

La Leche League International *Breastfeeding Today* Contributor Guidelines for Writers

Thank you for your interest in contributing to *Breastfeeding Today* digital magazine. Your willingness to volunteer as a writer, photographer or artist means so much to us. You can find us online at <https://www.llli.org/breastfeeding-today/>.

Although we are currently unable to offer compensation for writing/contributing to the magazine, every author receives a byline and every photographer or illustrator receives proper credit alongside the work.

Submission indicates that you are giving La Leche League the right to publish your work in any of its publications or online now and in the future. You would retain the right to republish your work anywhere else you want in the future. For more details, check out our release form here: <https://www.llli.org/breastfeeding-today-release-form/>.

What is the magazine's purpose?

Our magazine's purpose is to inspire breastfeeding families and breastfeeding advocates, to foster a sense of connectedness and understanding with other breastfeeding families across the globe, and to share accurate breastfeeding information to encourage and help one another.

Who are our readers?

Our readership is multicultural and worldwide. Currently, our primary language used in the magazine is English. But we would like to increase the number of translations of each article available so that we can reach and help more people through our content.

What is the mission of La Leche League International (LLLI)?

The organization's mission statement is "to help mothers worldwide 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." As a publication of LLLI, *Breastfeeding Today* must cover topics that are within the mission of the organization, and avoid mixing causes.

How to submit an article?

1. Once you have an idea in mind, reach out to us at editorbt@llli.org with **the topic and a brief outline or summary** of how you intend to approach the topic.

2. Also include a little information about...

- a. who you are;
- b. which language(s) you could write the article in;
- c. any other places where the article you are submitting has appeared (*if applicable*);
- d. where other published work of yours has appeared (*if applicable*).

3. If you hear back that your idea has been selected, we will provide you with a deadline and a word count to meet.

Here some examples:

- Q&A style articles with a health professional or breastfeeding book author or a La Leche League Leader (generally 1000 words);
- Quick bulleted or numbered tips articles (under 400 words);
- Funny stories about breastfeeding, with dialogue included where possible (under 800 words);
- Reports on recent studies and research about breastfeeding (generally 1000 words);
- Book reviews on breastfeeding books (100-800 words).

4. Includes a photo you took (or artwork) with it, if possible. Supply your photo or illustration to us as a 72 ppi/ 2 MB or higher jpg, png, gif or tiff.

Please note...

We are unable to print every article that is submitted. To increase the odds of publication, before hitting the “send” button on your article submission please make sure your article...

- **Meshes with La Leche League International Philosophy and “LLLI Policies and Standing Rules: Inclusivity Statement.”**

La Leche League International (LLLI) is committed to serving everyone inclusive of race, ethnicity, religion, sex, national origin, ancestry, age, marital status, physical or mental ability, socio-economic status, political views, gender identity, sexual orientation, family structure, or other protected status.

La Leche League is committed to help and learn from all Leaders, mothers, and families who seek our information and support to nourish a child with human milk. In order to reflect this commitment.

We recognize that the language we use can make a difference to those who will seek LLL support and to those whom we reach. With this in mind, publications produced for LLLI will use a variety of terms to describe Leaders and the people whom we serve.

What is inclusive may look different in different places. Therefore, in implementing the LLLI inclusivity statement, to welcome and include all those who want to help or be helped by LLL, LLL entities are expected to use language appropriate to their cultures.

All LLLI and LLL publications, whether in print or digital, shall reflect LLL philosophy. The goal of LLL is to provide materials that support families in their breastfeeding journeys and to aid readers in making informed decisions. An uplifting and empowering tone, respectful language, and emphasis on the positive present a favorable image of La Leche League.

- **Abides by the World Health Organization (WHO) International Code of Marketing of Breast-Milk Substitutes.** If you would like to see the Code, click here: <https://www.who.int/nutrition/publications/infantfeeding/9241541601/en/>. Also note that there are subsequent WHO updates to the Code, such as this one: <https://www.who.int/publications/i/item/9789240006010>

Thank you again for your interest! We look forward to hearing from you.

Valentina Attanasio

Breastfeeding Today Managing Editor

Email: valentina@lly.org

Editor inbox: editorbt@lly.org