagueNZ



LLLNZshop.org.nz



"I read the La Leche League folder when I was on the Taupo maternity ward and we were battling to get breastfeeding going. It connected me to one-to-one support and then the group where I enjoyed the compassion and experience of the mothers. Since then I've gone monthly for nearly three years. Thank you for being there."

- Anna via Facebook, 2018



DIRECTOR'S REPORT

Janine Pinkham

Total Leader Activity

It was another great year of breastfeeding help for La Leche League New Zealand (LLL NZ) in 2018-19. Leaders reported **16,774** contacts in total (2018=18,438); or **205** (209) contacts per Leader. That's more than one contact per Leader every two days. There are **122** Leaders who each spend, on average, **121** (125) hours per year volunteering for La Leche League.

One-to-One Help

One-to-one helping increased markedly (**16%**) with **3,745** contacts (3,224). Telephone and text contacts more than doubled at **1,748** (896) which perhaps indicates the reliance made by new mothers on mobile phones to seek support and the familiarity and ease with which texting is now used. There were **199** helping situations handled via the website email helpline.

Group and Social Media Meetings

There are **35** (38) La Leche League groups nationwide, extending from the Bay of Islands to Invercargill. The groups held **456** (546) monthly meetings. A **21** percent increase in contacts at monthly meetings, **2,820** (2,328) indicates the growing engagement by Leaders and mothers in our well facilitated online Facebook meetings. The popularity of our online meetings continues to grow. On the last Tuesday evening each month **1,458** (1,169) members of the online meeting Facebook group have an opportunity to join a safe closed discussion. In March our daytime monthly **Live Chat** started mid-month using a similar and slightly more relaxed format to the evening session. Our long-standing Facebook page hosts these meetings, which can be revisited again and again. The page now has over **10,500** (7,400) followers. Thus, we are reaching people unable to attend meetings in person due to a variety of reasons such as rural isolation or a lack of transport.



Slides from the Online Meeting from the closed Facebook page
<https://facebook.com/groups/LLL NZonline/>



"I didn't get involved with LLL until I had my second child and I had chronic blocked ducts and mastitis. I wish I had found them so much earlier as I finally found a place that truly matched the way I was already instinctively parenting. I love the online community as well as attending in person catchups and have made some wonderful friendships with like minded parents that I totally missed out on with my first."

-Lydia, May 2019

Many LLLNZ Groups host their own social media accounts where they offer support to breastfeeding families. Additional online meetings are encouraged.

During 2018-19 a new group opened in **Whanganui** (2018=1 new group, Blenheim). It is great to see Whanganui once again being served by La Leche League since other Taranaki groups are quite a distance away. The Papakura, Kelston (West Auckland), Morrinsville and Oamaru groups closed. The location of our breastfeeding support groups in New Zealand can be found at:

<http://www.lalecheleague.org.nz/get-help>

Group meetings are the important core of our work. The quality of support and relationships made at face-to-face meetings far exceeds that available online, as the recommendation for the Lower Hutt group below illustrates. Yet, we are reluctantly accepting that contact through social media is the forum of choice for today's new parents.



“La Leche League Lower Hutt is a great place to go to have your breastfeeding questions answered, meet like-minded people and share your experiences. They have a little library; toddlers are welcome and looked after and morning tea is provided. Judgement free, welcoming and relaxed. 😊”

- David and Frances Hunt, 7 May 2018

LLLNZ Conference 2018

A successful conference and associated health professional seminar highlighted our year. The events were held at Rangī Ruru Girls' School from 5-7 of October 2018. We were delighted to have Dr Amy Brown from the UK and Drs Anna Blair, Kajsa Brimdyr and Karin Cadwell from the Healthy Children project in Massachusetts, USA as keynote speakers. We were pleased with how the event was staged and are grateful to the school and to our volunteers for the assistance given to ensure the smooth running. The conference was a valuable educational experience for all the Leaders, Leader Applicants, parents and health workers attending.





"I'm having a relatively easy breastfeeding journey, and I stumbled into LLL from an introduction from a friend. I found a group of people with similar parenting styles, and it's that true 'building a village' that keeps me coming back"

- Rachael, May 2019

World Breastfeeding Week and Community Outreach

La Leche League NZ involvement in World Breastfeeding Week (WBW) is huge. Activity focusses on the annual Big Latch On, administered by Women's Health Action. With **2,972** (2,445) WBW contacts it is clear that the input of LLL Leaders is crucial to the success of the Big Latch On. We welcome this annual opportunity to celebrate breastfeeding successes and value the partnership we have with Women's Health Action and other groups, in staging the multiple venues around the country for the Big Latch On.



