



## Why do YOU



## Breastfeeding?

**Tell us what you love about breastfeeding and you could win!**

Complete this survey, or, send your own story or comments and we'll enter your name in a draw for great LLLC prizes.

### First Prize

A copy of the new edition of the **Womanly Art of Breastfeeding**, signed by co-author and Canadian LLLC Leader Teresa Pitman

### Second Prize

A one-year La Leche League Canada membership

Send your survey responses to [nfc@lllc.ca](mailto:nfc@lllc.ca) or fill out the survey on line here: <http://www.lllc.ca/poll-why-do-you-love-breastfeeding-0>

We'll tally the results and share them in this newsletter and on our website. Or tell us about your own reasons to love breastfeeding and we might publish your story in an upcoming issue.

**Of course, there are many more ways that breastfeeding maintains normal health and development in babies, mothers, families and in society. If your favourite is not mentioned in this short survey, send us a note to tell us about your special reason to love breastfeeding. Send survey responses or personal stories to [nfc@lllc.ca](mailto:nfc@lllc.ca) by April 4, 2011 to be entered into the prize draw.**

## Why I Breastfeeding Survey

Vote for your favourite!

Breastfeeding saves my family money.

(Take a look at the formula prices in your local supermarket or pharmacy and you'll see why.)

Breastfeeding is good for the environment.

(Smith, M.E. Nursing the World Back to Health. *New Beginnings* 12(3): 68-71, 1995 <http://www.llli.org/nb/nbmajun95p68.html>)

Breastfeeding helps babies to develop normally and avoid problems such as obesity - in infancy and later in life.

(Soukop, G.J. Preventing Childhood Obesity: How Breastfeeding Can Help. *Leaven* 43(1): 2-4, 2007 <http://www.llli.org/llleaderweb/lv/lvjanfebmar07p2.html>)

Breastfeeding helps maintain good health in mothers, too.

(Dermer, A. A Well-Kept Secret: Breastfeeding's Benefits to Mothers. *New Beginnings* 18(4):124-127, 2001 <http://www.llli.org/nb/nbjulaug01p124.html>)

Breastfeeding deepens the mother-baby attachment.

(Wiessinger, D., West, D. and Pitman, T. *Womanly Art of Breastfeeding*, 8<sup>th</sup> edition, La Leche League International: 2010, p.10



## La Leche League Canada:

*Because breastfeeding isn't always easy, we're here to help.*

*- National Awareness Campaign 2011*

Have you had a chance to view and share our brand new Public Service Announcement, featuring Canadian actor Sitara Hewitt of the hit show *Little Mosque on the Prairie*? [Click here](#) to view this fresh approach to breastfeeding promotion.

Sitara Hewitt is a happy breastfeeding mother who knows how important it is to have good information and support. She offered to help La Leche League Canada to get these messages out to Canadian mothers who may not know about the services that LLLC offers.

### **Do you know anyone who should see this?**

It's easy to share the PSA and poster by e-mail, Facebook or Twitter.

Stay tuned for information about screenings of our **new short film** featuring interviews with breastfeeding mothers!



**Breastfeeding**

You don't need step by step directions. You need accurate information and support while you get to know your baby, and figure it all out.

*Sitara Hewitt is proud to be a breastfeeding mother. She found support, and you can too.*

**Because breastfeeding isn't always easy, we're here to help**



La Leche League Canada

Visit us online at [www.LLLC.ca](http://www.LLLC.ca)  
or call 1 (800) 665-4324

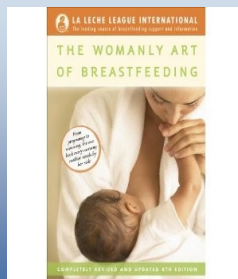
For mother-to-mother support in your community.



Completely revised and updated 8<sup>th</sup> edition of the  
**Womanly Art of Breastfeeding!**

**Purchase your copy today!**

Get a copy of this well-loved classic for yourself or a friend and, at the same time, help La Leche League Canada to support more mothers to breastfeed!



Start by clicking on [www.LLLC.ca](http://www.LLLC.ca) and follow the links to our Amazon bookstore to make sure that LLLC receives credit from Amazon for your purchases.

**And** don't forget that **every purchase** of any book, CD, DVD or other product that you make through the LLLC Amazon bookstore earns money for La Leche League Canada programs!

## Good Ideas



to support LLLC and make sure that La Leche League Canada services are available for new families .....

- ✓ **While you work.** Many employers have donation matching programs and payroll deduction plans that make it easier for you to manage your donation plan
- ✓ **Become a monthly donor.** Authorize a monthly withdrawal from your chequing account or credit card. You won't notice the small amount and yet you will receive a tax receipt for a substantial amount to help reduce your tax bill at the end of the year.
- ✓ **Become a member.** [Purchase a membership](#) – for yourself or as a baby shower gift for a friend.
- ✓ **Purchase books, music CDs, movie DVDs or games.** Make your purchase through Amazon.ca and a percentage of your purchase will be donated to LLLC. Go to the LLLC website at <http://www.lllc.ca/> and click on the Amazon.ca link to make your purchase. That's all there is to it!
- ✓ **Donate to, participate in or organize** the annual **Breastfeeding Benefits** fundraiser in your community
- ✓ Make a **planned gift** through your will or stock transfer.
- ✓ Send a **donation to honour** a loved one.

For more information, visit the [Donate](#) section of our website.

## Attention Social Media Lovers!!

Follow us on Twitter at **LLCanada**  
and  
join our **Facebook Cause**.

**La Leche League Canada is a non-profit organization and a registered Canadian charity.**

La Leche League Canada is an affiliate of La Leche League International, governed by an elected Board of Directors who works with approved by-laws and policies to steer the work of the organization across Canada and to ensure consistency at all levels. La Leche League has a registered office at P.O. Box 700, Winchester, Ontario, K0C 2K0. Telephone: 613-774-4900. All materials in this newsletter are copyrighted and are used by permission of the photographers/authors. To obtain permission for reprints, please contact the TOL editor at [nfc@lllc.ca](mailto:nfc@lllc.ca)