Celebrating breastfeeding across Aotearoa

LLL Cambridge BLO 2019

Other important community outreach happens at events around the country, in particular at Baby Expos, where again Leaders partner with people from other health and parenting organisations to fly the flag for breastfeeding support. This raises awareness of where to find help with hundreds of new parents and parents-to-be.

New Leaders, Retirements, Leader Applicants

In the past year **13** (7) new Leaders have been accredited and **16** (15) have retired. At year end there were **32** (25) Leader Applicants in training.



"I found LLL by chance. It helped enormously by normalising breastfeeding on demand and not by schedule which I was told to do by midwife and husband. Helped me bonding to my child and meeting new lovely mums and leaders. Good source of books too. Thanks Brylin and others"

- Daniela, May 2019

La Leche League New Zealand Departments

Leader Department - Carolyn Driver Burgess, Administrator of Leaders

Significant action this year was the establishment of Awhi groups to replace the previous Area and Chapter structure for Leader support. Annual Leader reporting continues to be a priority for development and a simpler, more complete and relevant reporting system is under investigation. This will be especially useful to improve accuracy in the measurement of online contacts which are an important growth area. It is evident that the extent of Leaders in paid employment is impacting on their ability to attend meetings in person and this no doubt is another contributor to the popularity of online meetings for breastfeeding support or Leader support. Thanks to Carolyn for stewarding the Leader Department this year and shepherding in the Awhi group changes. Carolyn has passed the Administrator responsibilities now to Donna Booth, who is welcomed into the role.

Leader Accreditation Department - Alison Stanton, Administrator of Leader Accreditation

Welcoming 21 new Leaders accredited since the 2016 Conference was a highlight of our October conference. The biennial conference spurs Leader Applicants to complete their training so they can join the new Leader celebration at conference. At the international level work continues to improve guidance to ensure the Leader Accreditation Department operates consistently around the world and that application criteria are set that encourage increasing diversity of Leaders. Local challenges are around staffing of the Department and creating an avenue for Leader accreditation for those connecting to LLLNZ via our strong social media channels. Capturing the energy of our social media contacts will lead to having Leaders in new places in New Zealand, growing our reach and serving more and varied communities.

Professional Liaison Department - Robin Jones, Administrator of Professional Liaison

Social media has had an impact here too, in that Leaders with technical questions are making use of the whole network of Leaders available on the LLLNZ Leaders Facebook group. Situations shared provide a learning opportunity for all Leaders and give access to a greater range of experience than was possible under the formal departmental structure. It is also acknowledged that the role of liaison with professionals and others in the breastfeeding support community is not restricted to certain specific Leaders but is part of what all Leaders do as they advocate for access to breastfeeding support for mothers, babies and families.

Publications Department - Robin Jones, Administrator of Publications

The Publications Department is evolving rapidly moving away from print journals to online versions, blogs and a much greater reliance on social media to bring our followers the support and information they seek. This year our publication schedules did not fit well with the vagaries of family life with young children and this has resulted in fewer issues of *Aroha* and *Mosaic* (for Leaders), for which we apologise. *Breastfeeding Communiqué* was produced for the last time as other information sources have filled the niche this once well-regarded journal occupied. Looking ahead we have a large publications team now recruited, and many smaller new roles are being created to enable a wider range of activity with less burden on any one of our willing volunteers.

Communication Skills Department - vacant, Administrator of Communication Skills

The demand for Communication Skills training and the ability to provide it is low. Communication skills sessions are popular at La Leche League conferences, but it was not possible to offer these at the conference in October. Communication skills training is one of the defining features of La Leche League style and some innovative thinking is required to continue to provide this important training to Leaders, Leader Applicants and others in the community.

Peer Counsellor Programme (PCP)

Two small courses were run during the year. In Christchurch in May four new Peer Counsellor Programme Administrators (PCPAs) were licenced. Of these, one moved into a role with an existing kaupapa Maori programme, one we are delighted to report established a new programme in



Helensville and two local Leaders added PCPA to their credentials. In January, in Counties Manukau the adapted programme was once again delivered to three trainees engaged in Te Rito Ora. Previous input from La Leche League NZ, in training Peer Counsellor Programme Administrators enables District Health Boards to continue to provide Peer Counsellor Programmes around New Zealand, taking breastfeeding support to even more diverse communities.

LLLNZ National Office and Online Shop -

Kelly Dugmore, Office Administrator; Kirsty Mos, Office Administrator (Maternity Leave Cover)

It was a busy year at the office with conference registrations coming in through the shop as well as managing the routine work of supporting Leaders and Administrators. Larissa Cox was with us for a brief period and then Eleanor Becker joined us in October as Finance Coordinator. It was wonderful to have Eleanor, a previous Leader and Administrator of Leader Accreditation, involved again with La Leche League. Elizabeth Kerr was appointed as Funding Coordinator in March and is working towards greater financial stability for national activities and is also available to help with group applications. The conversion of information sheets to LLLNZ branding continued and several new titles were available at the conference for sale.



Looking ahead more efficient printing layout is being explored as well as integrating the Shop website into the main LLLNZ website. Kirsty has taken over the Website Editor position which is helpful while the site is under this significant development. Book titles available from the Shop have been reduced to five permanent titles to reduce the risk of holding old stock. Amy Brown's book *Breastfeeding Uncovered* is temporarily available after being featured at our October conference. Kelly went on maternity leave at the end of March and we were delighted to hear of the safe and healthy arrival of her baby daughter Bailey in early April. Kirsty started at the office in March and continues as maternity leave cover for Kelly until her return.



“With two little ones, my partner relied on your organisation for breastfeeding support with our eldest who is now four, and because of your organisation's support she fed until just recently. Fortunately, we didn't have any issues with our one year old.”

- Russell, May 2019

La Leche League International (LLLI)

Global Leadership Summit - Raleigh, North Carolina, 13-14 October 2018

A special meeting of LLL administrators from around the world was called in October 2018 when each LLL entity with a direct connection to LLLI was invited to send at least two representatives to meet in Raleigh. The focus was on organisational leadership with a view to resolving ongoing communication issues. Representatives from LLLNZ were Carolyn Driver Burgess and Janine Pinkham. The LLLI Leader Accreditation Department Council was also invited and Alison Stanton was present as the LLLNZ representative. It was extremely helpful and encouraging to meet in person many of the people we are in regular Zoom, email or Facebook contact with.

First democratic election of LLLNZ representative to LLLI Board of Directors

Following protest at irregularities arising from internal LLLI Board "elections", the global community worked together to establish new criteria whereby each entity holds an election for its representative/s that is open to as many Leaders as possible to vote in. This first LLLNZ election occurred over summer and in February the successful candidate, Carolyn Driver Burgess was announced. Carolyn has previously served for on the LLLI Board for nearly six years, and in late March she took up her position on the Board for her second period of service.



Cost sharing contributions to LLLI

Each LLL entity pays fees to LLLI based on a levy per Leader and per capita GDP. There are three tiers in the GDP per capita groupings. We were delighted when an appeal for change we made was successful. It was agreed that LLLNZ and entities from other lower socio-economic countries previously assigned to Tier A (the most affluent) would be reassigned to Tier B (less affluent). For future years the cost sharing contribution levied on LLLNZ will be reduced.



"I have found LLL to be such a wonderful support through breastfeeding troubles, discussions on parenting styles and values (especially bedsharing, extended breastfeeding, attachment(ish) parenting, babylead weaning etc etc) and also just in finding like minded parents to chat to. Being a transman who is breastfeeding also comes with its own challenges and I have been so pleased to have found a group that has been very very welcoming and affirming of my identity as a breastfeeding Dad - thank you so much. YES definitely having an impact 😊😊 Every time I come home after LLL meetings I feel so much more grounded, confident and trusting regarding my parenting instincts."

-Griffin, May 2019



“My midwife told me about this after my 1st born. It was lovely to meet other breastfeeding mums and gave me lots of confidence, also meeting others that have the same parenting styles as me was such a relief. Great support lovely ladies ♥”

- Alex, May 2019

National Networking

We were delighted this year to be approached by the **New Zealand Lactation Consultants Association** to enter into a Memorandum of Understanding. This will formalise our already close and reciprocal arrangements of support.



Meetings of organisations with contracts with the Ministry of Health for breastfeeding services have continued this year. As well La Leche League NZ has been invited to participate in Ministry working groups on the New Zealand breastfeeding strategy and the establishment of tongue tie protocols. An interview was given in January as a key informant to the University of Otago, Wellington research on exploring breastfeeding experience and policy in New Zealand.



Looking Ahead

A new era is about to start for LLLNZ. A new constitution comes into force today and the election by Leaders, for the first time, of the LLLNZ Board heralds opportunities for modernising, flexibility and strategic thinking that have not been executed well under the old structure. Separated governance and management allows each to develop distinct perspectives. These then need to work together to support Leaders well and to tailor our services to make efficient use of resources to cater to the needs of families who access our breastfeeding support. The disbanding of an area structure and its formal administration, and the introduction of more fluid adaptable Awhi groups is aimed at improving proactive and responsive support to Leaders, so that our core work of supporting breastfeeding journeys can carry on as usual.

Our three goals of visibility, networking and sustainability continue to guide us. Financial stability is proving the hardest to achieve and there will be ongoing focus on income streams and efficiencies in the next year and beyond.

THANK YOU - OUR SUPPORTERS

Our support ranges from the mother who tells a friend how much she has appreciated our breastfeeding help to the funder making the largest donation, and a multitude of contributors in between. We are extremely thankful for your generous input in these diverse ways.

COGS (the Community Organisation Grants Scheme) continues to be the key funder for La Leche League groups around the country. As well as essential operational funding available from COGS, COGS regions that support conference funding (not all do) assisted local Leaders to undertake important ongoing education through attending our 2018 conference.



Local group funding comes from numerous other foundations and trusts all of which are valued and whose support allows groups to run smoothly and Leaders to continue offering breastfeeding support and to take up opportunities to add to their knowledge and skills.

Our Lottery Community grant is extremely important for the national operation of LLLNZ, and we greatly appreciate this ongoing long term support. Our current grant made in 2018-19 has given us the first \$30,000 of a three year grant of \$90,000 to be paid in three tranches, ending in 2020-21.



LLLNZ is contracted to the Ministry of Health to provide accurate, consistent breastfeeding information to mothers. The contract is for \$18,306 annually, which is much appreciated.



The Lion Foundation regularly supports our annual training weekend, held at El Rancho in Waikanae in recent years. We are grateful for the \$2,500 received for the June 2018 weekend.



Donations are greatly appreciated whether made to the national organisation or given directly to groups. We now have four regular donors sending us monthly gifts, as well as our lump sum donors. Some LLL groups have made donations, and we say thank you for sharing your fundraising income nationally. If you are thinking of becoming an LLLNZ donor, remember any amount over \$5 is tax deductible.



Group attendees, subscribing members, Shop customers, fundraising supporters - you are all important friends of LLLNZ.

Kelly, Larissa, Eleanor, Kirsty and Elizabeth; thank you for being valuable members of staff helping to keep the cogs turning smoothly at the “office” wherever that may be, and for supporting Leaders, members and customers so well.

To our outgoing Board; thank you for steering the ship through to our new horizons. Please take a well-earned step back from the hard questions of governance. However, I look forward to working with Administrators from now on in the management of LLLNZ.

To our incoming Board; thank you for stepping forward to guide the ship through the next ripples we face before we achieve smooth sailing. Your skills and enthusiasm are valued.

Leaders are the life blood of La Leche League. They are the visible face of the organisation out in the community and their volunteer contribution dwarfs that made by any other supporter. They do this while parenting their own small children, acting as wonderful role models, and often combine their volunteer work with paid employment. In 2018-19 Leaders donated **9,897** (10,123) hours. This equates to **247** (253) 40-hour working weeks, or **five** working years. This dedication can be valued at **\$203,000** (\$204,500) using the living wage of \$20.55 per hour, effective for 2018-19. An additional **\$28,503** contribution is made by Leaders travelling to meetings using the family car or public transport. To each and every Leader, thank you for making La Leche League an important part of your life and for giving out to families all around New Zealand - you are a taonga.



Finance Report Information

La Leche League New Zealand Inc qualifies as a Tier 3 organisation with the Performance Report being prepared under the standard PBE SFA-A (NFP) Public Benefit Entity Simple Format Reporting – Accrual (Not-for-Profit).

La Leche League New Zealand has had its Performance Report audited with the exception of the entity information and the Statement of Service Performance.

The full Performance Report is available from the LLLNZ office on request.

Statement of Service Performance (Unaudited)

La Leche League New Zealand Incorporated For the year ended 31 March 2019

Description of Outcomes

La Leche League strives to give mothers who seek it, access to the support they need to establish and maintain breastfeeding and adjust to parenthood. As a result, parents gain suitable preparation and skills to lovingly raise and guide their children through the early years.

To achieve these outcomes our current objectives are:

1. For La Leche League to reach mothers and families in their communities and to reach out to a more diverse group.
2. For La Leche League New Zealand to be recognised as a nationwide resource for mother-to-mother breastfeeding support through making local and national connections with health care providers and allied networks.
3. To nurture and grow La Leche League New Zealand as a sustainable organisation by ensuring Leaders feel connected to each other within New Zealand and around the world.

Description and Quantification of the Outputs

	Actual This Year (2019)	Actual Last Year (2018)
Number of trained Leaders during the year	124	125
Number of Leader Applicants (trainee leaders)	31	25
Number of Other Financial Members	124	127
Number of conference and workshop sessions facilitated*	29	33
Number of active groups during the year	34	39
Number of Leader contacts with members of the public*	16,774	18,438
Volunteer contribution- hours*	9,897	10,807
Volunteer contribution - distance traveled (km)*#	28,503	22,500
Number of support meetings held*	456	603
Issues of in-house magazines produced	4	7
Number of Peer Counsellor Programme Administrators trained &	7	4

*estimates drawn from Leader activity survey 2018-19

distance travelled for 2018-19 has been estimated using a different method to previous years.

& three people (2018: 4 people) received breastfeeding education using an adapted Peer Counsellor Programme curriculum. They did not become licenced Peer Counsellor Programme Administrators.

For more details on service outputs refer to our website or contact us directly.

Quote from Anna, on Facebook February mid 2018.

"I read the La Leche League folder when I was on the Taupo maternity ward and we were battling to get breastfeeding going. It connected me to one-to-one support and then the group where I enjoyed the compassion and experience of the mothers. Since then I've gone monthly for nearly three years. Thank you for being there."

Statement of Financial Performance

La Leche League New Zealand Incorporated For the year ended 31 March 2019

	NOTES	2019	2018
Revenue			
Donations, fundraising and other similar revenue	1	9,709	16,173
Fees, subscriptions and other revenue from members		11,281	6,667
Revenue from providing goods and services	1	144,216	110,862
Interest		2,184	1,045
Other income		1,085	43
Total Revenue		168,475	134,791
Expenses			
Expenses related to public fundraising		1,459	1,281
Volunteer and employee related costs		43,823	41,358
Costs related to providing goods and services	2	139,857	90,724
Other expenses		14,874	26,042
Total Expenses		200,013	159,405
Surplus / (Deficit) for the Year		(31,539)	(24,615)

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The accompanying notes form part of these financial statements. These financial statements should be read in conjunction with the attached audit report.

Balance Sheet

La Leche League New Zealand Incorporated As at 31 March 2019

	NOTES	31 MAR 2019	31 MAR 2018
Assets			
Current Assets			
Bank accounts and cash	3	153,704	196,431
Debtors and prepayments	3	11,961	12,594
Inventories		3,714	4,499
Investments	3	35,114	35,114
Website Development		1,000	1,000
Total Current Assets		205,493	249,638
Non-Current Assets			
Property, plant & equipment		1,129	1,723
Total Non-Current Assets		1,129	1,723
Total Assets		206,623	251,361
Liabilities			
Current Liabilities			
Creditors and accrued expenses	3	24,289	52,412
Employee costs payable		656	598
Unused donations and grants with conditions		17,606	3,901
Total Current Liabilities		42,551	56,911
Non-Current Liabilities			
Group Funds (Holding)		1,160	-
Total Non-Current Liabilities		1,160	-
Total Liabilities		43,711	56,911
Net Assets		162,912	194,450
Accumulated Funds			
Accumulated surpluses / (deficits)	4	162,912	194,450
Total Accumulated Funds		162,912	194,450

For and on behalf of the Board;

Janine Pinkham, Director *Janine Pinkham*

Date: 16 September 2019

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The accompanying notes form part of these financial statements. These financial statements should be read in conjunction with the attached audit report.

For an extensive range of breastfeeding resources, membership and more, for Parents and Health Professionals visit our online shop

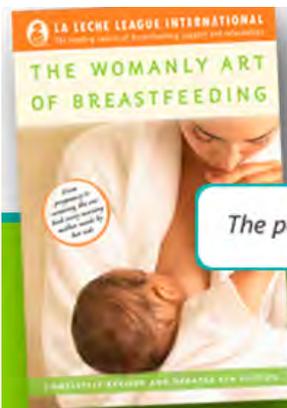
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PLEASE DONATE TODAY

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The Womanly Art of Breastfeeding (8th Edition)

The one book every breastfeeding mother needs by her side!



The perfect gift!

"The newborn baby has only three demands. They are warmth in the arms of [his] mother, food from her breasts and security in the knowledge of her presence. Breastfeeding satisfies all three."

Grantly Dick-Read, MD, from *Childbirth Without Fear*, 1955

Need help?

There are many ways to connect with La Leche League New Zealand

To find your nearest group or to phone a Leader directly, visit **lalecheleague.org.nz/get-help**



lalecheleague.org.nz



help@lalecheleague.org.nz



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Membership of LLLNZ

Your membership supports La Leche League Leaders, who are available to answer questions and provide practical tips and emotional support for breastfeeding mothers. As well as this, a portion of memberships supports the national organisation of La Leche League New Zealand

JOIN TODAY LLLNZshop.org.nz/membership

